

# High-profile recall: Protecting brands and consumers

## CHALLENGE

Amid high product demand and media scrutiny during the COVID-19 pandemic, the U.S. Food and Drug Administration (FDA) recalled hand sanitizers contaminated with the toxin methanol.



**7,000**  
*pallets of  
contaminated  
hand sanitizer  
returned*

## SOLUTION

Within hours, Sedgwick's brand protection team set up dedicated customer support websites and call centers to assist the consumers of four manufacturers affected by the hand sanitizer recalls. We also promptly implemented reverse logistics to

accept bulk returns — removing recalled product from the retail market — as well as issued customer reimbursements.

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BRAND PROTECTION TEAM SET UP  
DEDICATED CUSTOMER SUPPORT  
WEBSITES AND CALL CENTERS**

## RESULTS

By leveraging Sedgwick's product recall expertise and infrastructure, our clients were able to meet regulatory requirements, protect their reputations, and demonstrate commitment to making things right.

*Our solutions enabled these clients  
to effectively navigate through the  
crisis and get back to business.*

**240,000+**

REFUND CHECKS ISSUED

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**\$2.3M**  
REIMBURSED  
TO CONSUMERS

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**76,000+** consumers  
assisted by our call center