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The Flag Manufacturers Association of America (FMAA) is a 501(c)6 organization comprised of the four major U.S. based flag manufacturers and some key domestic suppliers and independent specialty dealers.

We are seeking a public relations company who may be willing to do pro-bono work for the FMAA. Our objective is to create PSA type campaign for news/editorial and social media based on educating the American public on how to tell that their US flag is Made in America before they buy it.

Most Americans expect their flags to be made in the US and, where product is packaged and in a physical store, they are guaranteed at point of purchase country of origin is a requirement of packaging laws. The labels are also required on the actual flag. The confusion and possible mis-representation to the consumer happens with dot coms that, as a rule, do not require the reseller to state 'country of origin' on the product page. Many dot coms do not police their third party resellers who openly allow hijacking of copy and images which in effect mislead the consumer. We as manufacturers also sell to these same dot coms, however, we are very informative about the origin of our products.

We are seeking a public relations firm to develop an awareness campaign to assist in achieving the following objectives:

- Define the FMAA
 - FMAA is focused on protecting the integrity of the National Symbol, the U.S. flag.
 - The organization was created to fight outside forces that can harm the industry that no one company can do on their own, as there is definitely strength in having a collective voice rather than just one. This need became critical following the 9/11 terrorist attacks as a new focus on patriotism led to an unprecedented demand for US flags, which then created an industry of mis-labeled and counterfeit flags flooding the market.
 - The FMAA wants to stop mis-labeling, counterfeiting, and deceptive practices in the flag industry.

- Educate the general public about the United States manufactured flag industry and its significance to community, economic and social development.

- Educate the general public about the US Label Laws and how to confirm that a US flag was made in the US.
- Educate them that the many millions of flags manufactured and made in China for sale in the USA every year are typically in
 - Violation of textile label laws.
 - Violation of packaging laws.
- The FMAA wants this campaign to take advantage of the timing of flag-centered holidays/occasions:
 - Three top flag flying holidays (Memorial Day, Flag Day, July 4th).
 - Upcoming Presidential/Congressional Elections.
- This is an opportune time as every major candidate for the Presidential election is promoting the importance of Made in America manufacturers to the future health of our economy and the well-being of its citizens.

GOALS

- Stop major e-retailers from carrying counterfeit/improperly labeled American flags.
- Prohibit misrepresentation of the legitimate manufacturers on any website by allowing other resellers to hijacked content and images (counterfeit).
- Educate the public on misrepresentation of country of origin and how to recognize when this is being done.
- Create a method for consumers and manufacturers to report counterfeit flags.
- Create an online directory of known counterfeit/improperly labeled flag resellers (also to be posted on the FMAA website).
- Require the country of origin be mandated as primary text on the product page of all on-line selling websites (full transparency).
- Cease mis-shipments and bait-and-switch practices at the point of distribution to the consumer.

CHALLENGES

- The biggest offenders are also some of the FMAA's customers, such as Amazon, Walmart.com and other large dot coms that have an open door policy on third party resellers.
- The FMAA still needs to maintain its relationships with these customers from a business aspect while at the same time working to cease these practices because they are deceiving our market and, more importantly, the American public, who expect their American flag that is labeled "Made in the USA" to actually be made in America.

- After 9/11, when demand for US flags skyrocketed, huge quantities of flags were imported from China by retailers in order to meet demand. Most large retailers who did this discovered that these flags (if labeled "Made in China") don't sell; therefore, they made categorical policies to only purchase genuine Made in the USA flags going forward.
- The FMAA wants the third party sellers to come to the same realization, and the only way to do this is to make the general public aware of what is happening and have them "vote" with their purchases. These third party sellers cannot plead ignorance as all flag manufacturers have had conversations with them over the years.