



PLAQUES&LETTERS.COM

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False Advertising Complaint Against: Saxton Bronze, Architectural Signage Division, Saxton Industrial Inc., 1736 Standard Ave, Glendale, CA 91201. Tel: 818-265-0069 Fax: 818-265-0692 email: info@saxtonbronze.com Website: <http://saxtonbronze.com/index.html>

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%20AQUISITION%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.)

Saxton Bronze is engaged in False Advertising. That's easily shown, as they've somewhat confirmed via email (enclosed). Does parent company Saxton Industrial Inc. website <http://www.saxtonindustrial.com/> manufacture something? Yes: "Since 1947, Saxton Industrial Inc., has been a manufacturer and a supplier of Bronze, Silver-plated, [Acrylic](#) and [Crystal Trophies](#), Awards and Gifts as well as Mausoleum/Cemetery Accessories." **That's a quite different industry from cast bronze and aluminum plaques.** 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.. **Saxton isn't one of them.** There's a "trophy shop plaque" manufacturer at every turn, even in most towns, however...which is what Saxton does offer.



...even though they post those images and claim that online. The header on their Homepage of <http://saxtonbronze.com/index.html> offers: "Saxton Bronze Architectural Signage Division". Text offers in part: "With our 40,000 square feet manufacturing facility we are capable of meeting any of your recognition, commemoration, dedication and identification needs. Please direct your attention to the Products tab above and spend some time going through the different product's introduction pages to help direct you towards making a product selection." **The fundamental problem is:** NOTHING found on <http://saxtonbronze.com/index.html> –the entire website–is made in that "40,000 square feet manufacturing facility" in Glendale, CA...or by Saxton at all. 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, Saxton Bronze's sole source for ALL they offer. (We also distribute Matthews...as well as the work of other manufacturers.) 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."**

CAST BRONZE PLAQUES: http://saxtonbronze.com/html/bronze_cast_plaques.html to Borders: <http://saxtonbronze.com/html/borders.html> ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-border.htm>

Metal Choices: http://saxtonbronze.com/html/metal_choices.html ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-material.htm>

Mounting: <http://saxtonbronze.com/html/mounting.html> ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-mounting.htm>

Background Colors: http://saxtonbronze.com/html/background_colors.html ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-bkgdcolor.htm>

Background Textures: http://saxtonbronze.com/html/background_textures.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.

Surface Finishes: http://saxtonbronze.com/html/surface_finishes.html ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-surface.htm>

Sizes: <http://saxtonbronze.com/html/sizes.html> "The largest size plaque Saxton can cast in one piece is 120" x 120". **Saxton doesn't "cast" anything.** ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-size.htm>

Emblems & Portraits: http://saxtonbronze.com/html/emblems_portraits.html offers: "Saxton has over 9,000 standard emblems including many civic and fraternal organizations, religious groups, government agencies, and armed services." **No actually they have...zero.** ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-emblem.htm> ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-letter.htm>

Letterstyles: <http://saxtonbronze.com/html/letterstyles.html> ALL MATTHEWS BRONZE: <http://www.matthewsbronze.net/techinfo/CP-letter.htm> ...and every single entry above is **precisely the same, down to the specs, images and even verbiage.**

Saxton's Primary Plaque Image Gallery:

