



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

Bureau of Consumer Protection
Division of Enforcement

April 14, 2026

VIA EMAIL

William Peters, CEO
Lamar Trailers, Inc.
7271 Farm Road 38 N
Sumner, TX 75486
william.p@lamartrailers.com

Dear Mr. Peters:

We write regarding Commission staff’s review of unqualified U.S.-origin and “Made in U.S.A.” claims made by Lamar Trailers, Inc. (“Lamar Trailers”). Following your submissions, Commission staff expressed concerns that Lamar Trailers overstated the extent to which certain trailers are made in the United States. For example, in several instances Lamar Trailers advertised and sold trailers with a “Made in U.S.A.” sticker even though it moved some of its trailer manufacturing operations from Texas to Mexico. We also shared our concerns with broad, unqualified “Made in U.S.A.” and U.S.-origin claims made by Lamar Trailers’ authorized dealers on their websites and in other promotional materials.

Section 5(a) of the Federal Trade Commission Act (“FTC Act”), 15 U.S.C. § 45(a), prohibits unfair or deceptive acts or practices in or affecting commerce. Among other things, the FTC Act requires that any representations be truthful, non-misleading, and adequately substantiated.¹ In addition, 15 U.S.C. § 45a (“Section 45a”) provides, in relevant part, that “[t]o the extent any person . . . sells, advertises, or offers for sale in commerce a product with a ‘Made in the U.S.A.’ or ‘Made in America’ label, or the equivalent thereof, . . . such label shall be consistent with the decisions and orders of the Federal Trade Commission pursuant to section 45 of this title” (i.e., Section 5 of the FTC Act).² Accordingly, when a company makes a “Made in

¹ Fed. Trade Comm’n, *Policy Statement on Deception*, 103 F.T.C. 174 (1984) (appended to *Cliffdale Assocs., Inc.*, 103 F.T.C. 110 (1984)); *Fed. Trade Comm’n v. Direct Mktg. Concepts, Inc.*, 624 F.3d 1, 8 (1st Cir. 2010) (“Where the advertisers lack adequate substantiation evidence, they necessarily lack any reasonable basis for their claims. And where the advertisers so lack a reasonable basis, their ads are deceptive as a matter of law.” (Citation omitted)).

² See, e.g., *In the Matter of ExotoUSA LLC*, FTC Docket No. C 4800, Decision and Order (Jan. 10, 2024); *In the Matter of Chaucer Accessories, Inc.*, FTC Docket No. C-4797, Decision and Order (Aug. 22, 2023); *In the Matter of Cycra Inc.*, FTC Docket No. C-4794, Decision and Order (May 30, 2023); *In the Matter of Instant Brands LLC*, FTC Docket No. C-4788, Decision and Order (March 1, 2023); *In the Matter of Electrowarmth Prods., LLC*, FTC Docket No. C-4779, Decision and Order (Oct. 25, 2022); *In the Matter of Lions Not Sheep Apparel, LLC*, FTC Docket No. C- 4772, Decision and Order (July 28, 2022); *In the Matter of Resident Home LLC*, FTC Docket No. C- 4767, Decision and Order (June 21, 2022); *In the Matter of Gennex Media LLC*, FTC Docket No. C-4741, Decision and Order (Apr. 9, 2021); *In the Matter of Chemence, Inc.*, FTC Docket No. C-4738, Decision and Order (Feb. 9, 2021); *In the Matter of Williams-Sonoma, Inc.*, FTC Docket No. C-4724, Decision and Order (July 13, 2020); *In the Matter of Sandpiper of California, Inc.*, FTC Docket No. C-4675, Decision and Order (Apr. 16, 2019); *In the Matter*

U.S.A.” or other unqualified domestic origin claim about its product, “all or virtually all” of that product must be made in the United States.³ This means that “all significant parts and processing that go into the product” are of U.S. origin; the product should contain, at most, only negligible foreign content.⁴ Additionally, as the Commission has explained, “marketers should not represent, either expressly or by implication, that a whole product line is of U.S. origin (e.g., ‘Our products are Made in USA’) when only some products in the product line are, in fact, made in the United States.”⁵

