

## Who Needs Product Recall Insurance?

### Consumer Goods

A product recall event can have devastating consequences on a company's balance sheet and brand name. Great American Insurance Group provides Product Recall Insurance reimbursing first and third party recall costs, replacement costs and crisis consultant costs. Optional coverages include loss of gross profit, rehabilitation costs, extra expenses and third party consequential loss.

The following are Product Recall loss scenarios for consumer goods:

- **Children's Clothing and Products:** strangulation or choking hazard due to defective draw strings or sharp or decorative parts
- **Children's Toys:** choking or laceration hazards due to defective or unsafe small parts, rough edges or magnets
- **Electrical or Electronic Products:** fire and burn hazard due to overheating
- **Furniture:** fall and burn hazard due to defective construction or parts
- **Home Furnishings and Decorations:** laceration hazard or fire due to defective or unsafe products
- **Major Appliances:** fire or burn hazard due to unsafe components and overheating
- **Medical Products:** mislabeling, sterility, defective parts causing bodily injury or property damage
- **Small Appliances:** fire or burn hazard due to unsafe components and overheating
- **Sporting Goods:** fall hazard and injury due to defective components
- **Yard and Garden/Tools:** fire and laceration hazard due to defective components

### Covered Insured Event:

Stock recovery, market withdrawal or recall in response to the discovery of a defective or unsafe condition that has resulted in or would result in Bodily Injury or Property Damage.



### Do your clients have a Product Recall exposure?

If your insured is a manufacturer, co-packer, processor, service provider, assembler, importer, exporter, distributor or supplier of consumer goods, then the answer is likely yes.

### Submissions:

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### Underwriter Contact Information:

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