



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

June 2, 2015

FEDERAL EXPRESS

Lorelei Joy Borland, Esq.
Vice President – Environmental & Regulatory Affairs
Jarden Corporation
7 Bayberry Road
Elmsford, NY 10523

Dear Ms. Borland:

We received your submissions on behalf of Quickie Manufacturing Corporation (“Quickie” or the “Company”). During our review, we discussed that third-party websites marketing Quickie cleaning products made deceptive unqualified “Made in USA” claims for certain products not all or virtually all made in the USA. You explained that these inaccurate claims were made without the Company’s knowledge, and that Quickie properly labeled the products in question with their correct country of origin or qualified “Made in USA” claims, as appropriate.

In your submissions, you stated that as soon as Quickie discovered this issue, the Company implemented a remedial action plan to ensure that its products are marketed properly, and that consumers are not deceived. This plan includes: (1) confirming that all Quickie product labels display accurate country-of-origin claims; (2) hiring a temporary employee to ensure that that country-of-origin claims made by third-party retailers match the claims on product packaging; and (3) taking steps to correct inaccurate claims on third-party websites, including sending cease-and-desist letters and taking further action as appropriate.

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