The Commission also enforces the Made in USA Labeling Rule (“MUSA Labeling Rule”), 16 C.F.R. Part 323. It is a violation of the MUSA Labeling Rule to label any product as “Made in the United States” unless the final assembly or processing of the product occurs in the United States, all significant processing that goes into the product occurs in the United States, and all or virtually all ingredients or components of the product are made and sourced in the United States.⁶ In other words, if a product labeled as “Made in U.S.A.” is not “all or virtually all” made in the United States, then the company may violate Section 5 of the FTC Act or the MUSA Labeling Rule by making a “Made in USA” or other unqualified domestic origin claim about that product.

In response to Commission staff’s review, Lamar Trailers brought its “Made in U.S.A.” claims into compliance with the laws and rules enforced by the Commission and has implemented a remedial action plan to address future conduct. This plan requires Lamar Trailers to: (i) cease use of “Made in U.S.A.” stickers on future trailer inventory; (ii) remove all “Made in U.S.A.” stickers from all trailers in its existing inventory; and (iii) work with its authorized dealers to remove all “Made in U.S.A.” stickers in the authorized dealer’s inventory and all unqualified U.S.-origin claims for trailers on the authorized dealer’s websites and other marketing materials. Moreover, none of Lamar Trailers’ marketing materials or product labeling should state or imply that its trailers are wholly or partially made in the United States unless the company has adequate substantiation for those claims.

Based on Lamar Trailers’ engagement with Commission staff, its remedial action plan, and its stated commitment to future compliance, Commission staff has decided not to pursue its investigation further. Please note this letter should not be construed as a determination that a law violation has not occurred. The Commission reserves the right to monitor and take further action against Lamar Trailers, including the filing of a federal lawsuit and seeking a permanent injunction and/or monetary relief, as the public interest may require.

of Underground Sports Inc., FTC Docket No. C-4674, Decision and Order (Apr. 16, 2019); *In the Matter of Nectar Brand LLC*, FTC Docket No. C-4656, Decision and Order (Aug. 28, 2018); *see also* *FTC v. Cardiff*, 5:18-cv-02104, Dkt. 706, Final Order (C.D. Cal. Mar. 1, 2022).

³ *See* Fed. Trade Comm’n, *Issuance of Enforcement Policy Statement on “Made in USA” and Other U.S. Origin Claims*, 62 Fed. Reg. 63756, 63767-78 (Dec. 2, 1997), <https://www.ftc.gov/legal-library/browse/enforcement-policy-statement-us-origin-claims>. *See also* Fed. Trade Comm’n, *Complying with the Made in USA Standard* (July 2024), <https://www.ftc.gov/business-guidance/resources/complying-made-usa-standard>.

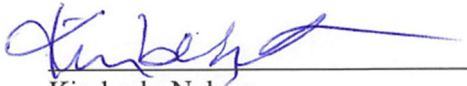
⁴ 62 Fed. Reg. at 63768. The Commission analyzes several factors to determine whether “all or virtually all” of a product is made in the United States, including the proportion of the product’s total manufacturing costs attributable to U.S. parts and processing, how far removed any foreign content is from the finished product, and the importance of the foreign content or processing to the overall function of the product. *See id.* at 63768-69.

⁵ *Id.* at 63768 n.111.

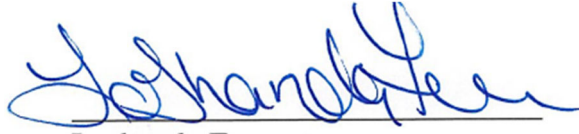
⁶ 16 C.F.R. § 323.2.

If you have any questions, you can reach Kimberly Nelson at knelson@ftc.gov or Abbey Thornhill Wallace at athornhill@ftc.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kimberly", written over a horizontal line.

Kimberly Nelson
Abbey Thornhill Wallace
Staff Attorneys

A handwritten signature in blue ink, appearing to read "Lashanda Freeman", written over a horizontal line.

Lashanda Freeman
Senior Investigator