



FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Consumer Protection

Julia Solomon Ensor
Attorney

Email: jensor@ftc.gov
Direct Dial: (202) 326-3277

October 11, 2017

VIA FEDEX


Mr. Ian Van Sice
Vice President of Projects & Technology
Georgia Exposition Manufacturing
33500 Mountain View Road, Suite 100
Suwanee, GA 30024

Dear Mr. Van Sice:

We received your submissions on behalf of Georgia Exposition Manufacturing Corporation ("Georgia Expo") regarding concerns that certain marketing materials may have overstated the extent to which Georgia Expo products are made in the United States. Specifically, although Georgia Expo sells a number of products made in the United States, Georgia Expo products and packaging materials contain

As discussed, unqualified "made in the United States" claims in company marketing materials are likely to mislead consumers that all products advertised in the materials are made in the United States. To address this, we implemented a comprehensive remedial plan to inform consumers. This plan included: (1) updating product labels, (2) introducing qualified U.S. origin claims where appropriate, (3) launching an updated website and releasing updated catalogues, (4) updating product packaging, (5) changing product sales channels, and (6) sending notices to distributors.

Based on our investigation, we have determined that there was no violation of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 15. The Commission reserves the right to take such further action as the public interest may require. If you have any questions, please contact me at (202) 326-3277.

Sincerely,

Julia Solomon Ensor
Staff Attorney