

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



Office of the Secretary

April 24, 2014

Caroline Pufalt
State of Missouri

*Re: In the Matter of American Plastic Manufacturing, Inc.
File No. 122 3291, Docket No. C-4453*

Dear Ms. Pufalt:

Thank you for commenting on the Federal Trade Commission's proposed consent agreement in the above-referenced proceeding. The Commission has considered your comment and placed it on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

In your comment, you thank the Commission for pursuing this matter, and state that "[c]itizens need to know that 'green' claims made on products are truthful." You do not propose any revisions to the draft complaint or the consent agreement. Therefore, after considering your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the complaint. Specifically, as you recognize, the Order would require that APM's future representations be true, not misleading, and substantiated by competent and reliable scientific evidence.

At this time, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. The final Decision and Order and other relevant materials are available on the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary