



# Product recall

Product brochure  
United States

## Overview

This suite of products is aimed at a wide range of industries, including food and beverage, nutraceuticals, automotive components, consumer products, non-invasive medical devices and more. Our recall policies stand out as they provide cover for a number of recall situations including errors by contract manufacturers and product guarantee. Uniquely, we also include cyber product tamper and software product safety – an increasingly important area of risk given the trend towards automated production and logistics, as well as the prevalence of hardware controlled by software in consumer products and vehicles.



## About CFC

CFC is a specialist insurance provider and a pioneer in emerging risk. With a track record of disrupting inefficient insurance markets, CFC uses proprietary technology to deliver high-quality products to market faster than the competition while making it easier for brokers to do business. Our broad range of commercial insurance products are purpose-built for today's risks, and we aim to give our customers everything they need in one, easy-to-understand policy.

Headquartered in London and backed by Lloyd's, CFC serves more than 60,000 businesses in over 75 countries. Learn more at [cfcunderwriting.com](https://cfcunderwriting.com) and [LinkedIn](https://www.linkedin.com/company/cfcunderwriting).

## Contact



**Natasha Catchpole**  
Crisis Management Practice Leader

[ncatchpole@cfcunderwriting.com](mailto:ncatchpole@cfcunderwriting.com)

+44 (0)207 469 1750

## Coverage highlights

### Malicious product tampering and extortion

As standard, our policies provide cover for malicious tampering or alteration that gives rise to a product safety issue. Extortion demands are also covered.

### Cyber product safety

Technology is an increasingly important part of the product design and manufacturing process. We include cover for recall events arising from safety critical errors made during the production, programming or coding of software elements.

### Rectification cover

Our policy covers both premise and product rectification costs, including cleaning and recalibrating of buildings and equipment, salaries, product replacement and re-distribution. This is one of the most significant areas of cost when dealing with the aftermath of a product recall.

### Business interruption cover

We cover the costs associated with responding to a recall event, and we also cover the loss of future sales whilst the product remains unavailable for sale. Our policy typically covers a period of 12 months but can be tailored to specific circumstances.

### Ancillary product recall costs

Any incident will incur a large variety of ancillary costs, such as those for an investigation, for storage, transport and labor and also for disposal and destruction of damaged goods. Our policy provides cover that is both comprehensive and extensive.

### Brand and reputation protection

Following a well-publicized recall event, it is essential to protect your company's reputation. We offer specialist crisis media management during and after the event, as well as advertising and promotional activity in the immediate aftermath.

### Pre-incident crisis consultancy fund

Our policy also includes a fund to pay for expert independent crisis consultants who provide a range of useful services designed to avoid and mitigate product recall incidents. The fund can be used for establishing a crisis plan, public relations training or crisis simulation training, to name just a few options available.

### Recall event liability endorsement

First party losses such as stock disposal and loss of sales can devastate a company's finances. This endorsement ensures third party claims will be covered as well. We will also pick up the legal bill.



#### Who's it for?

Our product recall policies are aimed at a wide range of industries, including:

- Automotive components
- Consumer products
- Food and beverage
- Non-invasive medical devices
- Nutraceuticals



#### Optional extras

- Customer Business Interruption
- Retailers' Expenses
- Religious Product Specification Guarantee
- Recall Event Liability
- Claims Preparation Costs
- Customer Refusal

#### Limits, deductibles and premiums

Maximum sum insured per policy	\$15,000,000
Minimum deductible	\$5,000
Minimum premium	\$5,000

*Coverage is subject to underwriting and the terms, conditions, and limits of the issued policy.*