

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Maureen K. Ohlhausen, Acting Chairman
Terrell McSweeney

In the Matter of)	
)	
BOLLMAN HAT COMPANY, a company,)	
and)	DOCKET NO. C-
)	
SAVEANAMERICANJOB, LLC, a limited)	
liability company,)	
)	
jointly d/b/a AMERICAN MADE MATTERS.)	
)	

COMPLAINT

The Federal Trade Commission, having reason to believe that Bollman Hat Company, a company, and SaveAnAmericanJob, LLC, a limited liability company, jointly d/b/a American Made Matters (collectively, “Respondents”), have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Bollman Hat Company is a Pennsylvania company with its principal office or place of business at 110 East Main Street, Adamstown, Pennsylvania 19501.
2. Respondent SaveAnAmericanJob, LLC is a Pennsylvania limited liability company with its principal office or place of business at 110 East Main Street, Adamstown, Pennsylvania 19501. SaveAnAmericanJob, LLC is a wholly owned subsidiary of Bollman Hat Company, and Bollman Hat Company is SaveAnAmericanJob, LLC’s sole member.
3. Bollman Hat Company and SaveAnAmericanJob, LLC (collectively, “Respondents”) jointly do business as American Made Matters, a Pennsylvania fictitious name. Respondents have operated as a common enterprise while engaging in the unlawful acts and practices alleged below. Because Respondents have operated as a common enterprise, each of them is jointly and severally liable for the acts and practices alleged below.
4. Respondents have advertised, labeled, offered for sale, sold, and distributed products to consumers, including, but not limited to, hats sold under the Bollman, Bailey Western, Betmar, Country Gentleman, Eddy Bros., Helen Kaminski, Jacaru, Kaminski XY, Kangol, Karen Kane, Pantropic, and private label brand names. Respondents advertise these products online,

including, but not limited to, on their website, hats.com, and in stores. Respondents offer for sale, sell, and distribute their products throughout the United States.

5. Respondents have advertised, offered for sale, sold, and distributed memberships in their “American Made Matters” program to companies wishing to make U.S.-origin claims for their products. Respondents primarily advertise their “American Made Matters” program to businesses online including, but not limited to, on their website americanmadematters.com, and through their social media accounts. Respondents primarily advertise their “American Made Matters” program members’ products to consumers online, including, but not limited to, through their website and social media accounts.

6. The acts and practices of Respondents alleged in this complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act.

“Made in USA” Claims for Bollman Hats

7. Respondents have disseminated or have caused to be disseminated advertisements and promotional materials for their products, including, but not necessarily limited to, the attached Exhibits A-E. These materials contain the following statements, among others:

- A. “American Made Matters”; “Choose American” (Exhibit A, product tag);
- B. “Buy American! American Made Matters Choose American” (Exhibit B, Bollman website);
- C. “American Made Matters”; “Choose American” (Exhibit C, Bollman website);
- D. “Made in USA since 1868”; “Made in the USA for 100 Years or More”; ““Made in USA’ hats for 147 years and counting” (Exhibit D, Bollman Twitter page);
- E. “#americanmadematters #madeintheusa #buyamerican” (Exhibit E, Bollman Facebook page).

8. In numerous instances, including, but not limited to, the promotional materials shown in Exhibits A-E, Respondents have represented, expressly or by implication, that all of their products, including, but not limited to, hats, are all or virtually all made in the United States.

9. In fact, more than 70% of the hat styles Respondents sell are wholly imported as finished products. Of the remaining styles, many contain significant imported content.

10. Therefore, Respondents’ express or implied representations that all of their products are made in the United States are false.

American Made Matters Program

11. In 2010, Respondents introduced a U.S.-origin seal for marketers to use to boost the credibility of “Made in USA” claims. The seal, depicted below, is associated with “American Made Matters,” which is a fictitious name registered to Respondents (“AMM”):

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12. In numerous instances, including, but not limited to, the promotional materials shown in Exhibits A-E, Respondents have prominently displayed the American Made Matters seal in their promotional materials. This seal represents by implication that Respondents’ hats have been endorsed or certified by an independent third party.

13. In fact, AMM is a fictitious name owned by Respondents, and Respondents’ hats have not been endorsed or certified by an independent third party.

14. In addition to featuring the seal in their own marketing materials, Respondents license use of the seal to other companies wishing to make “Made in USA” claims for their products.

15. Companies that wish to use the AMM seal must apply for program membership through Respondents’ website at www.americanmadematters.com. Respondents grant AMM membership to any company, product, or entity that self-certifies it meets Respondents’ membership standard, pays the \$99 annual licensing fee, and self-identifies either a United States-based manufacturing factory, or at least one product with a U.S.-origin label.

16. AMM membership includes a license to use Respondents’ seal on products and in

23. In numerous instances, including, but not limited, to the promotional materials shown in

30. In fact, products and entities using Respondents' membership logo have not been independently and objectively evaluated for compliance with Respondents' membership standard. Therefore, the representation set forth in Paragraph 29 is false or misleading.

COUNT IV

(False or Unsubstantiated Representation Third Party Products)

31.
