



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

08/10/2009

False Advertising Complaint Against: Engraving, Awards & Gifts, . 42 Franklin Street, Laconia, NH 03246. Tel: 1 (800) 203-9588. Fax: 1 (603) 524-1153 email:

sales@EngravingAwardsGifts.com Offending Websites:

<http://www.castbronzeplaques.com/index.html> & <http://bronzecastplaques.com/>

Their "Parent Company" Websites are listed on:

<http://www.castbronzeplaques.com/aboutcastbronzeplaques.html>, Primarily:

<http://engravingawardsgifts.com/>, with each little engraving niche having its own website (e.g., <http://crystalgiftsengraved.com/>, <http://www.ceremonialshovels.com/> etc.)

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/index_files/THE%20TRUTH%20ABOUT%20ARCHITECTURAL%20PLAQUES%20&%20LETTERS%20ACQUISITION%20XV.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.)

Engraving, Awards & Gifts et al is engaged in False Advertising. They pretend to actually manufacture cast bronze plaques and letters on their "Offending Websites". *They make none.* As <http://www.castbronzeplaques.com/index.html> & <http://bronzecastplaques.com/> are one link away from being *PRECISELY the same website* but merely presented with different URL's, I'll just use example links from the former. Their deception is somewhat confirmed by their ignoring our email query (enclosed). We asked: "It's clear that you do engraved awards plaques yourselves. Do you do your own cast & etched plaques production in-house? From [posted on: <http://www.castbronzeplaques.com/castmetalplaques/index.html>] "*Artistically combining today's technological advances in design & manufacturing with the age old art of sandcasting, we work with you to ensure that your vision will be realized.*" & "*Simply supply a photo and let **our talented in-house artists** create a lasting tribute.*" we get the impression that you do.

How about metal letters? From [posted on:

<http://www.castbronzeplaques.com/metalsignletters/index.html>] "Using machines like a waterjet cutter and computer-driven routers, **we can flat cut** your letters to precision in Aluminum, Bronze, Brass, Copper, and Steel." we get the same impression." **End of email. No reply was received by us within seven days.**

Does parent company Engraving, Awards & Gifts' (hereafter, "EAG") website

<http://engravingawardsgifts.com/> manufacture something? There they post that they "are a full service awards, recognition and gifting company specializing in quality personalized products for business, organizational, and personal use." If they actually make anything, that's what they make. **That's a quite different industry** from that of cast bronze and aluminum plaques & letters. They might as well be *manufacturers of hot air balloons*, yet present to the public online that they *also cast plaques & letters*. There are very few cast plaque foundries in the U.S. **EAG et al isn't one of them.** They essentially make "trophy shop stuff": Glass trophies & awards, lapel pins, groundbreaking shovels, ceremonial keys & scissors, and engraved gavels & pewter mugs. Castbronzeplaques.com (hereafter also referred to as CBP) makes exactly nothing. They're simply architectural signage distributors, as we are.



...even though they post those images and claim that online. "Sportsman's" is seen in CBP's Gallery here:

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques7.html> That plaque—**AND 100% of everything castbronzeplaques.com offers**—is actually made by Matthews Bronze (which also makes some of our product, or by Gemini):

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=37&kw=Ornamental&kwid=85&nImages=4>

"NFL Players Association" Plaque: <http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques11.html> was also actually made by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=29&kw=Sports&kwid=116&nImages=4>

The top image on their Homepage

<http://www.castbronzeplaques.com/index.html> is even a Matthews casting:

<http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Memorialization&si=620&mi=155&type=2&item=720>

The text on that Homepage offers in part: "Whether you seek cast bronze plaques, metal sign letters, memorial plaques (including pet memorial plaques), ADA signs, historical markers, recognition plaques, or even donor recognition walls, we'll **create** the perfect custom metal signs for your needs....**we will make** a well-suited architectural sign for your event. The function and graphics of your metal plaque will drive its design as far as metal choice, manufacturing process, size, mounting technique and more. You can get some ideas here by browsing through **our** metal plaques [galleries](#). Call us at (800) 203-9588 to speak with an **architectural signage specialist**." **The fundamental problem is:** NOTHING found on castbronzeplaques.com is made by them. They're trophy shop stuff "specialists", not "architectural signage specialists". The

cast products (including Donor Recognition Trees) are made in Pittsburgh PA, the etched products (including AlumaColor™) are made in Kingwood W. VA...by Matthews Bronze, castbronzeplaques.com/'s primary source for ALL they offer. That would be fine if simply stated that they are Distributors (as we are as well) instead of portraying themselves as the actual manufacturers, as they do. This misleads buying prospects into believing that they'll be receiving "manufacturer-direct pricing", and any other benefits assumed inherent in "dealing direct". "Not Applicable."

