

Are You Ready if a Recall Strikes?



Over the past 20 years, Health Canada has reported more than 20,000 product recalls or product advisories. If it happens to your products, are you Recall Ready?¹

GS1 Canada's easy-to-use Product Recall communication service maximizes the speed of recalls. Using global standards, it increases accuracy and traceability to get potentially harmful products removed from the supply chain faster, ideally before they reach consumers.

Use Product Recall to rapidly issue recall notifications and monitor product withdrawals.

Manufacturer/Brand Owner Benefits:

- Immediately and simultaneously notifies your trading partners of a product recall.
- Adheres to all Canada Consumer Product Safety Act and Health Canada requirements.
- Automatically pulls product data and images from ECCnet Registry, Canada's national product registry, reducing administrative handling and human error.
- Flexibility to upload additional documents and images.
- Provides complete traceability with automated, time-stamped records of all communication.

Trading Partner Benefits:

- Enables instant recall notifications from multiple suppliers through a single product recall notification system.
- Provides complete product recall information, using mandatory fields identified by the industry.
- Allows easy acknowledgement and reporting of quantities of affected products found.

“Using Product Recall was very easy and my GS1 Canada representative had answers to all my questions. I like that I can see when our customers opened the recall notice.”

Gerry E. Hughes,
Pinnacle Foods

Register Today and Start Responding to Product Recalls Faster.

Visit www.gs1ca.org/recall
or contact GS1 Canada at
1.800.567.7084

¹ <http://healthycanadians.gc.ca/recall-alert-rappel-avis/index-eng.php>

If You Are Not “Recall Ready”, You Are Not Ready



Seventy per cent of organizations cannot initiate a recall within hours of identification.* Make sure you are not among them.

Subscribing to GS1 Canada’s Product Recall service is the first step. You then have to know how to use it when recalls strike. You have to be Recall Ready.

Being Recall Ready proves you can effectively carry out a product recall when needed.

A GS1 Canada study of Recall Ready subscribers found that Product Recall, when compared to traditional recall systems:

- Reduced the time to create recall notices by **83.3 per cent** and to distribute them by **80 per cent**.
- Reduced the cost to distribute recall notices alone by **\$6,000-\$8,000**.
- Optimized communication effectiveness by **90 per cent**.

How To Get Recall Ready

1. Register two or more users:

(a) an initiator and (b) an approver.

2. Become a Recall Ready expert: Visit our Learning Zone and engage with our practical training modules to get have the knowledge you need.

3. Conduct a Mock Recall: Simulate recalls in a staged environment to build the skills to roll out real recalls.

The Canadian Food Inspection Agency and Hazard Control and Analysis Control Point require mock recalls to be completed annually.

Reduce Recall-Associated Risk Now!

Visit www.gs1ca.org/recall or contact GS1 Canada at **1.800.567.7084** to get Recall Ready today!

* Source: Kozenski, Tom. “Supply Chain Comment: Three Ways to minimize the Cost and Impact of a Product Recall”. July 12, 2012. <http://www.scdigest.com/experts/12-07-12-1.php?cid=6008>

ABOUT GS1 CANADA

GS1 Canada is a member of GS1, the world’s leading supply chain standards organization. As a neutral, not-for-profit organization, GS1 Canada helps Canadian business succeed by enabling its more than 20,000 subscribers – trading partners of all sizes from over 20 sectors across Canada – to enhance their efficiency and cost effectiveness by adopting electronic supply chain best practices.

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