

# PLAQUES&LETTERS.COM

Following is an email string between a prospect and us, including our initial Quote, Follow-up, Observations that 1) their selected supplier didn't know "whereof they spoke", and 2) they 'weren't dealing with whom they thought they were'...and the prospect's chagrined reaction. This has been reformatted so it's in chronological order (instead of the email-reply norm, where reads in ascending order). Prospect's ID has been withheld.:

-----Original Message-----From: Peter Sent: Friday, June 05, 2009 3:07 PM To: [admin@plaquesandletters.com](mailto:admin@plaquesandletters.com) Subject: [Withheld] Veterans Memorial

Hello,

We are in the market for bronze plaques to be posted on park benches and flag poles, as well as bronze plaques to be installed on stake mounts near several trees that have been donated to the [Withheld] Veterans Memorial project. Construction began just a few days ago, and so we are moving quickly. I hope that you can be of assistance.

We are looking for quotes on the following:

- A) 4 bronze plaques and stakes to recognize donors of trees (preferred size: 4" x 3")
  - B) 14 bronze plaques to be screwed into park benches (preferred size: 5" x 2.5")
  - C) 1 bronze plaque to be adhered with epoxy to a 7" diameter flagpole (preferred size: 5" x 3")
  - D) 1 bronze plaque to be adhered with epoxy to a 7" diameter flagpole (preferred size: 5" x 2")
  - E) 6 bronze plaques to be adhered with epoxy to 5" diameter flagpoles (preferred size: 4" x 3")
- Sample text for each of the above: "In Loving Memory of Sgt. John Q. Doe U.S. Army"

Attached is a digital rendering of the memorial.

Thank you,  
Pete

On Fri, Jun 5, 2009 at 4:23 PM, Plaques&Letters<[admin@plaquesandletters.com](mailto:admin@plaquesandletters.com)> wrote:

Hi Pete,  
Your drawing indicates perhaps 15 larger plaques. Are you acquiring them elsewhere? And do [you] have no need for any military emblems as seen on:  
[http://www.plaquesandletters.com/standard\\_cast\\_military\\_seals.htm](http://www.plaquesandletters.com/standard_cast_military_seals.htm) ?

Thank You,  
Don Baker  
Plaques&Letters.com  
<http://www.plaquesandletters.com/>

-----Original Message-----From: Peter [Withheld] Sent: Friday, June 05, 2009 3:27 PM To: Plaques&Letters Subject: Re: [Withheld] Veterans Memorial

Hi Don,

Good question. Actually, those 15 larger plaques are going to be slabs of polished granite affixed to a concrete wall. No, we do not need any military emblems.

Thanks,  
Pete

**From:** Plaques&Letters [mailto:[admin@plaquesandletters.com](mailto:admin@plaquesandletters.com)] **Sent:** Sunday, June 07, 2009 3:37 PM  
**To:** 'Peter [Withheld] **Subject:** RE: [Withheld] Veterans Memorial Discounted Quote: \$2,849.

Hi Pete,

Thank you for your continued interest. **Let's look at some basics:**

1. Plaques in this size realm are \$116 MSRP, whether cast or etched,
2. Only cast plaques normally & practically allow stake mounts, and
3. One of the primary considerations when determining the size of a cast plaque is minimum text size: Letters must be at least 1/4" tall in ALL CAPS or 3/8" tall using caps & lower case. That equates to 36 pt. type. With letter spacing considered, letters are about the same width as height for most fonts. **Your minimum plaque size for your #4 stake mount plaques is therefore either 7" x 2" or 5.5" x 2.5"**. Please see attached for reference.

36" stakes are = \$45 each x #4 = \$180; plaques themselves are \$116 x #4 = \$464.  
MSRP SUBTOTAL FOR STAKE PLAQUES: \$644.

The other plaques can remain sized per your specs if done as 3/16" etched bronze; etched plaques do not have the same text size limitations as cast. #22 other plaques X \$116 = \$2,552 + the \$644 = \$3,196.

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**IMPORTANT NOTE:** The preceding number is **Not** a Quote. It provides Manufacturer Suggested Retail Pricing so you can evaluate your savings. **Following is your ALL INCLUSIVE--**yes that includes shipping and there is no tax-- **Discounted Quote: \$2,849**. That figure is in the Subject line of this email.

[Note: Payment info went here.]

Thank You,  
Don Baker  
Plaques&Letters.com  
[etc.]

On Tue, Jul 7, 2009 at 7:57 PM, Plaques&Letters <[admin@plaquesandletters.com](mailto:admin@plaquesandletters.com)> wrote:

Thank you for your inquiry. Safe to say you have found other alternatives? As you can imagine our mailbox is quite active. We systematically Delete email files as a result. Given that we haven't heard back from you, our correspondence has been deleted. Please forward that information if you're still interested and advise if we can be of further assistance. Please visit our numerous online price charts (which most don't provide) for any "ballparking" information you might desire in the future.

Thank You,  
Don Baker  
<http://www.plaquesandletters.com/>

**From:** Peter [Withheld] **Sent:** Tuesday, July 07, 2009 7:11 PM  
**To:** Plaques&Letters **Subject:** Re: [Withheld] Veterans Memorial Discounted Quote: \$2,849.