If this is sounding familiar...that means you've already read the False Advertising Complaint I've just filed with you concerning Saxton Bronze, sent simultaneous with this. *It's precisely the same scenario*: A trophy shop company pretending to be casting manufacturers. I've provided you a 2/3rds of a ream of paper with prints "comparing & contrasting" "Saxton's" castings and other offerings like AlumaColor colored aluminum signs & ImageCast plaques with Matthews'...when there was no "contrast" at all. I won't do that here for "CBP". If you're actually interested in these False Advertising issues, you can reference that packet for many more prints of Matthews' work, which both Saxton and CBP purport that they made. However, even with the paucity of prints enclosed, **no actual foundry presents even ONE image as their own when it was actually made by another**. Here are a few more "compare & contrast" links for you—and others—to examine online. CBP implies they made:

"Irvine House":

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques4.html> That was also actually cast by Matthews:
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=6&kw=Commemorative&kwid=24&nImages=4>

"Virginia Sevier":

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/etchedcastplaques/etchedcastplaques3.html> That was also actually cast by Matthews:
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=18&kw=Etched&kwid=42&nImages=4>

"Ring Barnum":

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques5.html> That was also actually cast by Matthews:
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=7&kw=Commemorative&kwid=24&nImages=4>

"St. Charles College":

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/etchedcastplaques/etchedcastplaques6.html> That was also actually cast by Matthews:
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=6&kw=Pewter&kwid=90&nImages=4>

"Waikoloa Golf Course":

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques6.html> That was also actually cast by Matthews:
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=7&kw=Golf&kwid=49&nImages=4>

"State of Rhode Island Seal":

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques6.html>

[ronzeplaques12.html](http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=13&kw=Braille&kwid=14&nImages=4) That was also actually cast by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=13&kw=Braille&kwid=14&nImages=4>

“Boston Braves & Yankees”:

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/historicalmarkers/historicalmarkers2.html> That was also actually cast by Matthews:

<http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Sports&si=559&mi=43&type=2&item=601>

“601 Broad/Arrow” (almost infamous for posting by Matthews’ Distributors, as is “Elephant”):

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques15.html> That was also actually cast by Matthews:

<http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Corporations&si=0&mi=112&type=2&item=102>

“Clayton with Etched”:

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/etchedcastplaques/etchedcastplaques4.html> That was also actually cast by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=7&kw=Antique%20Finish&kwid=7&nImages=4>

“Two-Color Granite Inlay”: <http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques10.html> That was also actually cast by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=5&kw=GraniteInlay&kwid=51&nImages=4>

“Hebrew”:

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques16.html> That was also actually cast by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=20&kw=Hebrew&kwid=54&nImages=4>

“Broad Creek Map”: <http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/historicalmarkers/historicalmarkers8.html> That was also actually cast by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=0&kw=Maps&kwid=69&nImages=4>

“Stone Arch Bridge” (in CBP’s Historical Markers Gallery):

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/historicalmarkers/historicalmarkers6.html> That was also actually cast by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=15&kw=Post%20Mount&kwid=96&nImages=4>

“Willard High”:

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/castmetalsigns/castbronzeplaques13.html> ... also actually cast by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=16&kw=Etched&kwid=42&nImages=4>

“491st Bombardment Group”:

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/colormetalplaques/colormetalplaques16.html> That was also actually cast by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=34&kw=Full%20Color&kwid=48&nImages=4>

“Aluminum Map/Plum Hollow Golf Club”:

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/colormetalplaques/colormetalplaques7.html> That was also actually cast by Matthews:

<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=14&kw=Maps&kwid=69&nImages=4> ...as was virtually everything “CBP” posts. I could do this in near-perpetuity.

CAST BRONZE PLAQUES SPECS:

<http://www.castbronzeplaques.com/castmetalplaques/castbronzeplaquesborders.html>

leads to Borders: <http://saxtonbronze.com/html/borders.html> ALL MATTHEWS BRONZE:

<http://www.matthewsbronze.net/techinfo/CP-border.htm>

Metal Choices:

<http://www.castbronzeplaques.com/castmetalplaques/castbronzeplaquesmetal.html> ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-material.htm> CBP throws in Brass and alters “**Helpful Hints**” to “Keep in Mind:”...but the rest of the verbiage is precisely the same as MB’s (Matthews Bronze).

