

# Protecting brands and consumers so companies can rest easier

## CHALLENGE

Multiple children were injured by a portable infant rocker/sleeper, and consumer watchdog groups called for the manufacturer to take swift action. The company sought to ensure the well-being of families using its products while minimizing business disruption and damage to its reputation as a trusted brand.

## SOLUTION

Within days, Sedgwick's brand protection team and the manufacturer initiated a voluntary recall, contacted everyone with product registration records and warranties, and set up a dedicated



consumer support website and call center. We also distributed and accepted mail-in return kits, calculated reimbursements, and issued vouchers. Later, Sedgwick helped the client contact daycare providers nationwide to remove more recalled product from use.

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**SEDGWICK'S BRAND PROTECTION SOLUTIONS GUIDE COMPANIES THROUGH ALL ASPECTS OF RECALL EVENTS AND REDUCE RISKS TO THEIR CONSUMERS AND REPUTATIONS.**

## RESULTS

Our solutions helped the client weather this storm, make things right for consumers, navigate compliance complexities, and get back to the business of manufacturing safe products for children.

700,000

recall notices issued to consumers and childcare facilities.

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100,000

consumers assisted by our call center.

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800

pallets of merchandise recovered.