

## RECALL PLUS® INSURANCE FOR CONSUMER GOODS

Product Recall Insurance is a first party coverage, protecting the Insured's balance sheet and business by reimbursing the Insured for financial loss resulting from an Insured Event. This policy was developed for Manufacturers, Processors, Distributors, Importers, Wholesalers, Exporters and Retailers of any finished goods and final products.

### Q. Why does a business need Product Recall Insurance?

A. Product Recalls are occurring on a regular basis making the need for the coverage critical. A recall event can be debilitating to an insured's balance sheet, which can put a company at risk for going out of business. Product Recall Insurance is a first party coverage protecting the insureds balance sheet by reimbursing the insured for expenses and other financial loss which are typically excluded on a General Liability policy.

### Q. Which products are covered?

A. Products covered include any finished goods or products that are in production, have been manufactured, packaged, handled or distributed by the insured or Co-Manufacturer, or have been sold on behalf of the insured. Coverage can be tailored for product or contract specific needs.

### Q. What is the insured event that triggers this policy?

A. The policy is triggered by a voluntary, involuntary or mandatory stock recovery, market withdrawal or recall (by or on behalf of the insured, his customer or his regulatory body) of an unsafe insured product which results in (or would result in) bodily injury or property damage.

### Q. What does unsafe mean?

A. Unsafe means a flaw, fault, imperfection, deficiency, hazard, defect, malfunction or inadequacy that creates a dangerous condition.

### Q. Does the policy include Governmental Related Recalls?

A. The policy may cover recall situations by or on behalf of a regularly constituted federal, state or local regulatory or administrative body.

### Q. What coverages are included in the base policy form?

A. Coverages include:

- Recall Costs (both Insured and Third Party) – Including printed advertising, shipping costs, storage costs, personnel costs, disposal costs and cancellation fees, etc.
- Consultant Costs – Including 24-hour hotline for post-incident assistance (costs are covered on a first dollar basis outside the policy limits)

**Q. What coverages are available to add to the basic Consumer Goods Policy Form?**

**A.** Coverage endorsements available include the following:

- Replacement Costs – Including refunds, costs to repair or replace, labor costs, stock costs and redistribution costs of affected insured products
- Business Interruption – Loss of revenue after the decrease in sales caused by an insured event
- Extra Expenses – Costs to continue operations, minimize the suspension of business, costs to maintain employees
- Brand Rehabilitation Expenses – Expenses incurred as a result of a covered recall event to re-establish the insured products to the projected level of sales anticipated prior to that event
- Extortion Costs – Cash or money instruments paid in response to product extortion demands
- Consequential Damages – Those amounts or economic loss a customer has incurred caused directly in connection with a covered recall event which Insured is legally obligated to reimburse.

**Q. What limits and self-insured retentions are available?**

**A.** On a primary basis, you can buy a policy to start at limits as low as \$50,000 up to \$5M million, and with an SIR as low as \$5,000.

**Q. What limits are available?**

**A.** Chubb's Product Recall unit has \$5 million in limits available on a primary or excess basis. Additional capacity may be considered on a case by case basis.

**Q. How can I find out more about Recall Plus<sup>SM</sup> coverage?**

**A.** Check out our website for our contact information, forms and applications – [www.chubb.com](http://www.chubb.com)

We offer coverage tailored and customized to your insured's needs:

- Minimum premium \$1,000 – No Risk Too Big or Too Small
- Limits \$50,000 to \$5M+ and Self-Insured Retentions from \$5,000
- Consultant Costs Included with 24-Hour Hotline
- Submission Requirements – Application, Quality Control Manual, Recall Plan
- Broad appetite in Component Parts, Consumer Goods and Consumable Products including Manufacturers, Part Suppliers, Distributors, Co-Packers, Retailers, Wholesalers, Importers, Exporters, Bottlers and Assemblers

**CONTACT US**

We're here to help you understand, sell and cross-sell this valuable coverage to your clients before a recall event!

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