

Product Recall Expense Coverage

Delivering Greater Value in Middle Market

Enhanced Coverage

A product recall can quickly become a crisis, comparable to any other emergency. Failure to immediately remove a dangerous product from the marketplace can not only harm the customer, it can have a devastating impact on the financial well-being of a business and its public image. The Hartford delivers greater value with enhanced Product Recall Expense coverage designed to help protect your client's financial standing and reputation.

Our innovative product provides more coverage to the following industries that have a significant need for this special protection:

- Food Processors & Distributors
- Metalworkers
- Plastic Fabricators

Coverage Highlights

Coverage applies to recalls resulting from the insured's negligent product design, manufacture or installation. Our enhanced coverage provides valuable protection for the following:

Expenses incurred during recalls, available in limits from \$50,000 up to \$1 million for each expense.

- Expenses to communicate the recall including mail and media announcements and advertisements.

- Additional staffing and overtime remuneration and travel expenses incurred in handling the recall.
- Cost to rent additional storage space.
- Disposal expenses of the product if special disposal is required.

Good Faith Advertising

\$10,000 of coverage is built into the policy solely for regaining customer good faith with additional limits available up to \$100,000.

Third Party Recall Expenses

Reasonable and necessary expenses are also covered if incurred by others on your client's behalf due to a covered recall.

Broad Coverage Trigger

The insured can initiate a recall without waiting for a governmental mandate to be issued.

Tampering Coverage

Coverage is included in the policy for threatened or actual alteration or contamination of a product making it unfit for use or dangerous to the customer.



Optional “Cost to Replace” Coverage

May be purchased for separate limits up to \$1 million to cover expense of replacing or repairing a recalled product.

New Pricing Flexibility

Including modifications for individual risk characteristics and credits for ISO 9000 Certification.

Higher Limits Available

Up to \$1 million/ \$1 million for Product Recall and up to \$500,000 for Cost to Replace coverage.

More Deductible Options

Minimum \$1,000 flat deductible for Product Recall with options up to \$25,000 and participating options up to 20%. For Cost to Replace coverage, a minimum \$1,000 flat deductible with 10% participation applies with incremental options up to \$25,000 and 25% participation.

Risk Management for Product Recalls

The Hartford can assist a company in preventing a product recall. We offer risk management services including help identifying manufacturing critical quality control points. We also offer services in preventing e-coli, salmonella, and product and water contamination.

With careful planning, companies can dramatically lessen the impact of product recalls when they do occur. Our experienced Loss Control staff and Product Recall Contingency Tool can help policyholders develop effective, customized contingency plans for product recalls.

For more information, visit Middle Market’s site on the EBC or contact your local Hartford Middle Market underwriter.

This document provides an overview of coverages and services. Coverages may differ in availability by state. All coverages are individually underwritten. For a complete description of all coverages, terms and conditions, refer to the insurance policy. In the event of a conflict, the terms, conditions and exclusions of the policy prevail.