

# PLAQUES&LETTERS.COM

Following is an email string between myself and Bart Baker, Innovative Signs, Inc., who delights in pretending he's manufacturing the products that he offers online; that the projects he posts images of are his own work...most of which certifiably are not of his manufacture.

This has been reformatted so that it's in chronological order (instead of the email-reply normal format, where one needs to read in ascending order). I wrote:

**From:** Plaques&Letters [admin@plaquesandletters.com](mailto:admin@plaquesandletters.com) **Date:** Sat, 26 Sep 2009 19:50:48 -0500 **To:** [thedesignteam@innovativesigns.com](mailto:thedesignteam@innovativesigns.com) **Subject:** Website "Inaccuracies"

You clearly imply that you are manufacturers. Matthews & Trigard make all of your product. **[NOTE: I don't take "DuraBronze®" seriously.]** Correct your website **immediately** or you'll find yourselves posted here: [http://www.plaquesandletters.com/ftc\\_false\\_adv\\_complaints.htm](http://www.plaquesandletters.com/ftc_false_adv_complaints.htm)  
You'll also be reported to your state AG as well as LA's. "Hope this helps."

Thank You,  
Don Baker  
Plaques&Letters.com

**From:** Bart Baker [mailto:[bart@innovativesigns.com](mailto:bart@innovativesigns.com)] **Sent:** Wednesday, September 30, 2009 4:08 PM  
**To:** [admin@plaquesandletters.com](mailto:admin@plaquesandletters.com) **Subject:** [SPAM] Re: Website "Inaccuracies"

Don,

You were right, **we had a few [NOTE: Many] areas of our site that could have been confusing for visitors,** and this certainly was not our intention. Therefore, to avoid the possibility of confusion in the future, I made a few changes to clarify things. Thank you for pointing this out to us, we appreciate your diligence.

I was curious about your site, as well, so I took a quick look. **[NOTE: Bart then writes about 1) an etched plaque we'd used & forgotten from his 'site years ago; it's been removed, and 2) his images of Matthews Bronze own rosettes which we'd posted; now also removed. He ended with:]** "Back to what you noticed on our site... If you see any other areas which you think may be confusing to visitors, please notify me directly at this address: [bart@innovativesigns.com](mailto:bart@innovativesigns.com)

**As long as we are able to keep each other honest,** this is a good thing for everyone, especially customers.

Sincerely,  
Bart

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**From:** Plaques&Letters [mailto:[admin@plaquesandletters.com](mailto:admin@plaquesandletters.com)] **Sent:** Wednesday, September 30, 2009 6:39 PM **To:** 'Bart Baker'  
**Subject:** Re: Website "Inaccuracies"

- Per: "You were right, we had a few areas of our site that could have been confusing for visitors, and this certainly was not our intention [**BS**]. Therefore, to avoid the possibility of confusion in the future, I made a few changes to clarify things. Thank you for pointing this out to us, we appreciate your diligence. [**BS**]" No need to "thank" me Bart. ... You still pretend that you're manufacturers when dealing with prospects + your "revised" (?) text below does nothing to dispel that. **Just use the "D"-word Bart: "Distributor". It's not as painful as you imagine.**

"Innovative Signs, Inc. began over 25 years ago with a 1/4 page display ad in the March/April 1984 issue of Case and Comment, a magazine for legal professionals.....Company president Bart H. Baker was finishing his final semester at Purdue University, the business was entirely mail-order, and our only product was DuraBronze® plaques. Wearing all the hats, Bart mailed information packets during the week and spent weekends manufacturing plaques in a facility common to the beginnings of most small businesses: a 2-car garage in his parents' home.

Law firms nationwide, many of which remain customers to this day, reacted enthusiastically to DuraBronze®. Their early orders set the stage for Innovative Signs, Inc. becoming the Professional Plaque Specialists we are today.

With the addition of Cast Bronze and Aluminum plaques in the early '90s, Etched metal plaques in the mid '90s, and Engraved plaques in 2004 [NOTE: All made by others], our product line expanded while at the same time remained focused on the timeless beauty of metal signage. [NOTE: That's an odd comment, given that all he's ever actually made were plastic plaques-- DuraBronze® --, which are fashioned to look like metal.] It wasn't long before our customers were using these products in all 50 states, several US territories, and a few other countries.

Our customer base, originally consisting almost entirely of legal professionals, quickly grew to include professionals from all walks of life, as well as corporations, city and county governments, developers, management companies, educational institutions, churches, historical societies, homeowner's associations, etc. Most importantly, however, are the attributes that have remained..."

**THIS DISPELLED ANY "MISCONCEPTIONS"???** .....Bart why don't you "forget you" with your faux-naïveté and get real. Wish you would; these Complaints take more time than I'd like... What you are doing is not "confusing to visitors": You're implying therefore lying about what you do: **DISTRIBUTE.**

CEASE PRETENDING THAT YOU'RE A MANUFACTURER IN ANY POSSIBLE MANNER AND CONVEYAN CE... AND THEN I'LL ADDRESS YOUR...CONCERNS BART. You're [messing] with the wrong guy. Please again see: [http://www.plaquesandletters.com/ftc\\_false\\_adv\\_complaints.htm](http://www.plaquesandletters.com/ftc_false_adv_complaints.htm)

"Thank You",  
Don Baker  
Plaques&Letters.com  
<http://www.plaquesandletters.com/>

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**From:** Bart Baker [mailto:[bart@innovativesigns.com](mailto:bart@innovativesigns.com)] **Sent:** Thursday, October 01, 2009 9:38 AM  
**To:** Plaques&Letters **Subject:** [SPAM] Re: Website "Inaccuracies"

Don,

I stand behind every word of our company history, because it is the truth. We have been manufacturing DuraBronze® plaques for over 25 years, and have every right to refer to ourselves as manufacturers...Do what you have to do, Don. For your convenience, the contact info for our state attorney general is as follows: [NOTE: Which he provided, along with addressing the unrelated issues.] ...If you would like to have intelligent, professional e-mail conversations about all of this, then I will participate. If you choose to continue using bullying tactics or profanity of any kind, then I choose not to participate.

Bart

**From:** Plaques&Letters [admin@plaquesandletters.com] **Sent:** Thursday, October 01, 2009 12:40 PM  
**To:** 'Bart Baker' **Subject:** RE: [SPAM] Re: Website "Inaccuracies"

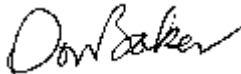
OK Bart you're a "Manufacturer".....of DuraBronze only. [NOTE: That's the only item Innovative Signs actually makes. All of "their" other product lines-- [Cast Bronze Plaques](#), [Cast Aluminum Plaques](#), [Recognition Rocks](#), [Etched Metal Plaques](#), [Etched Magnesium Plaques](#) & [Engraved Bronze Plaques](#) (the latter manufactured by Matthews Bronze and Trigard Bronze in Bart's case; others make the same product) are actually made by others. Apparently Bart believes if he manufactured Cabbage Patch Kids knockoffs, that would qualify him to strongly imply that he also makes metal plaques.] That however implies you make what people most often order...which you don't.

"and have every right to refer to ourselves as manufacturers." YES: OF DuraBronze only. Saxton's also a manufacturer...but not of what they offer online. castbronzepaques.com is also a manufacturer...but not of what they post online.....

"If you choose to continue using bullying tactics..."? Just gave you your options... "Thanks" for your AG's address..."as if" I needed it."?...Please advise if we can be of further assistance.

Thank You,  
Don Baker  
Plaques&Letters.com  
<http://www.plaquesandletters.com/>

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**Don Baker**