Hi Don,

Yes, we have found another plaque firm whose prices fell within our capabilities. Thank you for your help.

Pete

On Tue, Jul 7, 2009 at 8:21 PM, Plaques&Letters <[admin@plaquesandletters.com](mailto:admin@plaquesandletters.com)> wrote:

Hi Pete,

We all offer the same thing from the same small set of manufacturers. The difference is understanding what's being offered. Hopefully they--and you--were able to figure out cast vs. etched plaques possibilities--and impossibilities. If they beat our **Discounted Quote: \$2,849** (hopefully you understood that's what it was), they're inclined to give work away. Fortunately we don't need to. Please advise if we can be of further assistance.

Thank You,

Don Baker

Plaques&Letters.com

<http://www.plaquesandletters.com/>

**From:** Peter [Withheld] **Sent:** Tuesday, July 07, 2009 7:55 PM **To:** Plaques&Letters

**Subject:** Re: [Withheld] Veterans Memorial Discounted Quote: \$2,849.

Hi Don,

I appreciate your persistence in earning our business, but all of our plaques have been ordered. We ordered beautiful cast bronze plaques, and our order came in roughly \$500 less than what you quoted us. This was not a discounted price - this was the company's regular price model (see below).

Thanks.

**[NOTE: There was a price chart provided here. It's been deleted because it's irrelevant ... except that I recognized it as Franklin Bronze's.]**

On Tue, Jul 7, 2009 at 9:32 PM, Plaques&Letters <[admin@plaquesandletters.com](mailto:admin@plaquesandletters.com)> wrote:

Hi Pete,

I wasn't being "persistent in earning your business" because I don't need... it. I was informing you that you might have been led astray. Obviously you have been...by Franklin Bronze. They are pretenders **[Note: Still true to some extent.]**,... and have slight knowledge in this industry. They are simply Matthews Bronze distributors **[Note: Many of their images were Matthews' before the FTC posting; several still are.]**,... , hoping no one will notice.... Fortunately we lie about nothing.

Not all of your plaques can be cast, too much text, so they'd have to be etched for your plaque size restrictions. You "ordered beautiful cast bronze plaques"? Likely. Let me know how your experience with the gals @ Franklin Bronze works out once you receive something OK? They know NOTHING about cast plaques vs etched, bas relief vs flat relief. In the meantime, say "Hi" to "Bernie" (I've forgotten what the... sales rep's name is; starts with a "C" I think) et al there.:-)

You've been hoodwinked. For your future erudition, you might care to visit: [Everything You Need to Know About this Plaques & Letters Industry](#). Franklin's listed. **[Note: Since revised.]**,... I'm taking them to the Federal Trade Commission, as I already have others. "Hope this Helps."

Thank You,

Don Baker

Plaques&Letters.com

<http://www.plaquesandletters.com/>

**From:** Peter [Withheld] **Sent:** Tuesday, July 07, 2009 9:01 PM **To:** Plaques&Letters

**Subject:** Re: [Withheld] Veterans Memorial Discounted Quote: \$2,849.

Hi Don,

Obviously this is not a good situation we find ourselves. I certainly understand where your concern enters into the situation, and I appreciate the amount of work you've put into addressing the problem. We ended up dropping the stakes from our order because our town's highway department preferred a different mounting method - that said, with the "money we saved" from that decision, **we ended up ordering slightly larger plaques, which also meant that all of our character counts were okay.**

We didn't deal with Bernie at Franklin Bronze - we dealt with Audrey and another woman whose name begins with a "C" (I can't remember it either). Right on their website it says "Manufacturing Bronze Plaques Since 1878." The site then goes on to say that "Franklin Bronze Plaques makes truly distinctive and affordable bronze and aluminum plaques...." **If what you're telling me is the truth, then yes, we have been duped, and I don't appreciate it. Should I ask them about this? If so, what question do you suggest I pose to them?**

Pete

**From:** Plaques&Letters [admin@plaquesandletters.com] **Sent:** Saturday, July 18, 2009 8:51 PM **To:** 'Peter [Withheld]'  
**Cc:** 'info@franklinbronzeplaques.com' **Subject:** RE: [Withheld] Veterans Memorial Discounted Quote: \$2,849.

**Attachments:** THE TRUTH ABOUT ARCHITECTURAL PLAQUES & LETTERS AQUISITION.doc; False Advertising Complaint Against Franklin Bronze.doc; False Advertising Complaint Against Franklin Bronze\_rev.pdf; THE TRUTH ABOUT ARCHITECTURAL PLAQUES & LETTERS AQUISITION XIII.pdf

Hi Pete,

Please see attached, as well as [http://www.plaquesandletters.com/index\\_files/THE%20TRUTH%20ABOUT%20ARCHITECTURAL%20PLAQUES%20&%20LETTERS%20AQUISITION%20XIII.pdf](http://www.plaquesandletters.com/index_files/THE%20TRUTH%20ABOUT%20ARCHITECTURAL%20PLAQUES%20&%20LETTERS%20AQUISITION%20XIII.pdf) & [http://www.plaquesandletters.com/index\\_files/False%20Advertising%20Complaint%20Against%20Franklin%20Bronze\\_rev.pdf](http://www.plaquesandletters.com/index_files/False%20Advertising%20Complaint%20Against%20Franklin%20Bronze_rev.pdf) **[Note: Since revised.]**

Did you "*get a good deal*" from Franklin? Depends on your definition. Bernie, Cynthia (aka "President"; I'm "President" of B.F. Egypt if I so claim) and bookkeeper Audrey "*have a little 'splainin' to do.*" ["I Love Lucy"]...*even after they exhaust themselves when providing their "rationales"* for what they post online.

