

Great American Product Recall Policy vs. CG 0436 (04/13) Limited Product Withdrawal Expense

Coverage	Great American Product Recall Policy	CG 0436 (04/13) Limited Product Withdrawal Expense
Consultant Costs	<ul style="list-style-type: none"> The reasonable and necessary fees and expenses of a crisis consultant to assist the insured with the implementation of a recall. Consultant costs do not erode the policy limit and are reimbursed from the first dollar. 	Not Covered
Recall Costs	<ul style="list-style-type: none"> The reasonable and necessary costs incurred by the insured or their customer for the Recall, Market Withdrawal or Stock Recovery of insured product(s). 	Cost of notification Cost of transportation, shipping or packing Cost of warehouse space.
Replacement Costs	<ul style="list-style-type: none"> The reasonable and necessary costs incurred by the insured in disposing of insured product(s), including disposal or destruction of packaging materials that cannot be reused. Repair, replacement or reimbursement costs incurred by the insured for replacing or reimbursing the value of insured product(s). The actual cost to redistribute any repaired or replaced insured product(s). 	Cost of disposal
*Loss of Gross Profit	<ul style="list-style-type: none"> The insured's sales revenue lost due to a recall within 12 months after the incident. 	Not Covered
*Extra Expense	<ul style="list-style-type: none"> The expense of cleaning any facility, equipment, machinery or property. Payroll expense to maintain the insured's workforce. The expense of outsourcing some or all of the manufacturing process to a qualified contract manufacturer until the insured is able to resume manufacturing operations. 	Cost of overtime and temporary employees
*Rehabilitation Costs	<ul style="list-style-type: none"> The reasonable and necessary costs incurred directly by the insured to reestablish the brand name or reputation of the products affected by the recall. 	Not Covered
**Consequential Loss	<ul style="list-style-type: none"> The economic loss incurred by a direct or indirect customer or merchandiser, which the insured is legally obligated to pay. (Customer's Loss of Gross Profit, Extra Expense, etc.) Defense costs 	Not Covered

*Included in the Consumable Products Policy. Available by endorsement for Consumer Goods and Component Parts.

**Available by endorsement

Definition	Great American Product Recall Policy	CG 0436 (04/13) Limited Product Withdrawal Expense
Insured Event or Incident	<p>Recall – The insured's or their customers' removal or repair of an insured product in the possession of a consumer.</p> <p>Market Withdrawal - The insured's or their customers' removal or repair of an insured product(s) that has entered the stream of commerce and is in the possession of a broker, wholesaler, distributor or retailer.</p> <p>Stock Recovery - The insured's removal or correction of insured product(s) that have not entered the stream of commerce or that have not left the direct control of the Insured.</p>	The recall or withdrawal of an insured product from the market.

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