



PLAQUES&LETTERS.COM

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10/27/2009

False Advertising Complaint Against: W-N Art Bronze Co., 4325 N Harrison Ave, Fresno, CA 93704 Ph. (559) 268-3426 Fx. (559) 268-4847 email: info@wnartbronze.com Website: <http://www.wnartbronze.com/> Contact: Tim (last name unknown)

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.)

<http://www.wnartbronze.com/about-us.php> offers that "W-N Art Bronze Co. has been in the industry for over 80 years. Family owned and operated, pride and craftsmanship have always been top priority with each and every order.". **That may be true but isn't the issue. When I emailed them about an Engraved Bronze plaque project image of ours they'd posted, Tim replied:**

"We do not need to "take" images of other peoples work and claim it for our own. When we first became a Trigard dealer we were sent a CD with images that we could use to show our customers examples of what could be done. Every "Trigard" image on our site was given to us by Trigard with their permission to use." **To which I replied:** "Thank you for clarifying that you're a Trigard dealer...given that you portray yourselves as manufacturers. I'll just add you to my list of those I'm taking to the FTC for "False Advertising". On your <http://www.wnartbronze.com/engraved-bronze-plaques.php> you mention: "Thank you for visiting our website. W-N Art Bronze Co. has been in the industry for over 80 years. Family owned and operated, pride and craftsmanship have always been top priority with...every order." That would lead *anyone* to believe you make those plaques."

Tim then emailed this verse: *"Knock yourself out. And remember, "pride goeth before a fall." For whatever it's worth our family has operated a foundry since the late 1920's."* **They're trading on their past, not what they currently do.** While they may make 10 to 1,000 plaques a day of some type (unlikely), **NONE of them are their own as depicted in the revolving Image Marquee seen at the top of ALL of their pages** (which don't appear on the enclosed printouts, but do online)...even when going to their cast metal letters page <http://www.wnartbronze.com/cast-metal-sign-letters.php> (those are Gemini cast letters images, but not worth addressing here, other than that it "supports" their contention that they manufacture "everything & all"), cast bronze plaques page <http://www.wnartbronze.com/bronze-plaques.php>, & cast aluminum plaques page <http://www.wnartbronze.com/aluminum-plaques.php>. **Engraved Bronze Plaques are their Featured Product on every page**, which they don't even attribute to the *actual manufacturer*: Trigard Bronze. "W-N Art Bronze's" "Jorgenson Family YMCA", "Dedicated/Carl Alexander/Chief", and *all of the plaques seen on their Engraved Bronze Plaques page* <http://www.wnartbronze.com/engraved-bronze-plaques.php> are Trigard's work, the majority seen on the enclosed printout of Trigard's [.pdf sales tool](#).

VALIDATION THAT TRIGARD IS AN ACTUAL MANUFACTURER:

I've had Trigard make [product](#) for me before, and even have a "[client-miscue](#)" done with them in my sunroom. [Some examples of previous projects are enclosed](#). The relationship was severed when their Rich Darby was appalled that I'd confronted Berntsen Int. (another Trigard dealer) about their lies spring of '08 (apparently Berntsen was a larger customer.) I've tossed Trigard brochures & image CD, but I know this industry front-to-back. I've acquired the aforementioned [.pdf sales tool](#) of theirs however. Print of it is enclosed. As this series of Complaints deals with Trigard dealers masquerading as manufacturers, only one printout is deemed needed here. Trigard has two websites:

1. <http://www.trigardbronze.com/> The enclosed prints of "About Trigard": <http://www.trigardbronze.com/about-trigard>, "Find a Rep": <http://www.trigardbronze.com/find-a-rep> & "Become a Dealer": <http://www.trigardbronze.com/become-a-dealer> are significant. Distributors wouldn't offer the latter two.
2. <http://www.engravedbronze.com> Compare the images printed from the slideshow on <http://www.engravedbronze.com/BP2.htm> & here <http://www.trigardbronze.com/plaques-and-signs/sign-photo-gallery/site-branding> to all pretenders' images enclosed, which are often the same. The text on their "How To" page <http://www.engravedbronze.com/BPsteps.htm> is used verbatim by pretenders.

Here's why all of this matters:

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); it's a service to no one when lying prevails,
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 have received a better deal elsewhere.**

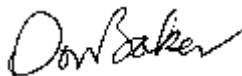
True, "It's a Free Country." People are allowed to lie. Others are allowed...to call them on it. W-N Art Bronze should be compelled to tell the truth online: 1) They will NOT be making the Engraved Bronze plaques that customers order from them, and 2) They didn't make any of the samples that they already post.

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's Contacts for Reference:

Trigard Bronze: 3901 N. Vermilion OR: 1125 N. Kimball, Danville, IL. 61834. ph: 800-637-1992 OR 800/798-4900. fax: 217-442-9182 website: <http://www.trigardbronze.com/>
<http://www.engravedbronze.com/> email: engravedbronze@trigard.com

Thank You,



Don Baker