

PLAQUES@LETTERS.COM

October 27, 2009 Email from a colleague re: signlettersontheweb.com... which is actually Scott Sign Systems itself:

Don,

Just thought you might like to know who signlettersontheweb.com really is. You were pretty close in saying that they are a reseller for Scott Signs, but in actuality, they ARE Scott Signs, as well as:

The Identity Group, created in 1994, has led the industry with a steadily growing list of innovative identification products. Our wide range of product offerings includes stamps, specialty inks, business stationery, custom signage, architectural signage and much more.

Our family of companies includes:

- U.S. Stamp & Sign
- Porelon
- Admart
- Scott Signs
- Business Stationery
- Graphic Systems, Inc.
- Redi-Tag

How do we know this? Their address is listed as: 1480 Gould Drive, Cookeville, TN 38506, which if you Google it you get usstamp.com/Identity Group LLC.

[Name Withheld]

NOTE: That's fascinating because it negates most incentives for distributors to spend time featuring Scott's offerings on their own website (P&L doesn't), or offering their products. I was correct in saying that the vast majority of offerings on signlettersontheweb.com is actually that of Scott Sign Systems. They are double-dipping: Selling to distributors on <http://www.scottsigns.com/> and providing them dealer-discounts, AS WELL AS selling direct to the public. I emailed signlettersontheweb.com about this at least three times, believing they were "merely" distributor-manufacturer-pretenders. It's no wonder they i.e. Scott Sign Systems itself never replied.