



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

Bureau of Consumer Protection
Division of Enforcement

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August 31, 2015

FEDERAL EXPRESS

Ms. Jennifer Dalquist
Director of Sales and Marketing
Nordic Ware/Northland Aluminum Products, Inc.
5005 Highway 7
Minneapolis, MN 55416-2274

Dear Ms. Dalquist:

We received your submissions on behalf of Nordic Ware/Northland Aluminum Products, Inc. ("Nordic Ware" or the "Company"). During our review, we discussed concerns that certain marketing materials may have overstated the extent to which Nordic Ware's products are made in the United States. Specifically, though many of Nordic Ware's products are "all or virtually all" made in the United States, the Company also sells products that are made overseas.

As we discussed, unqualified "Made in USA" claims on company 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 Nordic Ware took several steps to ensure that marketing materials do not state or imply that all Company products are made in the United States. Among other things, the Company: (1) removed broad, unqualified "Made in USA" claims from the nordicware.com site and confirmed no similar language exists in other marketing materials; (2) amended Company descriptions on social media accounts; and (3) reviewed country-of-origin documentation for products to confirm the accuracy of product labels and product-specific advertisements.

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