



**PLAQUES & LETTERS.COM**

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### THE TRUTH ABOUT ARCHITECTURAL PLAQUES & LETTERS ACQUISITION:

A Cheryl Walker emailed us out of the blue with: "*I noticed on your web site that you have other competitors websites that we should check out so we did that. We went to [www.bronzememorials.net](http://www.bronzememorials.net) and I noticed on that web site that they have pictures of "How we make our plaques". The problem is that these are pictures of Matthews Foundry in Pennsylvania not Bronze Memorials which is located in Florida. Isn't this false advertising? Apparently they are not manufacturers but are claiming to be. Are all bronze plaque sites false? Is this industry wide?"*"

**Our Reply:** ""*Bronze Memorials*" also offers Gemini products. "*Isn't this false advertising?*"? Yeppers." *Apparently they are not manufacturers but are claiming to be.*"? Yeppers. "*Is this industry wide?*"? Yeppers. If one didn't know better they'd think there was a foundry located in every third state. "Not Really." "*Are all bronze plaque sites false?*"? NO, because we're not. Virtually all of my competitors are liars. We're about the only ones out there who tell the truth."

These are the major plaque manufacturers in this industry, *few of which work direct with end users (unless special circumstances like "grandfathering" exist):* 1) A.R.K. Ramos, 2) Matthews Bronze, 3) Gemini, 4) Southwellco, and 6) Trigard. The first five also produce letters. Other smaller, reputable providers exist. Largely the rest are simply poseurs, and/or provide inferior product.

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**THE FACTS ARE:** Most manufacturers don't sell direct to the public. We and other Distributors are their sales force. As sign companies who have "been there, done that", we're supposed to know the various aspects of the business, as opposed to starting from scratch (like most end users are). That makes manufacturers lives much easier. We're compensated by being able to buy wholesale, then retailing. We specify, after sometimes lengthy and often arduous discussions & indoctrination with customers, i.e. "end users". Manufacturers "simply" manufacture.

The ones listed below either manufacture things other than the plaques and letters we offer, but lead you to believe they also actually make them as well; or give you no reason to believe they are not manufacturers; or blatantly lie and actually claim they are manufacturers. They-and we-are Distributors of plaques and letters. That is how this industry is structured. If manufacturers wanted to deal direct to the public, they'd have to hire a huge staff to deal with the public, paying them not only their salaries but also parental leave, sick & vacation days, and provide for a larger building, office parties & unemployment insurance. Most elect not to, leaving the chance of a project to materialize to their Distributors.

A few (2-3) manufacturers do sell plaques & letters direct to the public...but that doesn't mean you'll achieve a lower price. In fact it'll likely be higher because they rarely negotiate; we do. Manufacturer-directs' salaried sales force is internal, affecting their pricing.

It's anyone's choice who they care to deal with. If one wants to understandably report that they "hit the jackpot" and found a manufacturer who'll "deal with us direct" —"with enormous savings"—they can pursue the links below upon such premise...& pretense. "Caveat Emptor."

<http://www.cotteradvertising.com/index.html> <http://www.signsbyweb.com>...which is the same as previous link, a different guise. <http://memorialplaquesonline.com/>

[http://www.able-engravers.com/sdp\\_plaques\\_signs.htm](http://www.able-engravers.com/sdp_plaques_signs.htm)

<http://www.baybronze.com/?OVRAW=bay%20bronze&OVKEY=bay>

[%20bronze&OVMTc=standard http://www.getplaques.com/](http://www.getplaques.com/)

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

<http://www.c-dtags.com/bronzeplaques/castplaquedirectory.html> They "specialize" in everything... "as if" that were by definition possible.

[http://www.architecturalbronze.com/cast\\_bronze\\_plaques.asp](http://www.architecturalbronze.com/cast_bronze_plaques.asp)

<http://www.bellcoinc.com/> <http://www.thesignshop.com/Metal-Letters/>

<http://www.saxtonbronze.com/> <http://www.franklinbronzeplaques.com/>

Click [HERE](#) for our Complaint about Franklin Bronze, filed with the Federal Trade Commission.

<http://www.alphabetsigns.com/> <http://www.signprofessionals.com/>

<http://www.lettersandsigns.com/> "We have the fastest manufacturing process of plaques on the internet (10-12 working days)." No faster than any *other Gemini dealer*, such as...;-)

<http://www.discountsignletters.com/> <http://signletteronline.com/>

<http://www.interiortech.com/castmetal.html> <http://metalfacedletters.com/>

<http://www.dimensionalletters.com/index.html> <http://www.castbronzeplaques.com/>

<http://www.innovativesigns.com/> <http://www.lettersandsigns.com/>

<http://www.neon-das.com/dimensional.html> <http://www.custombronzeplaques.com/>

<http://www.oldemillimpressions.com/pages/castbronze/castbronze.html>

<http://www.buysignletters.com> <http://www.custombronzeplaques.com/>

<http://www.fireawards.com/bronzecast.html> <http://www.signshopofrc.com/cast2.html>

<http://www.lettersandsigns.com/> <http://www.ccproducts.com/> <http://www.kbronze.com/>

<http://www.spectrumawards.com/products/cast-bronze-plaques.html>

<http://www.metallicarts.com/index.html> Merely Gemini dealers, perhaps even "owned by".

