



PLAQUES&LETTERS.COM

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False Advertising Complaint Against: Impact! Signs. Phone: 1 (800) 492-1201 Local: 708-492-0131 Fax: 1 (708) 492-0136. Physical Address: 505 N Lake Shore Dr - Ste 1703, Chicago, IL, 60611 Website: <http://impactsignschicago.com/> Owners: Ammar and Shabbir Moosabhoy Email: ammar@impactsigns.com NOTE:

[http://business.kellysearch.com/profile/impact!
+signs+chicago/us/il/chicago/60611/900769033](http://business.kellysearch.com/profile/impact!+signs+chicago/us/il/chicago/60611/900769033) provides the above physical address. It indeed links to <http://impactsignschicago.com/>

Visiting Gemini's <http://www.signletters.com/>, Clicking Where to Buy Page http://www.signletters.com/where_buy.asp, then Selecting Chicago IL Within 50 Miles finds [Impact! Signs & Graphics](http://www.impactsigns.com/) 708-492-0131 ammar@impactsigns.com, 2215 So Wolf Rd, Hillside, IL 60162. I cannot explain the disparity of physical addresses. Strangely, <http://impactsignschicago.com/> offers neither a physical nor an email address for themselves. However, Gemini's link does lead to the same Impact Signs' website. Impact also affiliates with these 'sites: <http://impactsigns.com/>, <http://impactsignschicago.com/impact-signs-lagrange-illinois>, <http://impactsignschicago.com/impact-signs-aurora-illinois>, <http://impactsignschicago.com/impact-signs-hinsdale-illinois>, & <http://www.impact-sign-letters.com/> (Google offers before visiting the latter: "Warning - visiting this web site may harm your computer!" Symantec also detected & thwarted a virus threat.)

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear FTC:

There's a dynamic that lies run rampant in the architectural signage industry—*False Advertising by my competitors*—particularly as it relates to cast and etched plaques, and cast & flat cut metal letters offerings. If people choose to work with liars, that's their option... but they should be able to know who they're dealing with. Please visit <http://www.plaquesandletters.com/FTC/THE%20TRUTH%20ABOUT%20ARCHITECTURAL%20PLAQUES%20&%20LETTERS%20ACQUISITION.pdf> for more. It is a simple fact that Matthews Bronze, A.R.K. Ramos, Gemini, Southwellco, International Bronze & Trigard are the major, reputable manufacturers in the bronze & aluminum plaques industry. (The first four also produce letters.)

Impact! Signs is engaged in False Advertising. On <http://impactsigns.com/content/about-us-impact-signs> they offer: “Impact! Signs is a leading Architectural Sign Company. We design, produce, and install high quality metal letters, dimensional logos, and bronze plaques... we have built a loyal team of expert craftsmen, creative designers, and sales professionals with a vast knowledge

and experience in the architectural signage industry. The combination of our team, along with our investments in precision technology ensures...” Any normal reading of that would conclude they’re claiming to manufacture what they offer. This is one more example of poseurs making “something”...just not everything anyone will be ordering from them in this realm.

Their Products are listed on <http://impactsignschicago.com/our-products> They likely make vinyl letters <http://www.impactsignschicago.com/window-vinyl-graphics>, banners <http://impactsignschicago.com/vinyl-banners>, CorePlast yard/political/real estate signs <http://www.impactsignschicago.com/real-estate-signs> and even “Architectural Monument [sic] signs” as spelled on <http://www.impactsignschicago.com/architectural-monument-signs>. It’s simple sign shop offerings. However, it is extremely reasonable to say Impact! expects prospects to rationalize that makes them a comprehensive manufacturer of all they offer online, both simple as well as complex, the latter requiring much more sophisticated skills, technology & investments. If they do make it all, why does the aforementioned manufacturer Gemini—who makes routed & etched plaques, and metal and plastic letters—list Impact! Signs as one of Gemini’s customers? (That was rhetorical.)

I can’t definitively list what Impact! does make. They don’t show any standard Gemini project images as most other dealers of theirs do. They may even “produce” Etched Glass Signs. Impact! doesn’t make Acrylic Logos however. That’s known because that page offers: “Sheets of acrylic are extruded acrylic in 32 standard pigmented colors...” “Their” colors are listed here: <http://impactsigns.com/products/colors-finishes/acrylic-letters-logos>. <http://impactsigns.com/acrylic-logos> offers boilerplate of: “We offer the widest variety of materials and the expertise to use them in creative combinations, to make your Acrylic logo a powerful and distinctive expression of your identity.” If they do that means Gemini makes those. NO one surpasses their acrylic selections, in terms of both colors and thicknesses. That’s an established given in this industry. Gemini actually manufactures its own materials.