Background Colors:

<http://www.castbronzeplaques.com/metalplaqueartwork/color/index.html> The top ones are MB’s: <http://www.matthewsbronze.net/techinfo/CP-bkgdcolor.htm> ...and the ones with the stars are obviously Gemini’s: <http://www.signletters.com/Metal/cast/painted-colors.html>

Background Textures:

<http://www.castbronzeplaques.com/castmetalplaques/castbronzeplaquestextures.html> ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-bkgdtex.htm> They’re the only plant in the U.S. offering Travertine & Sculpted background textures. CBP throws in again and alters “**Helpful Hints**” to “Keep in Mind:”...but the rest of the verbiage is precisely the same as MB’s (except GBP deletes MB’s “Currently, the largest material our background textures are available in is 30” x 40”...” paragraph.

Emblems & Portraits:

<http://www.castbronzeplaques.com/castmetalplaques/castbronzeplaquesgraphics.html> ALL

MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-emblem.htm> &

<http://www.matthewsbronze.net/techinfo/CP-letter.htm>...except less of it is copied.

“CBP’s” Colored Metal Plaques:

<http://www.castbronzeplaques.com/colormetalplaques/colormetalplaques.html> offers in part: “Specializing in identification products **we produced** metal sign and recognition products using casting, etching and other processes.” That would again be...Absolutely nothing but a Matthews Bronze product: **ALUMICOLOR™**:

<http://www.matthewsbronze.net/Alumicolor/AlumicolorHomepage.html>

CBP’s

<http://www.castbronzeplaques.com/colormetalplaques/colormetalplaquesdurability.html>

offers: "**Our process** creates four-color aluminum graphics solutions that are extremely durable."

No actually that's Matthews' process & durability:

<http://www.matthewsbronze.net/Alumicolor/AlumicolorDurability.html> "Matthews' exclusive Alumicolor™ process creates four-color aluminum graphics solutions that are extremely durable." "CBP's" Colored Metal Plaques Gallery:

<http://www.castbronzeplaques.com/colormetalplaques/colormetalplaquesgallery.html>

...is actually Matthews' AlumaColor work:

<http://www.matthewsbronze.net/Alumicolor/AlumicolorGallery.html> "Nuff said."

ETCHED PLAQUES:

CBP offers on <http://www.castbronzeplaques.com/etchedmetalplaques/index.html> : "**We will etch** onto nearly any metal 1/16th" thick or greater." No they wont; Matthews or Gemini will.

<http://www.castbronzeplaques.com/etchedmetalplaques/etchedsignsgraphics.html>

"Raised/Recessed Image & Copy" (text inexplicably reads "Recessed vs. Recessed Graphics")

graphic seen there is Gemini's: <http://www.geminiplaques.com/etched.html> CPB's lower

graphics are MB's, seen at the bottom of: <http://www.matthewsbronze.net/techinfo/EP-graphics.htm> CBP's

<http://www.castbronzeplaques.com/metalplaqueartwork/color/index.html> ...The top ones are MB's: <http://www.matthewsbronze.net/techinfo/CP-bkgdcolor.htm> ...and the ones with

the stars are obviously Gemini's: <http://www.signletters.com/Metal/cast/painted-colors.html>

CPB's Etched Portraits:

<http://www.castbronzeplaques.com/metalplaqueartwork/portraits/index.html#etched> ...is

again Matthews': <http://www.matthewsbronze.net/techinfo/EP-graphics.htm> "CBP's"

Mounting Options:

<http://www.castbronzeplaques.com/etchedmetalplaques/etchedsignsmounting.html> are

again Matthews, including text & graphics: <http://www.matthewsbronze.net/techinfo/EP-mounting.htm>

Their Portraits Gallery <http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/bronzeportraitplaques/metalportraitplaques1.html> is filled with MB work:

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/bronzeportraitplaques/metalportraitplaques3.html> is Matthews':

[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=480)

[kw=Etched&si=414&mi=138&type=2&item=480](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Etched&si=414&mi=138&type=2&item=480)

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/bronzeportraitplaques/metalportraitplaques5.html> is again Matthews':

[http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Memorialization&si=620&mi=155&type=2&item=720)

