



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
Direct Dial: (202) 326-2377

November 13, 2015

FEDERAL EXPRESS

Chuck Silverman, Esq.
General Counsel
Tramontina USA, Inc.
12955 West Airport Blvd.
Sugar Land, TX 77478-6119

Dear Mr. Silverman:

We received your submissions on behalf of your client, Tramontina USA, Inc. (“Tramontina” or the “Company”). During our review, we raised concerns that certain marketing materials may have overstated the extent to which Tramontina’s cookware and other products are made in the United States. Specifically, although the Company performs some manufacturing functions in the United States, certain products incorporate significant imported content, and others are sourced entirely overseas.

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 Tramontina implemented a remedial action plan to clarify its representations. This plan included: (1) updating claims to state that affected products contain imported components; (2) removing a banner that appeared on all product webpages containing the word “USA” superimposed over an image of the flag; (3) revising the website to clarify Tramontina’s manufacturing process; and (4) contacting third-party retailers to provide updated claims and product descriptions.

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 "J. Ensor".

Julia Solomon Ensor
Staff Attorney