



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

August 22, 2018

VIA FEDEX

Jeffrey Margulies, Esq.
Norton Rose Fulbright US LLP
555 South Flower Street
Forty-First Floor
Los Angeles, CA 90071

Dear Mr. Margulies:

We received your submissions on behalf of Prime-Line Products Company (“Prime-Line”). During our review, we discussed concerns relating to certain Prime-Line corner shields in the marketplace with “Made in USA” labels affixed over visible “Made in China” labels.¹

In response to our inquiry, you explained that Prime-Line sells otherwise identical U.S.- and Chinese-made corner shields. This spring, Prime-Line depleted its inventory of U.S.-made shields and ordered its warehouse to substitute imported product. You stated that Prime-Line did not realize labels applied to the Chinese-made products by warehouse staff during this process contained “Made in USA” claims. Upon discovering the error, Prime-Line locked the affected product down to prevent further sales until it corrected all labels. Prime-Line also inspected its inventory to ensure all other products were labeled properly.

Based on Prime-Line’s 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

¹ The affected corner shields, which were sold online, were not advertised as “Made in USA.” The conflicting labeling was not visible to consumers at point of purchase.