

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



Bureau of Consumer Protection  
Division of Enforcement

Julia Solomon Ensor  
Attorney

Email: [jensor@ftc.gov](mailto:jensor@ftc.gov)  
Direct Dial: (202) 326-2377

April 28, 2015

**FEDERAL EXPRESS**

Mark Kier, Director of Business Development  
Platinum Pets, Inc.  
24932 Avenue Kearny  
Suite #2  
Valencia, CA 91355

Dear Mr. Kier:

We received your submissions of February 16, 2015, February 27, 2015, March 25, 2015, and April 8, 2015, on behalf of Platinum Pets, Inc. ("Platinum Pets" or the "Company"). During our review, we discussed concerns that marketing materials may have overstated the extent to which certain Platinum Pets products are made in the United States. You clarified that, although Platinum Pets imports some product inputs, the Company conducts significant manufacturing activities – including color-processing for its pet bowls – in the United States.

As we discussed, unqualified "Made in USA" claims likely suggest to consumers that products are "all or virtually all" made in the United States. In response to our inquiry, you explained that Platinum Pets: (1) conducted an extensive review of its marketing materials, including claims made through third-party websites and social media, and (2) updated marketing materials to remove overly broad claims and, where applicable, to identify specific manufacturing processes that the Company performs in the United States.

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, 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 "J. ENSOR".

Julia Solomon Ensor  
Staff Attorney