Gemini offers on http://www.signletters.com/Plastic/lasercut_letters.shtml: “...we extrude our own sheets of pigmented acrylic in 32 standard colors” (which they do) then <http://www.signletters.com/Plastic/lasercut-colors.html> shows the identical set of 32 colors as Impact!, including same triangular graphic images of those. See enclosed printouts. There are no coincidences in this industry. (For now, let’s pretend Impact does cut some acrylic.)

Impact! may make Custom Metal Logos or Cut Metal Letters or Cut Bronze Letters (a remote possibility). Some sign shops router letters. It’s dubious they make because that link offers: “Impact! Bronze Letters offers the widest variety of fonts, finishes, and colors, all precision waterjet cut from solid sheets of the highest quality bronze. Impact! Bronze Letters is a leading manufacturer of high quality bronze letters for interior and exterior use.” Nope: That would all apply to Gemini, as anyone in the industry would inform.

On Impact!’s <http://impactsigns.com/stainless-steel-logos> page they offer the same “precision technologies... We offer the widest variety of materials and the expertise to use them in creative combinations, to make your Stainless Steel logo a powerful and distinctive expression of your identity.” boilerplate. Their [Click here to view installation methods and detailed instructions for installing Stainless Steel logos](#). link doesn’t work. However, others do:

I can unequivocally identify they manufacture—yet purport to—neither 1) Cast Metal Letters, 2) Formed Plastic Letters, 3) Injection Molded Letters, nor 4) Cast & Etched Metal Plaques...or as they call them: “[Bronze and Metal Plaques](#)” (NOTE: Bronze IS a metal, as they would know & wouldn't differentiate if they actually made them. It's like saying “vegetables AND green beans”...when the latter is a subset of the first.) Those are items which P&L also distributes, and are most searched for in “this realm”.

1. Formed Plastic Letters: <http://impactsigns.com/formed-plastic-letters> offers: “Impact! is a leading **manufacturer** of high quality Formed Plastic letters for interior and exterior use.” That's another lie because Gemini makes “Impact!’s” Formed Plastic Letters. Their font list: <http://impactsigns.com/fonts/formed-plastic> is the same as Gemini's: <http://www.signletters.com/Plastic/formed-styles.html> Notice how on Gemini's font list “Harrier” is marked as “NEW”, but it's in alphabetical order. On Impact!'s list, they didn't bother placing it alphabetically, and simply added it to the bottom of their list, once Gemini began making that font. “Impact!’s color list <http://impactsigns.com/products/colors-finishes/formed-plastic-letters> is actually Gemini's <http://www.signletters.com/Plastic/formed-colors.html> down to the identical star images. “Impact!’s Install Methods <http://impactsigns.com/products/installation/formed-plastic> is actually Gemini's <http://www.signletters.com/USpro09/Formed%20Plastic/pricing/aomu.html> (you need a login for that, which I've previously provided) down to the identical light blue partial letters pics.
2. Injection Molded Letters: <http://impactsigns.com/injection-molded-plastic-letters> offers: “Impact! is a **leading manufacturer** of high quality Injection Molded Plastic letters for interior and exterior use.” That's interesting because...they don't manufacture those either. Gemini does, the one and only, and calls them also “Minnesota Letters”. Impact! offers this font list: <http://impactsigns.com/fonts/molded-plastic> It's the same font list as Gemini's: <http://www.signletters.com/Plastic/minnesota-styles.html> ...except Impact! adds in Bauhaus font <http://impactsigns.com/fonts/bahaus> ...which isn't even an Injection Molded font; it's Formed Plastic (which yes they recognize when going to that font). This is yet one more product line which Impact! both doesn't make—but *claims to*—and is unfamiliar with.
3. Cast Metal Letters: <http://impactsigns.com/cast-metal-letters> offers: “Impact! Signs is a **leading manufacturer** of high quality cast metal letters for interior and exterior use.” It's silly for them to say that because *they don't make those either*. Gemini does, then sells them to Impact!, who then sell them to end-users. <http://impactsigns.com/fonts/cast-metal> indicates the identical font list as Gemini's: http://www.signletters.com/Metal/cast/cast_styles.html Let's pretend Impact! casts letters, and I've just never heard of them before. Take their example of Futura <http://impactsigns.com/fonts/futura>: In 8” it's 1 ¼” deep. So is Gemini's, as seen on <http://www.signletters.com/USpro09/Cast%20Metal/CastPricing/futura.html> (you need a login for that, which I've previously provided). A caster can make letters as deep as they care to. A.R.K. Ramos & Matthews Bronze also cast letters. Each manufacturer has different specs for their letters from each other. “Impact!’s” http://www.impact-sign-letters.com/Products/Finishes-And-Colors/Metal-Finishes-Cast-Metal-Letters.htm#Cast_Aluminum_Finsihes (they struggle with spelling) offers a link: [what is anodizing?](#) which offers: “The only metal anodized by Impact! Sign Letters is aluminum.” Impact! anodizes nothing; their supplier Gemini does. “Impact!’s” metal letters finishes are actually Gemini's: http://www.signletters.com/Metal/cast/cast_finishes.html ... down to the off-seen-by-Gemini-distributors reflective dime. “There are no coincidences...”
4. Cast & Etched Metal Plaques: <http://impactsignschicago.com/bronze-and-metal-plaques> offers: “Impact! Plaques Chicago can **create** [NOTE: Not “design”] a metal plaque

