



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

Bureau of Consumer Protection  
Division of Enforcement

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January 19, 2018

**VIA FEDEX**

Ms. Laurie Everill  
International Trade/Customs Compliance  
IKEA Purchasing Services (US), Inc.  
3200 Horizon Dr.  
Suite 120  
King of Prussia, PA 19406

Dear Ms. Everill:

We received your submissions on behalf of IKEA Purchasing Services (US), Inc. ("IKEA"). In your submissions, you alerted us that IKEA inadvertently made potentially deceptive "Made in USA" claims for certain pillows that were assembled in the United States of imported materials.

Upon recognizing this error, you explained that IKEA took several steps to prevent consumer deception. These steps included: (1) placing a stop sale on the product in question pending resolution of the issue; (2) generating an adhesive label with the correct country-of-origin marking to place over claims on all affected items in inventory; and (3) generating updated labels and polybags for new productions and shipments. Additionally, you confirmed that affected inventory in the IKEA catalog was labeled in compliance with 16 C.F.R. 303.34 of the Textile Rules.

Based on IKEA's actions and other factors, 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