http://saxtonbronze.com/html/bronze_gallery.html ...ALL MATTHEWS BRONZE work, and in order: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Polished&si=546&mi=91&type=2&item=589>
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=32&kw=Aluminum&kwid=5&nImages=4>
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=19&kw=Sports&kwid=116&nImages=4>
<http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Memorialization&si=620&mi=155&type=2&item=720>
<http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Donor+Recognition&si=85&mi=85&type=2&item=129> Within those sub-galleries like http://saxtonbronze.com/html/identification_gallery.html are scores of cast bronze plaques, ALL actuality cast by Matthews, *not* Saxton. I'm not providing a link & print for every one because I'd be doing this into next month, and would have to buy stock in HP for the ink it'd cost:
<http://saxtonbronze.com/html/id2.html> again cast by MATTHEWS BRONZE, hereafter stated as MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=37&kw=Ornamental&kwid=85&nImages=4> <http://saxtonbronze.com/html/id3.html> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Custom+Shape&si=765&mi=255&type=2&item=854> (I'm skipping a few printouts; you can follow the links.) <http://saxtonbronze.com/html/id10.html> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Modeled&si=750&mi=150&type=2&item=793> <http://saxtonbronze.com/html/id15.html> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=28&kw=Directory&kwid=35&nImages=4> <http://saxtonbronze.com/html/id19.html> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Building&si=94&mi=94&type=2&item=102> <http://saxtonbronze.com/html/id18.html> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=38&kw=Polished&kwid=94&nImages=4> <http://saxtonbronze.com/html/id21.html> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=25&kw=Custom%20Border&kwid=29&nImages=4>
<http://saxtonbronze.com/html/id24.html> again cast by MB (couldn't find it in MB but I post it here): http://www.plaquesandletters.com/mb_gallery/bear_bull.jpeg
<http://saxtonbronze.com/html/id23.html> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Ornamental+Border&si=528&mi=88&type=2&item=587>
<http://saxtonbronze.com/html/id25.html> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=1&kw=Natural%20Sandblast&kwid=81&nImages=4>
<http://saxtonbronze.com/html/id27.html> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Historic&si=0&mi=121&type=2&item=93>
<http://saxtonbronze.com/html/id26.html> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Special+Color&si=690&mi=138&type=2&item=792>
<http://saxtonbronze.com/html/id7.html> again cast by MB:
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=29&kw=Sports&kwid=116&nImages=4> <http://saxtonbronze.com/html/id9.html> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=32&kw=Corporations&kwid=28&nImages=4>
<http://saxtonbronze.com/html/id10.html> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=5&kw=Pewter&kwid=90&nImages=4>
<http://saxtonbronze.com/html/id8.html> again cast by MB:

<http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bank&si=0&mi=27&type=1&item=20>

A few from "Saxton's" Dedication Gallery:

http://saxtonbronze.com/html/dedication_gallery.html: <http://saxtonbronze.com/1-722.jpg> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=32&kw=Aluminum&kwid=5&nImages=4> <http://saxtonbronze.com/4-722.jpg> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Bas+Relief&si=420&mi=210&type=2&item=627> <http://saxtonbronze.com/7-721.jpg> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=13&kw=Braille&kwid=14&nImages=4> <http://saxtonbronze.com/8-722.jpg> again cast by MB: [http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=3&kw=Recessed Text&kwid=100&nImages=4](http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=3&kw=Recessed+Text&kwid=100&nImages=4) <http://saxtonbronze.com/11-722.jpg> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Aluminum&si=0&mi=97&type=2&item=48>

A few from "Saxton's" Commemoration Gallery:

http://saxtonbronze.com/html/commemoration_gallery.html
<http://saxtonbronze.com/1-72.jpg> again cast by MB:
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=19&kw=Sports&kwid=116&nImages=4> <http://saxtonbronze.com/4-72.jpg> again cast by MB: [http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=17&kw=Custom Shape&kwid=31&nImages=4](http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=17&kw=Custom+Shape&kwid=31&nImages=4) <http://saxtonbronze.com/6-72.jpg> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?kw=Maps&kwid=69&nImages=4> <http://saxtonbronze.com/10-72.jpg> again cast by MB:
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=6&kw=Commemorative&kwid=24&nImages=4> <http://saxtonbronze.com/11-72.jpg> again cast by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=15&kw=Post%20Mount&kwid=96&nImages=4%20>


I'm tired of this so: Two from "Saxton's" Recognition Gallery:

http://saxtonbronze.com/html/recognition_gallery.html <http://saxtonbronze.com/7-722.jpg> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Double-Exposure&si=303&mi=3&type=2&item=305> <http://saxtonbronze.com/4-723.jpg> again cast by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Etched&si=0&mi=138&type=2&item=10>

One from "Saxton's" Donor Recognition Gallery:

http://saxtonbronze.com/html/donor_recognition_gallery.html
<http://saxtonbronze.com/10-721.jpg> again cast by MB:
<http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=35&kw=Hospitals&kwid=58&nImages=4> No prints enclosed of these two Galleries.