"Should I ask them about this? If so, what question do you suggest I pose to them?"? Ask them why, simply because they are a "female-owned business", that gives them the "right" to hoodwink the public. This question is now being pondered by the Federal Trade Commission (as well as various state Attorney Generals).

Good Luck with ... "Franklin Bronze". Please advise if we can be of further assistance.

Thank You,  
Don Baker  
Plaques&Letters.com  
**[Contact Info Went here]**

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**The truth also is: I've dealt with FB's Cynthia Linnon/President directly on several occasions. She once "informed" me that a Flat Relief portrait they had posted was actually a Bas relief; apples & oranges and very easy to know the difference. She was adamant about it and offered: "That was done by a sculptor just down the road." I communicated with Bernie/plant**

manager about it and she of course confirmed it was a Flat Relief image. Cynthia's also offered: "As far as Metal Photo goes we do recommend it for indoors simply because it can scratch with outdoor use." To which I replied: "EVERYTHING "can scratch with outdoor use"...or INDOOR USE for that matter."

I once received a "Newsletter"—" the first issue of Ubiquitazine, a monthly newsletter filled with useful information" —from her. Here are her observations, followed by my underlined replies. [Bracketed] Items are alterations:

#### **How should we send you our logo?**

The best way is via an e-mail attachment or on a disk, in AI (Adobe Illustrator), eps, or vector if possible.....  
AI (Adobe Illustrator), eps ARE vector files.

#### **What size plaque do I need?**

Your text must be at least 1/4" tall to cast.....you might want to point out that applies to ALL CAPS. Otherwise it needs to be 3/8".

#### **How do I design a plaque?**

If the plaque is going to be placed on an 'outside building' and people will be walking by to view it then the font can be a normal size but if the plaque is mounted outside and you want people to see if from a distance you will want to expand the size of the plaque to accommodate larger letters.....What is an "inside building"?

#### **What is a Bas Relief?**

You will send us several photos of what you would like to have sculpted and we will send it to our artist.....[That's a less-than-informative "definition".]

#### **What is a Metal Photo?**

Metal Photo is recommended for indoor use only.....Actually that's entirely incorrect. You must be thinking of etched aluminum plaques with halftones...

#### **Do you offer large quantities of Veterans Memorials?**

Yes we do. We have round medallions approximately 6" in diameter that honor every war. Vietnam, Korean, WWI, WWII, Indian, Persian, and many more.....I think you actually meant the question to be "Do you offer large quantities of Veterans Memorial Gravesite Emblems?" The answer would be: "No we don't but Centec does." [The actual manufacturer of the emblems FB offers.] (Besides, a "Veterans Memorial" encompasses the entire scope of the enterprise, not a single piece.)

#### **Do you manufacture Military Seals?**

Yes we do. We have manufactured all of the armed forces seals including Air Force, Army, Navy, Marines, Coast Guard, and other special seals. We also manufacture seals for the United States Courts, Department of Defense, Department of Home Land Security, FBI, and other government entities.....No actually the answer would be, according to the images on your website: "No we don't but Gemini and Matthews Bronze does. We then resell them, as we are distributors of theirs." <http://www.franklinbronzeplaques.com/memorials.html?me=Military%20Seals> [The vast majority of those images were Matthews' & Gemini's at the time. Some are still Matthews'.] Which leads to:

#### **How about some Helpful Hints?**

Be sure to ask if they are a distributor, supplier or manufacturer. Why? Price will vary, quality could vary, and delivery time will vary. When you order a plaque from a distributor they are the middle man between the manufacturer and the retail outlet. Plaques are typically ordered through wholesale manufacturers and then sold through retail venues. Very few manufactures sell direct to customers due to the one-of-a-kind nature of plaques.....Your lack of grasp of the industry as well as the English language is stunning. What in your mind is the difference between: "'distributor... and the "retail outlet"?"

**BY:** "When you order a plaque from a distributor they are the middle man between the manufacturer and the retail outlet.".....you apparently meant: "When you order a plaque from a distributor they are the middle man between the manufacturer and the end user." What is a "retail outlet" to you?...

**BY:** "Plaques are typically ordered through wholesale manufacturers and then sold through retail venues."..... should accurately read: "Plaques are typically ordered through distributors/"retail outlets" and then made by foundries." That's just how the industry is structured Cynthia.....as you should well know.

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**With all that I was in disbelief that Franklin Bronze Plaques was an actual manufacturing facility. "Go figger." "Who-da-thunk-it?"**

**Don Baker**