<http://www.berntsen.com/EngravedBronzePlaques/tabid/1919/Default.aspxid/1920/Default.aspx> <http://www.shinersigns.com/> <http://www.zipsignletters.com/index.htm>

<http://www.pacificarchitectural.com/index.html> PA offers 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 & Gemini distributor. PA's lengthy 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 take care of the vast majority of those aspects.**

<http://www.signlettersontheweb.com/> offers a comical talking female apparition, indicating: "We are among the largest manufacturers in the country with decades of experience manufacturing letters and signs ...Take advantage of our experience and size by buying direct from a manufacturer and enjoy some of the lowest prices on the web..." Truth is: They're Scott Sign Systems in FL themselves, selling direct to the public. It's "unclear" why any distributor would offer their products, as a result.

<http://www.bronzememorials.net>.....is one of the most risible websites in this realm, particularly when they offer their "How our plaques are made" link: If they make them, why did we recently exchange via email: "Thanks for clearing this up. I [P&L] just focused on your "OTHER DISTRRBUTORS" [sic] revelation... Where'd you EVER come up with

this???: <http://www.bronzememorials.net/manufacture.htm> Now take this to your attorney [as they threatened], Gemini [one of *their* suppliers, not ours] or anyone ELSE you care to... In the meantime I'll be taking your False Advertising to the FTC and BBB of South Florida. "Hope this Helps." Consider it done: FTC Ref. # is 23073235.

<http://www.thebronzeplaque.com> These "players" are likely the worst offenders in this industry. We lose business because of that, but also gain business for the same reason with those who see through their sham. Please see:

<http://www.thebronzeplaque.com/schedule.html> Given that they used the same resources that we did for over a decade (before a better foundry was found)...their US & THEM "competitive claims" are vapid. They even tried suing P&L years ago because we were ostensibly using "their images". "Fascinating" because: We were only using images provided by a common manufacturer. Their "The majority of the images on this site are original designs that are Copyright ©The Plaxx Companies. Some images on this site are from other sources." statement is 100% bogus. That "other sources" is Matthews Bronze, an actual foundry for whom they distribute. So is their "The Bronze Plaque - The Internet's Most Complete Site about Bronze Plaques." claim. Taking time to compare our site to theirs would demonstrate that. Their "NO OTHER COMPANY CAN PLACE A BRONZE PLAQUE INTO PRODUCTION AS QUICKLY AS WE CAN!!" is their sheer fantasy. 1) Manufacturers rarely curry favor for any particular Distributor, and 2) The foundry they use is slower than most. Their "Lowest Price" allusions are shattered when comparing their posted prices to ours. While they don't baldly state that they are a foundry, their "you are speaking to someone who understands bronze casting and not just a middle man who will pass your request to a foundry design department." sure makes it sound like it. So do all of their specifications details & images: ALL Matthews Bronze's. If you don't gag when reading their [http://www.thebronzeplaque.com/Architects\\_Resource.html](http://www.thebronzeplaque.com/Architects_Resource.html) ...you have a stronger constitution than we do. Their other "equally-informative" links:

<http://www.plaxxletters.com/> <http://www.bronzeplaque.net>

<http://www.abronzeplaque.net/index.html>. They have been taken to the Federal Trade Commission & State AGs for False Advertising, along with Metallic Arts, Pacific Architectural, Saxton Bronze, Bay Bronze, CastBrozePlaques.com, GetPlaques.com, Architectural Bronze...

Some might consider our "outing" our competitors to be either "unprofessional" or "tacky". We consider people who "dissemble" about themselves and this industry—**and to you**—that.

I—PlaquesandLetters.com—am trying to clean up this signage distribution industry. I'd prefer to be non-confrontational but these boys & girls linked above have gone beyond the pale for many years. Other distributors think they are in some sort of club where their "dirty little secret" is to be held "confidential". <http://www.bronzememorials.net> even offered: "I AM GOING TO SEND THIS TO EVERY LINK THAT YOU HAVE LISTED IN THIS EMAIL AND MAY BE THEY WILL JOIN ME IN EVEY [sic] EFFORT TO STOP YOUR ACTIONS". Sounds like a cartel?



Since we didn't "drink the Kool-Aid"...we'll pass on complying with them. Use this information as you will.

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