"Saxton's" **ImageCast™** PLAQUES: http://saxtonbronze.com/html/image_cast.html

 an innovative, patent-pending process that offers the ability to create truly personalized awards... An antique finish is applied to the image area to achieve the appropriate contrast. The plaques are finished with an exclusive Diamond Shield® Protective Coating... **Per "patent-pending process" & "exclusive Diamond Shield® Protective Coating": That would again be... Absolutely nothing but a Matthews Bronze product:**

<http://www.matthewsbronze.net/imagecast/imagecasthome.aspx> Prints enclosed.

ETCHED PLAQUES:

Saxton Bronze offers on: http://saxtonbronze.com/html/etched_metal_signs.html "The etching process consists of chemicals and film that work together to cut into the metal only in the specified locations, leaving much sharper cuts for drawings, pictures and text." They make no manufacturing claims here; that was "established" on their Homepage <http://saxtonbronze.com/index.html> "Their" etched plaque Gallery http://saxtonbronze.com/html/etched_gallery.html offers: <http://saxtonbronze.com/1a-72.jpg> That plaque was etched by MB as seen on: <http://www.matthewsbronze.net/techinfo/EP-finish.htm> <http://saxtonbronze.com/2a-72.jpg> ... was actually etched by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Etched&si=690&mi=138&type=2&item=760> <http://saxtonbronze.com/3a-72.jpg> ... was actually etched by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Etched&si=414&mi=138&type=2&item=499> <http://saxtonbronze.com/4a-72.jpg> ... was actually etched by MB: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Etched&si=690&mi=138&type=2&item=794> <http://saxtonbronze.com/8a-72.jpg> ... was actually etched by MB: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=21&kw=Etched&kwid=42&nImages=4> ...as was everything Saxton posts. Here again they even post Mounting Methods diagrams <http://saxtonbronze.com/html/mounting1.html> which are those of MB: <http://www.matthewsbronze.net/techinfo/EP-mounting.htm> "Saxton's" Etched Graphics <http://saxtonbronze.com/html/graphics.html> ...are those of MB: <http://www.matthewsbronze.net/techinfo/EP-graphics.htm> (no prints)

"Saxton's"  Process http://saxtonbronze.com/html/alumi_color.html offers: "The Alumaticolor™ technology opens the pores of anodized Alumaticolor™, then 'roughens the walls' of these pores to enable highly stable dyes to be printed into the anodic layer." ...is of course Matthews: <http://www.matthewsbronze.net/Alumicolor/AlumicolorHomepage.html> "Saxton's" Graphic Guidelines http://saxtonbronze.com/html/graphic_guidelines.html are actually Matthews: <http://www.matthewsbronze.net/Alumicolor/AlumicolorGraphics.html>

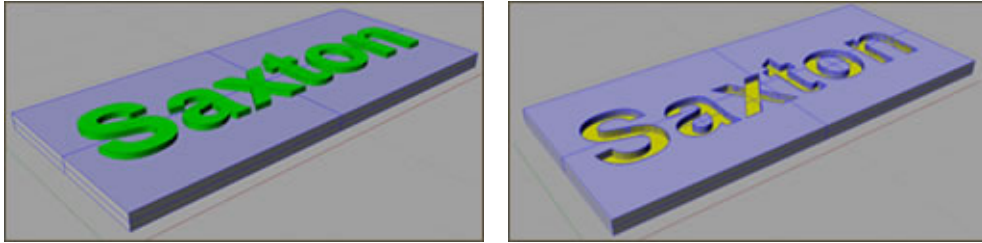
METAL LETTERS:

CAST METAL LETTERS:

