



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Bureau of Consumer Protection
Division of Enforcement

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May 21, 2020

VIA EMAIL

Richard H. Casper, Esq.
Foley & Lardner LLP
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Dear Mr. Casper:

We received your submissions on behalf of IRIS USA, Inc. (“IRIS” or the “Company”). During our review, we discussed concerns that marketing materials stating the company was “Born in Japan. Made in America” may have overstated the extent to which IRIS’s products are made in the United States. Specifically, although IRIS manufactures an extensive line of plastic storage products in its U.S. facilities, certain of those products incorporate significant imported components. Additionally, some IRIS products are wholly imported.

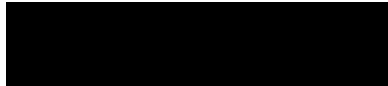
As discussed, unqualified U.S.-origin claims in marketing materials – including claims that products are “Made,” “Built,” or “Manufactur

unqualified claims from marketing materials; (2) introducing product-specific claims, where appropriate; (3) updating product packaging; (4) instructing sales personnel not to distribute marketing materials with broad, unqualified claims; and (5) issuing an advisory message to all customers to clarify IRIS's representations.

As discussed, it is appropriate for IRIS to promote the fact that it employs workers and makes certain plastic products in the United States. However, marketing materials should not convey that all IRIS products are made in the United States (unless that becomes the case), or overstate the U.S. content of products that contain significant imported inputs. As you know, FTC staff is available to work with companies to craft qualified claims that serve the dual purposes of conveying non-deceptive information to consumers and highlighting work done in the United States.

Based on IRIS's actions and other factors, the staff has decided not to pursue this investigation any further. This action should not be construed as a determination that there was no violation of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. The Commission reserves the right to take such further action as the public interest may require. If you have any questions, you can reach me at (202) 326-2377.

Sincerely,

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Julia Solomon Ensor
Staff Attorney