[kw=Memorialization&si=620&mi=155&type=2&item=720](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Memorialization&si=620&mi=155&type=2&item=720)

"CBP's"

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/bronzeportraitplaques/metalportraitplaques7.html> is again Matthews':

[http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=630&mi=210&type=2&item=695)

[kw=Bas+Relief&si=630&mi=210&type=2&item=695](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=630&mi=210&type=2&item=695)

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/bronzeportraitplaques/metalportraitplaques8.html> is again Matthews':

[http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=0&mi=210&type=1&item=98)

[kw=Bas+Relief&si=0&mi=210&type=1&item=98](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=0&mi=210&type=1&item=98) So is:

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/bronzeportraitplaques/metalportraitplaques9.html> re: [http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=630&mi=210&type=2&item=732)

[kw=Bas+Relief&si=630&mi=210&type=2&item=732](http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=630&mi=210&type=2&item=732)

METAL SIGN LETTERS:

CBP's Metal Letters Page <http://www.castbronzeplaques.com/metalsignletters/index.html> offers: "Using machines like a waterjet cutter and computer-driven routers, **we can flat cut** your letters to precision in Aluminum, Bronze, Brass, Copper, and Steel." Again, this is another product they fantasize about making. Mounting Options:

<http://www.castbronzeplaques.com/metalsignletters/signlettersmounting.html> Straight Gemini: <http://www.signletters.com/USpro09/Cast%20Metal/PDFs/76-105.pdf> (login provided on separate page) Colors

<http://www.castbronzeplaques.com/metalplaqueartwork/color/index.html> Same Gemini & MB colors linked before. "CBP's" Metal Letters Gallery

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters1.html> 1st image seen there is actually MB's work:

<http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Letters&si=210&mi=70&type=2&item=230> So is

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters2.html> : <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=15&kw=Letters&kwid=65&nImages=4> So is

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters3.html> (although I don't quickly find it in either of MB's galleries). So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters4.html> <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=4&kw=Letters&kwid=65&nImages=4> So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters5.html> <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=5&kw=Letters&kwid=65&nImages=4> So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters6.html> (although I don't quickly find it in either of MB's galleries). So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters7.html> <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Letters&si=0&mi=70&type=2&item=28> So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters8.html> <http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=466>

<http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=466>

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters9.html> <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=38&kw=Letters&kwid=65&nImages=4> So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters10.html> (...it's not easily found online but is in MB's print catalog). So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters13.html> <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=6&kw=Letters&kwid=65&nImages=4> So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters15.html> <http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=109>

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters15.html> <http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=109>

<http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=109>

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters15.html> <http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=109>

So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters9.html> (...it's not easily found online but is in MB's print catalog). So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters10.html> <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=38&kw=Letters&kwid=65&nImages=4> So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters13.html> <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=6&kw=Letters&kwid=65&nImages=4> So is...

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters15.html> <http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=109>

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters15.html> <http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=109>

<http://www.castbronzeplaques.com/castbronzeplaquesgalleries/htmls/metalsignletters/metalsignletters15.html> <http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=109>

<http://www.matthewsbronze.net/gallery/ShowSinglePicture.aspx?PictureID=109>

DONOR RECOGNITION TREES:

“CBP’s” Donor Trees <http://www.castbronzeplaques.com/donorrecognitionwalls/index.html> are again actually Matthews’: <http://www.matthewsbronze.net/techinfo/TREE-sizes.htm> MB just posts more comprehensive info.

I could go on exposing other identical projects in various plaques & letters Gallery categories...but the point is made by now. It bears repeating: NO actual manufacturer posts any of another’s work, *nor their specs & diagrams*. Castbronzeplaques.com isn’t one, and is merely a poseur. There are NO coincidences in the architectural signage industry. CBP simply has Matthews Bronze make the majority of their product (with a little Gemini thrown in). If CPB were actually manufacturers of ANY of this, they’d be competitors of Matthews Bronze.

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.**

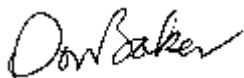
CBP should be compelled to tell the truth online: **1) They will NOT be making the cast plaques and letters or etched plaques that customers order from them, and 2) They didn’t make any of the samples that they already post.** They’re an online spin-off of a trophy shop, which merely went national with a website. Ideally some “powers that be”—either you or states’ Attorney 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 Contact 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/>

Thank You,



Don Baker