UK / Crisis Management & Special Risks

Consumer Products Recall

Recalls of consumer products are making headlines with ever-greater frequency all over the world. With increasingly complex supply chains and rising regulation of product safety, manufacturers of consumer goods have never been at greater risk of reputational and financial damage. We offer a complete solution for these risks, combining pro-active crisis management with comprehensive cover for recall costs and expenses.

Insurance coverage
Our insurance protects manufacturers against recalls caused by product defects – including design and manufacturing errors – as well as government recalls, malicious tampering and extortion.

We can cover the following losses:

- Business interruption – loss of gross profit
- Consultants’ costs
- Defence costs
- Extortion costs
- Recall expenses
- Rehabilitation expenses
- Refund / repair / replacement expenses
- Third party financial loss
- Third party recall expenses
- Unsubstantiated retailers’ expenses

Extensions include:

- Enhanced refund, repair or replacement cover

Crisis response
In the event of an actual or potential incident policyholders have 24/7 priority access to Response AXA XL consultants through the policy emergency hotline.

Our insured doesn’t have to pay anything towards the crisis response – and AXA XL will cover initial costs even if it’s not immediately clear that you’re covered.

Client profile
- Mid-size companies to large multinationals
- Manufacturers or licensed distributors of consumer products, including toys, clothing, white goods, electronics, healthcare products, safety equipment, sports/recreational equipment

Geographic focus
UK/Ireland; North America, Australia

Capacity
Up to USD 20 million on a primary or excess of loss basis.

Minimum premium
USD 50,000

Minimum self-insured retention
USD 50,000

Quote information
- AXA XL proposal form
- Product list

Response AXA XL – Crisis Management
& Special Risks
Response AXA XL is a dedicated network of crisis consultants providing priority access to policyholders. The network is made up of core consultants in key global territories and comprises, amongst others, specialists in areas such as product safety, public relations, security, legal and regulatory.

Pre-incident consulting
We dedicate a portion of the premium for consultants to work up front with our policyholders to provide bespoke services such as:

- Product safety and reliability analytics to help design products safely – including advice on functional safety, electrical safety, mechanical safety and chemical safety
- Crisis simulations and recall planning
- Supplier approval processes
- Security assessment
Why choose us?
- We are the largest global commercial property & casualty insurer with a combined GWP of EUR 33.2 billion (2019)*
- According to the Gracechurch London Claims Report, AXA XL is leading the London market for being recommended by brokers based on the claims service they received in Q2 2018.** We can offer global cover supported by local knowledge and experience
- Our strength and capacity allows us to be flexible, tailoring cover to fit client needs

AXA XL Insurance
At AXA XL, we work closely together with other AXA teams around the globe to provide you and your client the most holistic service and relevant solutions.

Contact
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* Based on the 2019 annual earnings report from AXA
** AXA XL Insurance, formerly XL Catlin, was recommended by brokers in the London market Gracechurch Claims survey in Q2 2018.

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