



response24



PRODUCT CONTAMINATION & RECALL SERVICES



CRISIS RESPONSE EXPERTS

ABOUT RESPONSE24

Response24 is a leading provider of geopolitical intelligence, risk assessments, security alerts and crisis management. Our services are designed to keep businesses and individuals informed of potential threats and opportunities around the world, allowing them to make informed decisions and stay safe in an ever-changing global landscape.

With industry resources developed over 30 years in the business, Response24 connects clients with subject matter experts and crisis management professionals via an innovative online portal enabling ready access to both preventive advice and emergency response in the event of a critical incident.

GLOBAL NETWORK

Our global Product Contamination & Recall panel is made up of experienced individuals and organizations spanning the full range of product integrity disciplines including food and component safety, contaminant analysis, physical recall, supply chain audit, counterfeit investigations and crisis communications.

With experts in key locations we are able to deliver product recall planning exercises and HACCP training; and respond to critical incidents on a global basis.

CRISIS RESPONSE

At Response24, we stand by our clients in their most challenging moments. Our seasoned experts provide comprehensive support during crises, ensuring clients can recover swiftly and with minimal disruption.

Disaster Recovery: Coordinating and managing recovery efforts to restore operations quickly and efficiently.

Crisis Communications: Developing and delivering clear, effective messages to stakeholders, minimizing reputational damage.

24/7 Support: Immediate access to our crisis management professionals through our innovative online portal.

Strategic Planning: Crafting tailored crisis response strategies to safeguard your brand and maintain customer trust.

INVESTIGATION & ANALYSIS

Understanding the root cause of a product issue is crucial for preventing recurrence. Our state-of-the-art testing and analytical services provide actionable insights to protect your business.



Root Cause Analysis: Identifying and resolving issues efficiently to mitigate future risks.

Comprehensive Testing: Offering a wide range of services, including allergen detection, microbiological testing, and contaminant identification.

Regulatory Compliance: Ensuring your products meet the highest industry standards and legislative requirements.

RECALL MANAGEMENT

Product recalls can be complex and challenging. Response24 simplifies the process with expert guidance and end-to-end solutions to protect your brand and maintain consumer trust.

Recall Logistics: Managing the safe and efficient removal of affected products from the market.

Customer Notifications: Coordinating consumer communication to ensure clarity and prompt action.

Brand Protection: Developing strategies to safeguard your reputation during and after a recall.

Post-Recall Analysis: Reviewing the recall process to improve preparedness for future incidents.

TRAINING

Preparedness is the cornerstone of effective crisis management. Our training programs empower your team to handle crises confidently and competently.

HACCP Training: Comprehensive guidance on Hazard Analysis and Critical Control Points to ensure food safety.

Crisis Management Plans: Helping you design robust plans tailored to your business needs.

Audits and Assessments: Identifying potential risks and improving your overall preparedness.

Desktop Exercises: Realistic simulations to test and refine your response strategies.



RESPONSE24 IN ACTION

When a client in the food and beverage industry identified potential listeria contamination within their supply chain, Response24 was immediately engaged to manage the unfolding crisis. The incident, which posed significant risks to public health and the client's reputation, required a rapid and coordinated response to minimize impact.

Upon receiving the initial report, our crisis management team initiated immediate action. Critical advice was provided to the client's leadership, outlining key steps to contain the situation. Within hours, a senior consultant was deployed on-site to work closely with the client's crisis response team, ensuring that all necessary measures were implemented promptly and effectively.

A detailed investigation was launched to confirm the contamination and identify its source. Our testing partners conducted rigorous analysis of the suspect products, pinpointing the origin of the listeria outbreak. Concurrently, our team conducted a thorough risk assessment, determining the extent of the contamination and its potential reach within the supply chain.

With the contamination confirmed, a product recall was executed with precision and efficiency. Utilizing our expertise in reverse logistics, the affected products were swiftly removed from the market. Clear and consistent communications were issued to all stakeholders, including suppliers, retailers, and customers, ensuring transparency and mitigating confusion. Public statements were crafted to reassure consumers and preserve the client's brand integrity.

Throughout the recall process, our brand protection specialists worked diligently to safeguard the client's reputation. Social media channels and news coverage were closely monitored, allowing us to address misinformation and maintain consumer trust. Once the immediate crisis had been resolved, Response24 conducted a comprehensive post-incident review. This included revising the client's crisis management plan and providing tailored training to key staff members.



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