

Dialed in to clients' brand protection needs

CHALLENGE

Warnings by the U.S. Consumer Product Safety Commission about fire and burn hazards in the lithium-ion batteries powering nearly 1 million smartphones made headline news. The device manufacturer sought to ensure customer safety while mitigating business disruption and harm to its reputation as a trusted electronics provider.

SOLUTION

The manufacturer partnered with Sedgwick's brand protection team to swiftly launch a voluntary recall and the complex undertaking of safely getting the defective devices out of the hands of consumers, retailers and wireless carriers. A large, dedicated team quickly mastered how to assemble, inventory,

ship, track, and handle the thousands of specially-engineered fireproof boxes that transported potentially hazardous devices into and out of the warehouse daily — all while supporting individual consumer needs.

THE MANUFACTURER TURNED TO SEDGWICK'S BRAND PROTECTION TEAM BECAUSE OF OUR VAST EXPERIENCE HANDLING LARGE-SCALE RECALLS, KNOWLEDGE OF REGULATORY REQUIREMENTS AND ABILITY TO SCALE QUICKLY.

RESULTS

The flexibility, ingenuity and responsiveness of our brand protection solutions helped the client make things right for consumers and retailers, navigate safety and compliance complexities, and get back to doing what they do best: creating products that enhance people's lives.

1 million
smartphone batteries recalled



OUR BRAND PROTECTION TEAM:

700 HIRED additional workers to support the recall

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30,000 LEASED square-foot facility to handle recall overflow

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250,000 BUILT fireproof boxes for device transportation