to meet your specifications. Impact! Plaques Chicago **uses** a variety of materials including bronze, brass, aluminum, zinc, stainless steel and copper, and a variety of methods including casting, etching, and engraving...the reputation as Chicago's Leading Metal and Bronze Plaque Company.” **They make none of that. Those are also outsourced. There are perhaps 10 etchers in the U.S. (which I could list). NONE of them would ever dream of then making CorePlast yard signs, banners, and vinyl stickers for cars & storefronts as**

Impact! Signs does. I've been in the sign business since '94, and no one since then out of numerous discussions has ever mentioned Impact as a caster or etcher etc.

<http://impactsigns.com/acrylic-letters> (among their other pages) offers: “We do not sell wholesale to other sign companies. Impact!... works directly with clients nationwide offering the most competitive prices possible.” **That's because they don't manufacture (most) product, and would lose money selling wholesale, when they're buying at the same wholesale price.**

Again, they're “merely” online retailers...as P&L is. We clearly state that; Impact! actively avoids that, and instead even pretends that they manufacture ALL of their online offerings.

Please see enclosed emails I (sometimes I use “Sandy” as a nom de plume) sent them beginning Saturday, April 26, 2008, dispelling several more of their lies. They never bothered to reply.

It's interesting to note that <http://impactsignschicago.com/> offers this link: Visit [Impact! Bronze Plaques](http://impactbronzeplaques.com/) leading to <http://impactbronzeplaques.com/> (same Ammar and Shabbir Moosabhoy, father and son listed on their About Us page link: <http://impactbronzeplaques.com/content/about-us-impact-signs>). Strangely, there's **not a single plaque** to be found on <http://impactbronzeplaques.com/>. There's a 100% chance that they'll soon be claiming to be a cast plaque foundry *there* too.

Here's why all of this matters (yet again):

1. From experience, buyers like to know who they are buying from, and disdain being hoodwinked, *regardless* of the price or product they receive(d),
2. Distributors masquerading as manufacturers put honest distributors at a significant competitive disadvantage, and
3. For those end users thinking they “*hit the jackpot*” by ostensibly buying “*manufacturer-direct*”, looking no further, they may never realize they might well have received a better deal elsewhere.

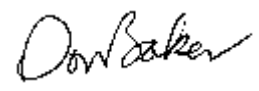
True, “*It's a Free Country.*” People are allowed to lie. Others are allowed...to call them on it. **Impact! Signs should be compelled to tell the truth online: 1) They will NOT be making the Formed Plastic or Injection Molded letters, nor cast letters nor cast or etched plaques that customers order from them, and 2) They didn't make the examples that they already post of those product lines.**

Production Note: A digital copy of this letter is included. Upon usage, you can click on the hyperlinks found there and immediately access the webpages offered here.

Actual Manufacturer Contacts for Reference:

Gemini Inc.: 103 Mensing Way, Cannon Falls, MN. 55009 ph: 1-800/538-8377 fax: 1-800/421-1256 Website: <http://www.signletters.com/>

Thank You,

A handwritten signature in black ink that reads "Don Baker". The signature is written in a cursive, slightly slanted style.

Don Baker