



Product Recall Update

January 2012 / Contact Us

Spreading the (bad) word. Globally.

A recent report has found that the number of recalls in the UK for food and non-food products during 2011 increased by 27% on the previous year. This is the second year in a row that total recalls have set new records.

Looking beyond the statistics, the report also highlighted a growing fear of negative brand reputation. And the perceived threat is not from the traditional media channels, but from social media networks.

Platforms like Facebook and Twitter have a vast amount of public impact and consumer perceptions can go "viral" very quickly. These networks know no borders, so there's no such thing as a local brand issue any more. Complaints that could once be managed effectively on a local level are now a potential source of global branding concern.

Our experience is that savvy organisations are now ensuring that their crisis recovery plans go beyond the essential recall preparedness arrangements to incorporate media controls and perception containment strategies.

Recall Matters bulletins provide monthly updates from [RAPEX](#) and [RASFF](#) highlighting the volume recalls or border rejections across a wide range of products.

Training Days

Various training courses are available that are suitable for food/beverage and consumer product industry clients, as well as any broker dealing with this type of account.

Designed to be informative and practical and in some instances incorporating group exercises to ensure maximum output. There are a wide range of courses available which will cater for all needs, or if required a bespoke training programme can be sourced.

Visit [RQA Europe's website](#) for more information on training sessions.

Get a quote, today

For a quick indication of likely premium(s) for Product Recall protection for your clients, please call one of the Crisis Management

Learn Product Recall



Clients need to understand the big differences between product recall and product liability. [Play >](#)

Get the January 2012 Product Recall Bulletin

[Download the latest Product Recall Bulletin](#), produced for Chartis by our expert food consultants, RQA Europe Ltd.

This highlights the varied nature and widespread incidence of product recalls, both within the UK and across the European Union.

Find Out More or Apply Today

[More about Product Recall Insurance: Defective Products >](#)

[More about Contaminated Products Insurance for Food, Drinks and Cosmetics >](#)

Contact us via Email:
CMD@chartisinsurance.com

What are your customers saying about your brand?

Team on 020 7954 8868 or 020 7954 8373:

Or complete a [Contaminated Products](#) or [Defective Products](#) indication proposal and email us at CMD@chartisinsurance.com.



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