



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

Bureau of Consumer Protection
Division of Enforcement

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FEDERAL EXPRESS

Kelly Wilkins, Esq.
Snell & Wilmer LLP
One Arizona Center
Phoenix, Arizona 85004-2202

Dear Ms. Wilkins:

We received your submissions on behalf of P&L Industries, Inc., d/b/a LaserLyte (“P&L”). During our review, we raised concerns that certain marketing materials may have overstated the extent to which P&L’s LaserLyte-branded laser sights, trainer targets, and other products are made in the United States. Specifically, even though P&L designs and assembles products in the United States, certain products contain foreign content significant in cost or to the overall function of those products.

As discussed, unqualified “Made in USA” claims on marketing materials likely suggest to consumers that all products advertised in those materials are “all or virtually all” made in the United States. Accordingly, to avoid deceiving consumers, you explained that P&L implemented a remedial action plan to clarify its representations. This plan included: (1) auditing and updating P&L websites, social media outlets, online catalogues, specification sheets, media statements, and other online materials provided to distributors and internet fulfillment sites; (2) removing U.S. origin claims from packaging and marketing materials; and (3) educating marketing employees on the FTC’s Enforcement Policy Statement on U.S. Origin Claims.

Based on your 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,

A handwritten signature in blue ink, appearing to read "JULIA SOLOMON ENSOR".

Julia Solomon Ensor
Staff Attorney