



PLAQUES&LETTERS.COM

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False Advertising Complaint Against: Pacific Architectural [or Pacific Bronze], 510 River Road, # B, Rio Vista CA, 94571. ph: 1-916/779-4155 fax: 1-916/914-2266. email: info@pacificbronzeco.com Website: <http://www.pacificarchitectural.com/index.html>

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear FTC:

Pacific Architectural finally has "a neat new 'high-tech' website". Besides their now having zippy sound FX and galleries, please let us know if you can find any useful information there. They DO offer unsupported claims and superlatives in their "ABOUT OUR COMPANY", "A COMMITMENT TO QUALITY" & "The Pacific Bronze advantage" which would lead most to believe they're something more than simply a Matthews Bronze & Gemini distributor...which is what they are. (Their online text is not easily accessible, and web page printouts would not be helpful here. If you visit their 'site, be sure to click on their "Click Here to Read More" links.) It is WE who offer "more" in that regard. We distribute more manufacturers, and therefore provided consumers more options and "advantages".

Pacific Architectural's preposterous list of their "team of professionals" who "specialize in the areas of manufacturing, procurement, transport, product and graphic design, ...technology, engineering and finance."...holds as much currency as a three dollar bill. Their vendors, the actual foundries, take care of the vast majority of those. However, their online visitors don't know that. Almost anyone reading their tripe would be led to believe that Pacific Architectural is a manufacturing operation, offering "factory-direct pricing" (it's implicit, though not stated). They are simply architectural signage distributors, as we are, using a common though smaller set of vendors than we do. One main difference between us and them is, we tell potential buyers the truth. So should Pacific Architectural.

Thank You,

A handwritten signature in black ink that reads "Don Baker".

Don Baker