



Buy a Stake in America – Campaign Fact Sheet

Why did American Posts LLC decide to create the *Buy A Stake In America* campaign?

- The story of the humble steel fence post is symbolic of the battle against the flood of cheap foreign steel, the loss of U.S. jobs, and disappearing products stamped “Made in America.” When American Posts LLC began operations in 2005, there were 3 other domestic manufacturers of U-channel posts – today, American Posts stands alone.

What exactly are u-channel posts?

- U-channel posts are those familiar green or galvanized fence posts used by nearly every homeowner, landscaper, contractor, and city government from coast to coast. American Posts LLC produces both light and heavy-duty u-channel posts in 14 and 13 gage steel and range from 3 to 7 feet in length. American Posts LLC makes about 3 million of the posts a year, but that is *just 10 percent* of the total number produced, with the balance made primarily in China.

To what audience is the *Buy A Stake in America* campaign directed?

- American Posts LLC is launching the campaign on two fronts. First, we are attempting to convince big box retailers and resellers of advantages of stocking American Post products. We also plan to carry the message to commercial consumers u-channel posts through trade journals, as well as residential and agricultural markets through media attention.

Is this a campaign against Chinese steel imports?

- Not specifically, although that nation is home to American Posts’ main competitors. The real enemy, according to David Feniger, company president, is American insensitivity to the foreign origin of everyday products, and quality. “It’s a matter of recalling the collective consciousness of the importance of American craftsmanship, quality, and pride,” says Feniger.

Aren’t foreign-made steel products cheaper?

- The fact is there is no advantage in buying a foreign made product. Products like those made by American Posts are of high quality and competitively priced. But there *is* an advantage to buying domestic steel products. Buying items produced in America has a ripple effect that benefits manufacturers, employees, and local communities alike. Buying American is *the* practical economic stimulus program.

What are the other advantages of domestic manufacturers of steel products?

- For consumers, it’s a matter of quality. For distributors, the advantage can also be cost. Ordering steel products from China often requires huge lead time and large bulk purchases. That ties up space and cash flow. The Just In Time capability of domestic suppliers like American Posts LLC allows manufacturers to ship nearly any quantity, over-night.

Do consumers really have a choice?

- Actually, American consumers have forgotten how much power lies in the old axiom, “supply and demand.” Consumers can either simply eschew imported steel goods or ask stores to carry American-made products.

What success have you had?

- Ace Hardware is a major convert, and now buys the steel fence posts exclusively from American Posts. Todd Reffett, buyer for Ace Hardware Corporation says that “we are constantly looking for quality products from quality partners, and have found that in American Posts.”