



# PLAQUES & LETTERS.COM

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False Advertising Complaint Against: Bay Bronze, 1380 Lead Hill Blvd., Roseville, CA 95661. ph: 916-779-4155 fax: Unknown. email: [info@baybronze.com](mailto:info@baybronze.com) Website: <http://www.baybronze.com/index.html> aka <http://www.pacificarchitectural.com/>

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.)

Bay Bronze is engaged in false advertising. They clearly post on their homepage <http://www.baybronze.com/index.html>: "Besides our commitment to provide outstanding products and our **reputation for craftsmanship**, some of the other reasons customers do business with us include... **Use of cutting-edge technology**" People don't use jargon like "craftsmanship" & "cutting-edge technology" unless they want others to believe it's their own...*or they've divulged whose it actually is*. Bay Bronze uses "Frames" within their page(s). Therefore their URL doesn't change from their index page. Regardless, their "About Us" link (same <http://www.baybronze.com/index.html> URL) offers: "Bay Bronze proudly **produces** architectural signage and metal castings of the finest quality...Our team's **attention to detail** and commitment to quality ensures that customers receive quality finished products that exceed requirements and expectations." "produces" & "attention to detail" also implies manufacturing involvement.

<http://maps.google.com/maps?q=Bay+Bronze&near=Roseville,+CA&ie=UTF8&v=2.2&cv=4.3.7284.3916&hl=en&latlng=16921611602559483234&ei=QSlvSuXDla m88QSz6qW9Bw&cd=1> offers this review: "Be careful about doing business with **Bay Bronze**. The **owner is dishonest** and virtually

impossible to reach by phone. **Bay Bronze** purchased a large order from our company, resold it to their customers and never paid us a dime.”

**I don't know what Bay Bronze's statement of “We work extensively with companies in a variety of industries...” is supposed to mean...but they are simply architectural signage distributors, as we are, using a common though smaller set of vendors than we do. If not, why are they “purchasing large orders” and reselling it if they're a foundry? (One doesn't “resell” raw bronze as an order.)**

### PLAQUES:

If they're a foundry, why are they posting on their Cast Plaques page, Matthews Bronze's off- seen “Elephant House” <http://www.baybronze.com/images/34elephant.jpg> & “Armadillo World Headquarters” <http://www.baybronze.com/images/000000a0.jpg> plaque images (please see enclosed), and compare to

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=6&kw=BasRelief&kwid=10&nImages=4> & <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=5&kw=BasRelief&kwid=10&nImages=4>

They again, on their [Additional photos](#) link, use Matthews' “Flair's Garden” image here <http://www.baybronze.com/images/leaflarge.jpg> compared to:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=38&kw=BasRelief&kwid=10&nImages=4> Bay Bronze offers “Parchment”:

<http://www.baybronze.com/images/henley.jpg> ...when it was *actually cast* by Matthews:

[http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Custom+Shape&si=765&mi=255&type=2&item=781)

[kw=Custom+Shape&si=765&mi=255&type=2&item=781](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Custom+Shape&si=765&mi=255&type=2&item=781) Same [Additional photos](#) page, they offer: “Objects made from bronze have been found submerged in seawater for over 3000 years still in excellent condition...The weight of a bronze plaque... An aluminum plaque is approximately 1/3rd the weight...The largest size plaque that can be cast in one piece is 120" x 120".” **It's the exact same technical info as seen here:** <http://www.matthewsbronze.net/techinfo/CP-material.htm>

**Bay Bronze also offers:** “We utilize photopolymer patterns that allow us to turn any graphic into a plaque of permanence.” **THEY don't use “photopolymer patterns”...but it's yet one more indication that they're portraying themselves as a foundry. So is their posting on their same main Cast Plaques page (as opposed to a sub, “tech info” page they don't even bother with):**

#### Cast Bronze

Equivalent to Copper Development, Alloy C92200; 88% copper, 6% tin, 4% zinc, 2% lead

#### Cast Aluminum

Cast from Aluminum Association Alloy Designation C443.2

For Bay Bronze's *Etched* plaques, they post on their Etched plaques page:

<http://www.baybronze.com/images/embedded-steel.jpg> It's exactly the same one seen here by the true manufacturer:

[http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Etched&si=414&mi=138&type=2&item=526)

[kw=Etched&si=414&mi=138&type=2&item=526](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Etched&si=414&mi=138&type=2&item=526) ...an actual foundry. Bay Bronze posts this:

<http://www.baybronze.com/newpaper.jpg> vs:

[http://www.matthewsbronze.net/gallery/Slideshow.aspx?](http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=10&kw=Etched&kwid=42&nImages=4)

[dvIndex=10&kw=Etched&kwid=42&nImages=4](http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=10&kw=Etched&kwid=42&nImages=4) It's exactly the same one seen there by the true manufacturer. Then there's: <http://www.baybronze.com/images/steel-etching.jpg> (click “Refresh” as needed) is the same one as seen on <http://www.pacificarchitectural.com/> when Selecting “etchings”, then Selecting the top middle image in that Gallery.

