



Carter Beard
430 Mountain Ave #410
New Providence, NJ 07974

February 14, 2025

Jeff Bezos
Executive Chairman
Amazon
440 Terry Ave N.
Seattle, WA 98109

Dear Mr. Bezos,

I'm writing this open letter to you in hopes that it may reach you and you will act to help save the American domestic flag manufacturing industry. I am President of my family's 178 year old United States flag manufacturing business with over 500 employees and factories in VA, OH, PA and IL. I also represent the FMAA (Flag Manufacturers Assoc. of America: www.fmaa-usa.com) whose members are the main domestic manufacturers of US flags. Together we employ over 1500 Americans making our national symbol and sell them through a national dealer network (NIFDA: www.nifda.net) of over 200 dealers throughout the 50 states. These dealers employ thousands more Americans. We also sell our products in national chains like WalMart, Lowes, and Home Depot. Our industry is in great turmoil and has been for a few years now. While we respect the great company, Amazon, that you founded and grew to be such an integral part of everyday life for many Americans- there is an issue that you alone can solve for our industry.

Every month over 100,000 US flags are sold on Amazon through the FBA/3P channel that are Made in China and violate the Textile Fiber Products Identification Act (Textile Act 15 U.S.C. § 70) and the Federal Trade Commission Act, (FTCA 15 U.S.C. § 45). This is over \$1.5 million dollars of monthly sales of US flags being sold that are not labeled with Country of Origin per the Textile Act. Americans are buying these flags believing that they are Made in USA due to deceptive marketing and wording on the Amazon listings. We believe, the top ten brands that are listing and selling these flags are attached in Exhibit A. We have tried for years now to get action to stop such brands from breaking the labeling laws and stealing sales from our network of dealers, the national chains and other law-abiding sellers on Amazon. To the best of our knowledge and based on sample product purchased, these sellers are selling "Made in China" US flags and not labeling them per the laws of the United States.

Mr. Bezos, please save the US flag industry and our thousands of jobs. Please take action to block these sellers, based on your internal investigation, until they abide by the Textile Act and send inventory to your FBA warehouses that are properly labeled as Made in China.

Sincerely,

A handwritten signature in blue ink that reads "Carter Beard".

Carter Beard
President
Annin Flagmakers

Since 1847

CORPORATE OFFICES • 430 MOUNTAIN AVE • SUITE 410 • NEW PROVIDENCE, NJ 07974
P: 973.228.9400 | www.annin.com