



LIU Global Crisis Management - Product Recall Services

www.liucanada.com

Taking risks is part of doing business, but in today's rapidly changing global market, your clients face ever-increasing perils that threaten their safety and security, as well as their bottom line.

So if they're facing a product recall, they need adequate protection of their finances and commercial relationships, as well as their brand and reputation. Liberty International Underwriters' Product Recall Insurance, and Contaminated Products Insurance, has a relationship with red24 - a global crisis response consultancy that provides support and advice to companies experiencing an accidental product contamination, product tampering or extortion incident.

red24 offers 24-hour crisis assistance wherever the event occurs in the world. Their management consultants - who have backgrounds in commercial, legal, law enforcement and military fields - can review a client's operation before an incident and offer vital experience during a crisis. In fact, they bring years of experience in food quality and safety, as well as exposure to various governments and cultures.

red24 Provides

- A three-pronged approach covering all aspects of crisis: prevention, reaction and news information
- Experienced, multi-disciplinary team of security experts ready 24/7. red24's network of 400 strategically placed security experts include food safety experts who can review current operations and provide vital expertise in a crisis

Proactive Services

- Access to online security advice that provides alerts to security threats, education on how to evaluate the impact of the threats, and advises what steps to take to minimize the associated risks.
- Crisis public relations – lead the effort to outreach to the media to protect clients' brands and reputations during a crisis.

LIU Product Recall Insurance

We cover some of the costs associated with a product recall, such as notification, shipping, warehousing and additional company's liability.

Please contact our office or visit our website at www.liucanada.com to learn more about our people and products.

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