

[Date]

Dear [Senator/Representative] [Last Name],

On behalf of the Promotional Products Association International (PPAI), an organization representing the \$26 billion U.S. promotional products industry that supports more than 200,000 American jobs – and my own business, [Company Name], located in [City, State] – I am writing to urge your support for providing Congress with oversight authority over any tariffs proposed by future administrations.

Promotional products (also known as branded merchandise) are essential tools for businesses, nonprofits, and government entities to connect with their audiences. While much of the raw production occurs overseas, the vast majority of the value of these products lies in the creative and decorative services performed here in the United States. American companies lead the way in design, customization, and distribution, creating the majority of promotional products' economic value and sustaining local jobs.

Unfortunately, the unique nature of our industry limits the feasibility of onshoring production to the United States. The specialized manufacturing processes, material requirements, and labor-intensive production of these products are not readily replicated domestically at a competitive scale. As a result, tariffs imposed without Congressional oversight disproportionately impact small businesses in our industry, reducing their ability to serve their clients effectively, while also driving up costs for American consumers.

Our industry thrives on creativity, ingenuity, and the ability to deliver customized products quickly and affordably. The current system of unilateral tariff imposition creates uncertainty and unnecessary economic hardship for U.S.-based businesses, which are already navigating complex supply chains and global competition. Granting Congress a voice in tariff decisions ensures transparency, accountability, and a more balanced approach to trade policy that considers the broader impacts on American industries like ours.

PPAI and its member companies strongly encourage Congress to assert its constitutional role in trade policy by advancing legislation, such as H.R. 10181, the Prevent Tariff Abuse Act, to enable a congressional vote on tariff proposals. Doing so will support small businesses, protect American jobs, and safeguard the economic vitality of industries like promotional products, which play a vital role in our nation's economy. Thank you for your consideration of this important issue.

Sincerely,

[Your Name]

[Your Job Title]

[Company Name]

[Contact Information]