We received your submissions on behalf of Ballistic Fabrication LLC ("Ballistic"). During our review, we raised concerns that Ballistic’s marketing materials may have overstated the extent to which certain products are made in the United States, including joints and bushings that incorporate imported metal housings.

As discussed, unqualified “Made in USA” claims likely suggest to consumers that the products advertised are “all or virtually all” made in the United States. Accordingly, to avoid deceiving consumers, you explained that Ballistic implemented a remedial action plan to clarify its representations. This plan included: (1) removing outdated catalogues and other materials from the Ballistic website; (2) removing unqualified “Proudly Made in the USA” claims from the homepage; and (3) introducing qualified claims for affected products that clearly disclose that those products contain a mix of domestic and imported materials.

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,

Julia Solomon Ensor
Staff Attorney