Then there's: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=14&kw=Bronze&kwid=16&nImages=4>, which has produced and posted by the actual manufacturer, Matthews Bronze. It is the same one as seen on <http://www.pacificarchitectural.com/> when Selecting "Bas reliefs", then Selecting the fourth row, first image in that Gallery. If you're now wondering: "*I thought this was a False Advertising Complaint against Bay Bronze. Why are you involving Pacific Architectural.com?*"...I'll introduce: "*It's a distinction without a difference*". *It's the same outfit.*

I have recently filed a False Advertising complaint against Pacific Architectural. Another copy is enclosed. Comparing & contrasting their offerings with Bay Bronze's provides little contrast. Please see enclosed email. It offers in part:

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Pacific Architectural: "*We worked diligently with sign professionals and architects to produce dimensional letters, logos and plaques that carry a lifetime guarantee.*" I see you're still "diligently" pretending to be a manufacturer. Pathetic. Make that both "Bay Bronze" and "Pacific Architectural": [sales@pacificarchitectural.com](mailto:sales@pacificarchitectural.com) is actually hyperlinked to and becomes [info@baybronze.com](mailto:info@baybronze.com) when clicked on. (Both "companies" based in 5199 Fulton Ave. Fairfield, CA 94534, the same address.) ... [Pacific Architectural](#), [Bay Bronze](#) (disguised as [Pacific Architectural](#).... (My Favorite: Distributors who pretend to be Manufacturers offering "dealer discounts".)

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In '09, they have separate email and physical addresses (Pacific's has become 510 River Road, # B, Rio Vista CA, 94571. ph: 1-916/779-4155 fax: 1-916/914-2266. email: [info@pacificbronze.com](mailto:info@pacificbronze.com), although clicking on [sales@pacificarchitectural.com](mailto:sales@pacificarchitectural.com) still leads to [info@baybronze.com](mailto:info@baybronze.com)). Regardless, they share many of the same images as well as text. Bay Bronze offers on their Statuary Bronze Page: "The starting point and critical part of the process is initial research. Our research helps to ensure that all of our statuary features are developed with historical correctness and accuracy. It includes research and analysis in the areas of religion, art, tradition, culture and history. Once we have determined the feature's design details, initial drawings are prepared. These drawings are shared with you for your approval and sometimes they are rendered in their final setting.

Our team includes professionals who specialize in the areas of [manufacturing](#), [procurement](#), [transport](#), [product and graphic design](#), [customer service](#), [project management](#), [technology](#), [engineering](#), and [finance](#)." **Actually, their VENDORS take care of the majority of that. [Pacific Architectural](#) offers [PRECISELY the same language](#), down to punctuation (although the latter's is more difficult to access, buried into "Click here to learn more" non-copyable frames). As they're the same company only under a different guise, then their inherent nature is the same: They're distributors masquerading as manufacturers. They use some of the same images as each other. There's NO good reason for that to be if they were separate, fully-functioning foundries.**

Bay Bronze's Engraving page (again, URL remains <http://www.baybronze.com/index.html>) offers: "We can incorporate engraved photos on bronze plaques which are a very popular alternative to the traditional bas-relief modeling found on cast plaques. The slideshow below illustrates the similarity the engraved image has to the original photo." **The problem with that is, that product is actually manufactured by Trigard Bronze, as revealed when visiting the actual maker: <http://www.trigardbronze.com/> Trigard invented this process, others copy it, but neither Bay Bronze nor aka [PacificArchitectural.com](#) actually makes any of these plaques.**

## ADA PLAQUES:

**Bay Bronze's ADA Signage page (again, URL remains <http://www.baybronze.com/index.html>) offers:** "Our cast metal ADA signs comply with the American with Disabilities Act. All cast plaques are suitable for interior or exterior installations. Standard patterns have been developed for the most commonly requested symbols and messages. Custom cast or etched signs with compliant Braille may be provided to meet virtually any requirement..."

