



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

Bureau of Consumer Protection  
Division of Enforcement

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July 8, 2013

**FEDERAL EXPRESS**

Doug Cohen, President  
Regency Wraps, Inc.  
2731 Satsuma Dr.  
Dallas, TX 75229

Dear Mr. Cohen:

We received your submission dated June 20, 2013 on behalf of Regency Wraps, Inc. ("Regency Wraps" or the "Company"). In correspondence and discussions, you explained that there was some confusion in the marketplace regarding the country of origin of the Company's EvenBake Cake Strips. Specifically, although Regency Wraps initially manufactured all of its EvenBake Cake Strips in the United States, the Company recently began sourcing the Cake Strips from a factory in Pakistan. Accordingly, depending on which stock (old or new) a retailer sold, some EvenBake Cake Strips were marketed as "Made in the USA" and some were not.

After receiving Commission staff's letter, you explained that Regency Wraps implemented a remedial action plan to clarify and update its representations. This plan included: (1) informing distributors and customers that all further orders of EvenBake Cake Strips would be made in Pakistan; and (2) updating product packaging to reflect that the Cake Strips are now "Made in Pakistan[;] Packaged and Inspected in the USA."

Based on your statements, 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 ("FTC 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 black ink, appearing to read "J. Ensor".

Julia Solomon Ensor  
Staff Attorney