

**From:** Greg Freuler[EMAIL ADDRESS REDACTED]  
**Sent:** Tuesday, July 08, 2014 11:29 AM  
**To:** Virtual Marking  
**Subject:** Comments as a Manufacturer/Inventor

Hello,

I'll start by saying, I am in support of virtual markings.

The question has to be asked: Who are these markings, whether physical or virtual, intended to benefit, or warn? Consumers are unlikely to care and don't truly benefit. It is competitors that are benefitting from this information. Any competitor who does their due diligence is going to check the product's website and find this information without it being on the physical product.

It is very costly to make the change to a product and often unsightly, as well. We, as inventors/designers/manufacturers, spend countless hours on the aesthetics of our products, only to then have to find a conspicuous, but hopefully not too visible location for these markings and there often is no good solution. It hurts our bottom line and our product's appeal.

Please make the change to accept virtual markings.

Thank you,

Greg Freuler  
President  
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"Imagination is the source of every form of human achievement."  
-Sir Ken Robinson