



PLAQUES&LETTERS.COM

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11/04/2009

False Advertising Complaint Against: Cast Plaque, Inc.. ph: 1 (718) 476-6500 fax: 1 (718) 476-0089. **Physical Address: None provided.** Ph. # is assigned to NYC.

<http://domains.whois.com/domain.php> indicates castplaque.com is hosted by <http://www.godaddy.com/> and apparently informed them to **be anonymous to the public.** email: info@castplaque.com Website: <http://castplaque.com/> Owner: "Sam" (upon phone contact, last names refused)

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.)

castplaque.com/ is engaged in False Advertising. They pretend that they cast metal plaques, and clearly post on their Homepage <http://castplaque.com/>: "**Cast Plaque Inc.** Is the leader in fabricated interior and exterior signs. Having gained a worldwide appeal, our innovative and precision crafted signs can be seen throughout the United States, Europe and the Far East." [NOTE: In a parallel universe perhaps.] "With a staff of highly trained and dedicated craftsmen, **Cast Plaque, Inc.** has set and maintained an unsurpassed industry standard of excellence and quality assurance. Using fully computerized, state of the art techniques and equipment, our devoted production team will furnish you with a sign system which is not only visually appealing but durable, cost effective, and versatile..."

Their "achievements" are amazing...**given that they refuse to identify even where they are located.** I've almost never seen that, and never from an "industry leader".

With considerable industry knowledge, they aren't a "leader" in anything. They make fabricated interior and exterior signs...perhaps. **Cast plaques, no.** Note: Their 'site isn't named "Fabricated Signs.com" or similar, but rather "castplaque.com". It's NO stretch to say that customers are seeking cast metal plaques when visiting a website called "castplaque.com". The essential problem is: **They've never cast a plaque, but pretend to.**

As I emailed them (enclosed) on Monday, October 26, 2009:

"You set the stage on your homepage that you are manufacturers: "Using fully computerized, state of the art techniques and equipment, our devoted production team will furnish you with a sign system which is not only visually appealing but durable, cost effective, and versatile.... With three high-tech CAD/CAM manufacturing facilities, **Cast Plaque, Inc.** [NOTE: It's dubious that there's such an incorporation. One wasn't found on the internet.] has the resources to handle large, elaborate signage projects with the same accuracy and ease with which we would produce a single, simple plaque." The **fundamental problems** with that are, **1) you don't cast ANY plaques, but with that stage set, 2) wherever else visitors on your 'site travel, ... the vast majority would think, it's 100% safe to say--that you made those product lines as well.** The clear implication is that customers will be receiving cast plaque manufacturer-direct pricing, knowledge & service...FOR SOMETHING YOU DON'T EVEN MAKE.

You're clearly going to continue to ignore this. You've had ample time to start fixing the many problematic aspects of your website....."

Not one out of three emails has been replied to. I've done what I can directly addressing this with them. On Monday, October 26, 2009 I spoke with a Middle-Eastern accented male approx. 20-30 y/o about this. I didn't note his name. I indicated they needed to 1) to remove several of P&L project images found nowhere else on the internet, and 2) come clean that they don't cast plaques, that instead a foundry does for them (which of course they know). I provided a list of our images to remove. He told me he'd have them removed and "pass it along" about my concerns regarding their manufacturing deceptions.

On Monday, November 2nd, 2009, after nothing had been done, I spoke with an "Ali", "another" Middle-Eastern accented male (noted for ID only) approx. 20-30 y/o about this... whose voice timbre *sounded exactly like* the person I previously spoke with. He said he knew nothing about this matter, and then put me on hold indefinitely. Upon calling right back, I spoke with a "Zack", "another" Middle-Eastern accented male approx. 20-30 y/o about this...whose voice timbre again *sounded exactly like* the person I'd previously spoken with. He offered that "Ali" wasn't there (*he was, minutes before*), then refused to provide any last names. I "informed" him of the obvious: They don't cast plaques. His reply: "Yes we do!" I replied: "No you don't, you may make a lot of things...but you don't cast plaques." His reply: "Well... we can **get them done.**" NOTE: So can any cast plaque DISTRIBUTOR **get them done** ... which is what they are (as well as P&L...along with 20 or so manufacturer-pretenders; P&L has elected to not take that approach). That Cast Plaque, Inc. uses our images such as <http://castplaque.com/images/seal/s1.jpg> & their horribly-distorted version <http://castplaque.com/images/portrait/p13.jpg> of our own http://www.plaquesandletters.com/images/picturecast/neighborhood_development.jpg (nowhere else to be found online) & <http://castplaque.com/images/seal/s6.jpg> vs our same crudely-cropped http://www.plaquesandletters.com/military_seals/pow_disc.JPG is our problem. (castplaque.com uses other images of ours, but they're also posted on the web