"Saxton's" Cast Metal Letters Gallery http://saxtonbronze.com/html/cast_gallery.html offers: <http://saxtonbronze.com/1a-723.jpg> So does Matthews Bronze's in their Gallery <http://www.matthewsbronze.net/gallery/showallpictures.aspx>, who actually makes "Saxton's" cast metal letters: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=2&kw=Letters&kwid=65&nImages=4> A few more examples (which I've checked off on the prints): Saxton pretends — <http://saxtonbronze.com/3a-723.jpg> MB actually made it: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=15&kw=Letters&kwid=65&nImages=4> Saxton pretends — <http://saxtonbronze.com/5a-723.jpg> MB actually made it: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=4&kw=Letters&kwid=65&nImages=4> Saxton pretends — <http://saxtonbronze.com/6a-723.jpg> MB actually made it: <http://www.matthewsbronze.net/gallery/Slideshow.aspx?dvIndex=5&kw=Letters&kwid=65&nImages=4> Saxton pretends — <http://saxtonbronze.com/16a-72.jpg> MB actually made it: <http://www.matthewsbronze.net/scripts/lax.cgi/imageaxs?kw=Letters&si=210&mi=70&type=2&item=231>

WATER-JET CUT METAL LETTERS:

“Saxton’s” Water-Jet Cut Metal Letters page http://saxtonbronze.com/html/waterjet-cut_letters.html offers: “Using **our** 5-Axis Robotic Waterjet and the availability to use any of our several milling machines including our most recent addition of a brand new 4-Axis milling machine, we can accommodate your requirements.” **They’re back to clearly claiming that they make this product. They even have the moxie to offer these graphics “supporting” same:**



They may have a “5-Axis Robotic Waterjet” & some “milling machines” used for their trophy cups offered on <http://www.saxtonindustrial.com/> ...but they aren’t used for **“their”** cut letters offerings. Consider: “Saxton’s” Materials (which Saxton spells as “Materials”): <http://saxtonbronze.com/html/materials1.html> ...is actually MB’s Materials: <http://www.matthewsbronze.net/techinfo/Wat-material.htm> Finishes: <http://saxtonbronze.com/html/finishes.html> ...is actually MB’s Finishes & Specs & Images, down to the obvious “M”’s graphic: <http://www.matthewsbronze.net/techinfo/Wat-finish.htm> “Saxton’s” Letterstyles & Artwork: http://saxtonbronze.com/html/letterstyles_and_artwork.html “Saxton can produce waterjet-cut metal letters...” Again Matthews’: <http://www.matthewsbronze.net/techinfo/Wat-custom.htm> “Saxton’s” Mounting Method’s http://saxtonbronze.com/html/mounting_methods.html Again it’s Matthews’: <http://www.matthewsbronze.net/techinfo/Wat-mounting.htm>

DONOR RECOGNITION TREES:

Saxton Bronze offers http://saxtonbronze.com/html/donor_gallery.html ...which is what Matthews Bronze *actually makes for them* (and other MB distributors): <http://www.matthewsbronze.net/techinfo/TREE-sizes.htm>

On a silly note: “Saxton” offers for “their” Military Seals http://saxtonbronze.com/html/military_seals.html Gallery http://saxtonbronze.com/html/military_seals_gallery.html ...It’s not military seals, but actually Matthews Bronze’s ImageCast™ Gallery: <http://www.matthewsbronze.net/imagecast/ImageCastGallery.aspx> **Saxton doesn’t even copy someone’s work well.**

There are NO coincidences in the architectural signage industry. Saxton Bronze simply has Matthews Bronze make ALL of their product. After I inquired with “all of the images & specs on your website are Matthews...”, Saxton Bronze’s Ardy’s email offering of: “Good question. Matthews is our partner we use them as a subcontractor for certain project. We did not want to re-invent the wheel so we asked our partner to use their information.”...was risible. They have no “wheel” of their own. Saxton says they are “partners” with Matthews Bronze. If they were actually manufacturers of ANY of this, they’d instead 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.**

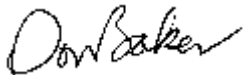
True, "*It's a Free Country.*" People are allowed to lie. Others are allowed...to call them on it. **saxtonbronze.com should be compelled to tell the truth online: 1) They will NOT be making the cast plaques and letters or etched plaques that customers order from them, and 2) They didn't make any of 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