**Matthews Bronze offers on their ADA Link etc.:**

<http://www.matthewsbronze.net/techinfo/ADA-materials.htm> : "Matthews cast metal ADA signs comply with the American with Disabilities Act. All cast plaques are suitable for interior or exterior installations." **On Matthews' ADA Sizes page:**

<http://www.matthewsbronze.net/techinfo/ADA-sizes.htm> "Matthews has a developed standard patterns for the most commonly requested symbols and messages. Custom cast plaques with Grade 2 Braille may be provided to meet virtually any requirement."



**Bay Bronze's ADA Plastic Signage image of**  **...is actually of plaques manufactured by Scott Sign Systems: <http://www.scottsigns.com/ADA.htm>**

## DONOR TREES:

**Bay Bronze offers on their Donor Tree Link:** "Our family of recognition products allows for a wide variety of designs as well as flexibility. Many donor trees may be installed as the base model and added onto as the need for additional recognition names increases..."

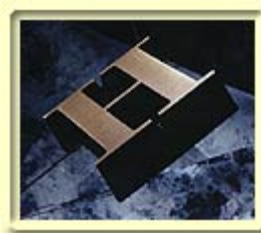
**Matthews Bronze offers on their Donor Tree Link:**

<http://www.matthewsbronze.net/techinfo/TREE-sizes.htm> : "Matthews' family of recognition trees allows for a wide variety of designs as well as flexibility. Many of these trees may be installed as the base model and added onto as the need for additional recognition increases..."

## CAST LETTERS:

**On Bay Bronze's Sign Letters page is offered in part:** "We are able to **produce** almost every popular letter style and our commitment to quality ensures attractive results regardless of which material or finish you choose." They don't "**produce**" anything; **Matthews Bronze does their cast & flat cut sign letters (maker of their fabricated letters unknown). Compare—there is no "contrast"—Bay Bronze's linked letter specifications, i.e. letterstyles, finishes (precisely identical images & verbiage down to the "Helpful Hints"), baked enamel colors (notice the radiused yellow box around both Bay Bronze as well as Matthews' color swatches), right down to the numerical designations, and identical mounting diagrams.**

**Bay Bronze's text on their Letterstyles link reads in part:** Letterstyles Custom letterstyles are initially generated from a digital file. We use fonts from the following sources:

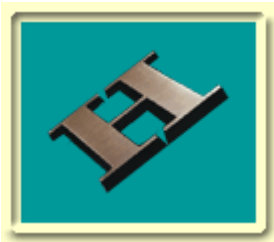


- Corel Draw (.cdr)
- Adobe Illustrator (.ai)
- Letterpress Graphix Advantage (Standard Fonts)
- Encapsulated Post Script (.eps)

If the font required is not available from one of these sources or it has been modified in any way (Ex: italicized, condensed or expanded), provide artwork by one of the following methods:

- Attachment to an e-mail
- Floppy disk, Zip disk or CD-ROM
- Camera-ready art able to be scanned

**Letter Thickness...Bay Bronze Company Inc. is able to cast letters up to 3" in depth if required. Waterjet-cut letters may not exceed 1/2" in depth...In addition to standard flat face letters, many letterstyles can be successfully converted to a prismatic face through either CAD equipment or hand carved by a pattern maker. [NOTE: Bay Bronze doesn't "cast" any. Everything is outsourced.]**



Letters cast in any of the standard depths will be cast solid, flat-backed.

Deeper letters will require special tooling and will be cast

### Custom Prismatic or Round Faces

In addition to standard flat face letters, many letterstyles can be successfully converted to a prismatic face through either CAD equipment or hand carved by a pattern maker.

In addition to prismatic faces, custom round-face letters are available in some letterstyles. Both prismatic & round-face letters are not recommended for letter sizes under 2" in height and may not be appropriate for all letterstyles. Contact us before specifying.



Prismatic



Round-face

### Helpful Hints

- Generally, custom cast letterstyles are not suitable for applications where the letter height is under 3".
- Letters over 24" in height are not normally produced economically in a custom cast letter.
- Not all typefaces lend themselves to prismatic or round-face cast letters.
- A custom bronze letter is ideally suited for exterior use and will hold up better than brass letters.