elsewhere so it can't be proven.) That Cast Plaque, Inc. pretends they actually cast plaques is a problem for all their prospective customers: They're buying under False Pretenses.

Matthews Bronze casts virtually ALL of castplaque.com/'s plaques (one posted is a Gemini plaque <http://castplaque.com/images/memorial/m1.jpg> with a few Trigard plaques thrown in here: <http://castplaque.com/cast.html#Color> , notably Trigards' own "Hunt Reed Library": <http://castplaque.com/images/color/c3.jpg>). From castplaque.com/'s Galleries: <http://castplaque.com/images/memorial/m2.jpg> was ACTUALLY cast by Matthews Bronze, hereafter referred to as MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=630&mi=210&type=2&item=732> <http://castplaque.com/images/memorial/m3.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Building&si=282&mi=94&type=2&item=300> <http://castplaque.com/images/memorial/m4.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Modeled+Portrait&si=672&mi=84&type=2&item=695> <http://castplaque.com/images/memorial/m5.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Modeled+Portrait&si=672&mi=84&type=2&item=743> <http://castplaque.com/images/memorial/m10.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Tree&si=416&mi=26&type=2&item=432> <http://castplaque.com/images/memorial/m11.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Hebrew&si=250&mi=25&type=2&item=270> <http://castplaque.com/images/memorial/m12.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Awards&si=0&mi=43&type=2&item=10> <http://castplaque.com/images/memorial/m13.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Modeled+Portrait&si=840&mi=84&type=2&item=840> <http://castplaque.com/images/memorial/m15.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Tree&si=260&mi=26&type=2&item=268> <http://castplaque.com/images/portrait/p12.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=630&mi=210&type=2&item=718> <http://castplaque.com/images/portrait/p8.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=420&mi=210&type=2&item=627> <http://castplaque.com/images/portrait/p16.jpg> was also ACTUALLY cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Flat+Relief+Portrait&si=540&mi=12&type=2&item=549> <http://castplaque.com/images/portrait/p2.jpg> was also ACTUALLY etched by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Etched&si=414&mi=138&type=2&item=480>

Enclosed are just a few of those "compare & contrast" webpage printouts. From previous experience, you're not interested in seeing more (if any).

castplaque.com posts the word “casted” as a descriptor. Given that that’s not even a word, and certainly not something a caster would use, that’s yet one more indicator that they don’t cast plaques.

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),
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. castplaque.com should be compelled to tell the truth online: 1) They will NOT be making the cast plaques that customers order from them, and 2) They didn’t cast the plaques that they already post.

I’ve written you about this set of issues at least a dozen times, with faint response. You’re requiring “patterns of behavior”. As I’ve already offered you: “I don’t foresee any others—whether they’re architectural signage distributors OR buyers—making the same complaints. The first group is largely complicit in this; the latter group either doesn’t know any better, or just “moves on”, believing that nothing either can or will be done.”

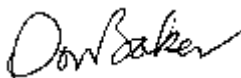
Anything you might care to (re)access can be found on my http://www.plaquesandletters.com/ftc_false_adv_complaints.htm page.

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:

Matthews Bronze: Matthews Bronze Architectural Division, 1315 West Liberty Avenue, Pittsburgh PA 15226. ph: 1-412/571-5500. fax: 1-412/571-5561 Website: <http://www.matthewsbronze.net/>

Thank You,



Don Baker