



PLAQUES & LETTERS.COM

Don Baker dba Designs&Signs aka Plaques&Letters.com
3205 Arthur Drive, Ruston LA 71270

Website: <http://www.plaquesandletters.com/> Email: admin@plaquesandletters.com

Local Phone: 318-251-9693 Local Fax: 318-251-9680

Toll-Free Phone: 1-866-336-4135 Toll-Free Fax: 1-866-336-4650

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False Advertising Complaint Against: Innovative Signs, Inc. Owner: Bart H. Baker. ph: TOLL FREE 800-451-7446 Local: 407-830-5155 FAX: 800-477-6773 Local: 407-830-5755 Location: 130 Bomar Ct, Ste 206, Longwood, FL 32750 email: thedesignteam@innovativesigns.com Website: <http://www.innovativesigns.com/>

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

Hello FTC:

There's a dynamic that lies run rampant in the architectural signage industry (which I've informed you of now 15 times)—*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%20AQUISITION.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.)

The nature of [innovativesigns.com/](http://www.innovativesigns.com/) is that information is offered in frames: regardless of where one navigates, the URL remains the same. Therefore it's impossible to provide different URL's for specific images they portray as theirs, as I've done in the past. Most of the images Innovative Signs posts are indeed their "images"—they receive then take pictures of their projects, instead of having them drop-shipped—it's "just" that they didn't manufacture those projects, as they purport to online.

The best indictment of Bart's misleading efforts is manifested in our email trades (enclosed), where he admits that he makes nothing but plastic plaques: "We have been manufacturing DuraBronze® plaques for over 25 years, and have every right to refer to ourselves as manufacturers." That is assuredly not what most prospects believe they are buying from Innovative Signs. Everything else he outsources. As a NOTE in the email trades I offer: "Apparently Bart believes if he manufactured Cabbage Patch Kids knockoffs, that would qualify him to strongly imply that he also makes metal plaques."

As Bart himself posts online: “DuraBronze™ is so convincing that nobody will ever know it isn't metal unless you tell them...DuraBronze™ is made of acrylic, while cast metal plaques are made of bronze or aluminum...DuraBronze™ is specifically made to look like cast metal... DuraBronze™ looks like cast metal, and you will receive compliments from everyone who sees it.”

In terms of their images posted, when *Selecting Our Products*:

- ...then Selecting **Engraved Bronze Plaques**: ALL of those plaques are actually made by Trigard Bronze. Innovative informed Trigard to disallow anyone from using the “Grupe Memorial” image. Most others Innovative posts there, as well as here http://www.innovativesigns.com/innovative_engraved_lr.pdf are in standard Trigard sales tools, such as [this](#). Projects include “Dan Wilson/Home Plate”, “Hunt-Reed Library”, “William A. Collins Nature Preserve”, “Jorgenson Family YMCA”, and “Carl Alexander Chief of Police”.
- ...then Selecting **Cast Bronze Plaques**: As an aside, when scrolling down, the “Stephen Schmidt, M.D.” triptych Bart posts comparing three different portrait options was my concept, as seen on P&L’s http://www.plaquesandletters.com/custom_cast_bas_relief.htm The point is, those are actually Matthews Bronze’s plaques. See <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=21&kw=Portraits&kwid=95&nImages=4> & <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=29&kw=Portraits&kwid=95&nImages=4> Clicking on **Innovative's** Rosette or their **More Info** link reveals that those are actually Matthews Bronze rosettes: <http://www.matthewsbronze.net/techinfo/CP-mounting.htm>

I can't identify any other images on Bart's website. It's my belief he either is, or has an excellent photographer, has plaques shipped to him by the foundry, they're shot, then reshipped to their customer.

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. **Innovative Signs should be compelled to tell the truth online: 1) They will NOT be making the plaques that customers order from them (besides their offering of DuraBronze plastic plaques), and 2) They didn't manufacture the plaques (other than those DuraBronze plastic plaques) that they already post.**

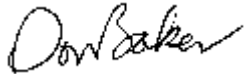
Production Note: A digital copy of this letter is included. Upon usage, you can click on the hyperlinks found there and immediately access the webpages offered here.

Actual Manufacturers' 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/>**

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

Thank You,

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

Don Baker