



PLAQUES & LETTERS.COM

Don Baker dba Designs&Signs aka Plaques&Letters.com
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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

10/27/2009

False Advertising Complaint Against: <http://www.getplaques.com> ph: 317/833-5717 (as well as 317.777.9952) Fax # 317-580-0518. Email: info@GetPlaques.com Physical address: 99 2nd Avenue S.W. # 2G Carmel, IN 46032

<http://www.custombronzeplaques.com/> Email: team@custombronzeplaques.com No posted ph. #, fax #, nor physical address.

<http://www.kbronze.com/> 317/833-5717...again. No posted fax #, email address, nor physical address. Webform only. Using their webform it was learned by their reply that their email address is: info@kbronze.com

<http://www.bronzeplaques.co.uk/> 317/833-5717...again. No posted fax #, email address, nor physical address. Webform only. Links to all the websites mentioned here. Uses same images as seen on Trigard's <http://www.trigardbronze.com/plaques-and-signs/sign-photo-gallery/site-branding>

<http://www.militarybronze.com> No posted ph. #, fax #, email address, nor physical address. Webform only. Links to all the websites mentioned above, on <http://www.militarybronze.com/OurCompany.htm>.

<http://www.donorrecognitionplaques.com/> No posted contact information whatsoever, other than links to all the websites mentioned above.

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%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.) I have previously emailed simultaneously all of those listed above with this:

Hello Folks,

I found your products online. I must say I consider your offerings quite impressive. I've been spending a lot of time on the internet trying to find just the right manufacturer for our community's plaque project. It finally dawned on me you're the same outfit because you usually link to each other and share many of the same images & text, phone number and apparently manufacturing process. You are manufacturers right?

I hope you don't mind me writing to you all at once, but I'm a little confused which website we should be ordering our plaques from. Does it even matter? Are you all located in Carmel Indiana?

info@kbronze.com replied with: "We design company [sic] that has fabrication relationships with several foundries. If you have any additional questions, please let me know.

Regards, Matt Kieffer KBronze.com"

When the reply came back from info@GetPlaques.com & team@custombronzeplaques.com, it was instead from mattk@kbronze.com who offered:

"From: Matt Kieffer [mailto:mattk@kbronze.com] Sent: Monday, August 03, 2009 2:18 PM To: 'Don Baker'
Subject: KBronze.com: Community Plaque Project

Hello Don,

Thank you for taking the time to write to us. You are correct; our company operates several different websites. Please feel free to deal directly with me on your community's plaque project. Are you located in Florida, your name sounds familiar?

Is there a certain time this week you would like to speak about your project?

Regards,

Matt Kieffer KBronze.com 317-833-5717"

<http://www.custombronzeplaques.com/> lists all of the websites mentioned above & posts identical images. Given that "all roads lead to KBronze", and the ones who actually provide a phone number list it as 317/833-5717, the logical conclusion is: All of those listed above are the same outfit. Engraved Bronze Plaques are virtually their sole product on every page, which they don't even attribute to the actual manufacturer: Trigard Bronze.

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 affronted 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 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 “VIEW OTHER RECENT PROJECTS” slideshow on their <http://www.engravedbronze.com/BP2.htm> with kbronze et al’s.

<http://www.getplaques.com/>, posting the very same Mounting Methods <http://www.getplaques.com/Mounting.htm>, images (along with Trigard’s “Disney” <http://www.getplaques.com/ModernPlaques.htm> , “Lewis Tompkin’s Hose Company” <http://www.getplaques.com/Historic.htm> , “Matt Winn/Oval” <http://www.getplaques.com/Coach.htm> , “William Collins Nature Preserve” <http://www.getplaques.com/Parks.htm> & “The Temple” <http://www.getplaques.com/Building.htm>) and again possessing the same ph. # 317/833-5717 as <http://www.kbronze.com/>, offers: “GetPlaques.com is an industry first, employing a creative network of design professionals along with the latest in bronze manufacturing technology. We specialize in custom bronze and aluminum plaque projects. Our engraving process can render your photographs in solid bronze, and our engineering specialists will work with you to turn your project challenges into lasting works of art... Our machining department can create the special cut needed for your plaque... <http://www.getplaques.com/About.htm> offers: “It is a source of great pride that our cutting edge bronze manufacturing process...” <http://www.militarybronze.com/OurCompany.htm> offers: “Our company’s creative network... Military Bronze is owned and operated by Luna 9 Media Group. The Luna 9 Media Group is a fresh collaboration of designers, developers, & marketing genius... Our bronze plaques technology is so cutting edge it has taken the plaque industry by storm!” Fascinating, because when the reply came back from kbronze’s Matt Kiefer, he also admitted: “Our company has authorized dealer relationships with several foundries. [NOTE: Trigard’s about it.] We do not manufacture these plaques in house. Our agency does handle the entire creative process...” [NOTE: Trigard does most of that, including the plaque layout proofing process.]

VALIDATION THAT KBRONZE.COM ET AL IS NOT AN ACTUAL MANUFACTURER:

<http://www.kbronze.com/> & <http://www.kbronze.com/BronzePlaques.html> offers “Pat Tillman”, “Jorgenson Family YMCA”, “Dedicated/Carl Alexander/Chief”, “Dan Wilson/Home Plate”, “Major ‘Sweet Pea’ Hanger”, “Henry Ford”, “Stations of the Cross”, “Cabo Wabo”, “Hunt Reed Library”, “Military Plaques”, “A Fireman’s Prayer”, “Brash/Live to Ride” <http://www.kbronze.com/Plaque50.html> , and all of the plaques they post are Trigard’s work, seen on the enclosed printout of Trigard’s aforementioned [.pdf sales tool](#).

Trigards’ work (known from previous sales materials of theirs) which kbronze et al pretends to have made, not shown on [.pdf sales tool](#): “Justin ‘Juice’ Gatlin”, “Paso Del Norte”, “March to the Arch”, “Bismarck Boys & Girls”, “Fleur Dis Lis” & “A Policeman’s Prayer”. Their Mounting Solutions <http://www.kbronze.com/Mounting.htm> are the [same diagrams that Trigard designed](#) (enclosed; which another pretender, Berntsen Int., also uses).

<http://www.kbronze.com/> also pretends to cast plaques. “Their” “American Legion” <http://www.kbronze.com/Plaque51.html> is actually Gemini’s work (which are truly routed, not cast): <http://www.geminiplaques.com/portfolio.html>

Following is a “WayBack Machine” archive of when we did offer Trigard Bronze: http://web.archive.org/web/20070212144925/www.plaquesandletters.com/engraved_bronze.htm In the Plaques & Signs blue “e-portfolio” you’ll see many of the same images that <http://www.getplaques.com/> currently posts.

The text on Trigard's "How To" page <http://www.engravedbronze.com/BPsteps.htm> is used verbatim by kbronze et al: <http://www.getplaques.com/Help.html>

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; at least 9 out of 10 prospects would say they'd prefer buying "factory-direct" (as they believe that's possible), 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.**

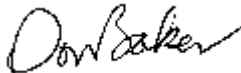
True, "It's a Free Country." People are allowed to lie. Others are allowed...to call them on it. KBronze.com et al should be compelled to tell the truth online: 1) They will NOT be making the plaques that customers order from them, and 2) They didn't make any of the samples that they already post.

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 websites: <http://www.trigardbronze.com/> & <http://www.engravedbronze.com/> email: engravedbronze@trigard.com

Thank You,



Don Baker