Custom logos or ligatures may be combined with any custom or standard cast letter. Be sure to order at the same time in order for the finish to be consistent on all items.

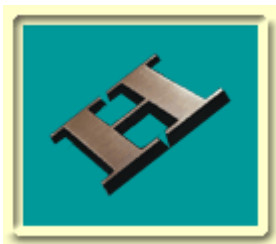
**Mathews Bronze also offers in part precisely the same, on their <http://www.mathewsbronze.net/techinfo/LET-custom.htm> page:**

“**Letterstyles** Custom letterstyles are initially generated from a digital file. Mathews has access to fonts from the following sources:

- Corel Draw
- Adobe Illustrator
- Gerber Graphix Advantage (Standard Fonts)

If the font required is not available from one of these sources or it has been modified in any way (Ex: italicized, condensed or expanded), provide artwork by one of the following methods:

- Artwork uploads through the Mathews' on-line cast letter order form
- Attachment to an e-mail
- Floppy disk, Zip disk or CD-ROM
- Camera-ready art able to be scanned



Letters cast in any of the standard depths will be cast solid, flat-backed.

Deeper letters will require special tooling and will be cast hollow, with return flanges.

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**Prismatic**



**Round-face**

### **Helpful Hints**

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#### Other Matthews Bronze Cast Metal Letters Specifications Links:

<http://www.matthewsbronze.net/techinfo/LET-material.htm> <http://www.matthewsbronze.net/techinfo/LET-finish.htm> <http://www.matthewsbronze.net/techinfo/LET-mounting.htm>

NOTE: I've provided this specific example of **identical text** in its entirety of Bay Bronze's compared to Matthews'—their actual manufacturer—for an easy, single "side-by-side" demonstration. The enclosed webpage printouts show this is just ONE example. **There are no coincidences in this industry.** Distributors posting images of their manufacturer's product is the norm and completely reasonable, even expected. **Distributors posing as manufacturers posting images of another manufacturer's product is a dead giveaway that they're pretenders, and is a deception to the public.**

**Q: What "manufacturer" uses **someone else's** images as well as precisely identical verbiage and specification diagrams?**

**A: Bay Bronze (as well as Pacific Bronze/pacificarchitectural.com) does not actually manufacture their plaque & letter offerings.** They're simply a distributor. Implicit to virtually any visitor is, they offer "manufacturer-direct pricing". Not on a good day...or any other.

#### On Bay Bronze's Waterjet letters page is offered in part:

"**Our** abrasive water jet cutting services provide quality part production with fast turn-around times at competitive rates... The applications for such technology are unlimited...Water jet cutting is an excellent alternative to Laser and Plasma Cutting...Lower overall costs of water jet cutting are achieved by faster production rates and optimal part positioning and nesting to reduce material waste and part handling...minimal burr...No thermal distortion or degradation means... No heat generated

so no fatigue zones..." It "**means**" that Bay Bronze is still pretending to be a manufacturer, yet has NO manufacturing capabilities and relies on: "***There's a Sucker Born Every Minute.***"

When I've asked Bay Bronze in the past about this deception (email not on file), they've offered: "Well we're one of the largest **distributors** on the West Coast. We do a lot of plaques. That's why you see so many of our plaques posted on Matthews' website." "O.K." While that's questionable, they just need to **cease pretending that they're an actual foundry, clearly implying that customers will receive "manufacturer-direct pricing"**.

One main difference between us and them is, we tell potential buyers the truth. So should Bay Bronze (as well should Pacific Architectural.com).

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 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. Bay Bronze (& Pacific Bronze) should be compelled to tell the truth online: **1) They will NOT be making the cast plaques and letters or etched plaques that customers order from them, and 2) They likely didn't make any of the samples that they already post.**

Ideally some "*powers that be*"—either you or CA & LA states' Attorney's General— will be inclined to act upon this.

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.

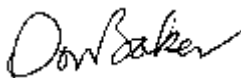
**Actual Manufacturer Contacts for Reference:**

Scott Sign Systems: PO BOX 1047, Tallevast, FL 34270. ph: 1-941/355-5171

Matthews Bronze: Matthews Bronze Architectural Division, 1315 West Liberty Avenue, Pittsburgh PA 15226. ph: 1-412/571-5500. fax: 1-412/571-5561

Trigard Bronze: 3901 N. Vermilion, Danville, IL. 61834. ph: 800-637-1992. fax: 217-442-9182

Thank You,



Don Baker