



## **What qualifies as “American-Made” on AnytownUSA.com?**

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*Important Notice to Sellers: The following summary is not intended to constitute legal advice, and does not set forth all applicable legal requirements pertaining to “Made in USA” labeling requirements. Each seller should consult with their own attorney as to compliance with such requirements. See also “Important Notice to Shoppers”, below.*

All products sold on AnytownUSA.com must comply with the Federal Trade Commission (FTC) Made in USA Policy, and we require that all sellers on AnytownUSA.com certify to us that they are in compliance with this policy. For guidance on how to comply with the FTC regulations, go to <https://www.ftc.gov/tips-advice/business-center/guidance/complying-made-usa-standard>.

The FTC guidelines are long! So, to summarize, two major types of products can comply:

### *Unqualified Claims*

First, some products can make Made in USA claims because they have “all or virtually all” all of their significant parts and processing based in the United States, and the product was last “substantially transformed” in the United States. It also means that a very high percentage (virtually all) of the parts and processing associated with the product are of U.S. origin. Any foreign content or processing is so small as to be negligible and far removed from the finished product.

### *Qualified Claims*

Second, other products can make Made in USA claims as long as certain qualifications are clearly identified for shoppers, such as the extent of domestic

processing or the presence of imported material associated with the product (for example, “Made in USA of U.S. and imported parts”). In addition, the last substantial transformation of the raw material/components into the finished product must take place in the United States for these products to be eligible to make such a claim.

We value transparency for AnytownUSA.com shoppers. We wish to make our shoppers aware of the general amount of U.S. processing involved in making products available through AnytownUSA.com.

To sell on AnytownUSA.com, we require sellers to certify that at least 50% of the cost of goods sold (production materials, direct production labor, and production overhead) of each of these products is U.S. based. We also require that sellers identify the presence of imported material for shoppers.

To comply with our policy that sellers identify the general amount of processing and material of U.S. origin for each product, we require that sellers check one of these boxes when uploading each product for sale on AnytownUSA.com:

In making/producing this product:

At least 50% of the cost of goods for this product (production material, direct labor, and production overhead) is of U.S. origin.

This product is made from (pick one):

“All or virtually all” U.S. material

U.S. and imported material

Imported material

In addition, Sellers on AnytownUSA.com will be asked to certify that all products offered for sale on AnytownUSA.com have been made in America in accordance with the FTC Made in USA Policy.

These certifications are extremely important to us and to our shoppers!

If it comes to our attention that a certification is invalid because a product offered for sale is not actually made in the U.S., then the product will immediately be removed from AnytownUSA.com. Further, AnytownUSA.com will be under no obligation to refund the seller registration fee. So, don't be scared about our certification policy, but please read it carefully!

**Important Notice to Shoppers:** While we require that our sellers certify that the products offered on AnytownUSA.com comply with the Federal Trade Commission (FTC) Made in USA Policy, we rely on the accuracy and truthfulness of such certifications in determining whether a seller is compliant with such policy. While we will conduct further investigations if we receive notice that a seller is in violation of this policy, we cannot guaranty that the displayed country of origin information is accurate or consistent with information provided to us by a seller. For updated, accurate country of origin data, it is recommended that you rely on product packaging or manufacturer information.