



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

Bureau of Consumer Protection
Division of Enforcement

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March 17, 2017

VIA FEDEX

Mr. Bruce Lancaster
President & CEO
Wilson Electronics, LLC
3301 E. Deseret Drive
St. George, Utah 84790

Dear Mr. Lancaster:

We received your submissions on behalf of Wilson Electronics, LLC, also d/b/a weBoost, zBoost, and WilsonPro ("Wilson Electronics" or the "Company"). During our review, we raised concerns that certain marketing materials disseminated by the Company and authorized dealers may have overstated the extent to which Wilson Electronics products, including, but not limited to, certain cell phone signal boosters, are made in the United States. Specifically, although Wilson Electronics assembles certain products in the United States, these products incorporate significant imported content. Other Company products are wholly imported.

As we 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. Furthermore, the FTC's Enforcement Policy Statement on "Made in USA" and Other U.S. Origin Claims explains that "'Assembled in USA' claims should be limited to those instances where the product has undergone its principal assembly in the United States and that assembly is substantial . . . a product should be last substantially transformed in the United States to properly use an 'Assembled in USA' claim."¹

Accordingly, to avoid deceiving consumers, you explained that Wilson Electronics implemented a remedial action plan to clarify its representations. The plan included: (1) removing U.S.-origin claims from products that are not part of the WilsonPro line; (2) updating claims for WilsonPro products to "Assembled in the USA"; (3) sending a letter to over 6500 dealers providing updated claims and instructing dealers to correct marketing materials immediately; and (4) making all diligent efforts to identify and correct improper claims made by third-party marketers.

¹ Federal Trade Commission, *Issuance of Enforcement Policy Statement on "Made in USA" and Other U.S. Origin Claims*, 62 Fed. Reg. 63756, 63770 (Dec. 2, 1997).

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