



## Product Recalls

**News Works can manage the process for you. We can help with planning and booking a Product Recall for agencies and direct clients. Call us on 09 306 1600 for assistance**

### General Information

Product Recalls usually occur for one of two reasons:

1. Health – generally food and medical/personal products  
Manufacturers of food goods, medical or personal products that are deemed to be unsafe, contaminated, faulty etc may need to be recalled from the shelves of distributors and retailers. The action may be initiated by the manufacturer themselves, or demanded by the Ministry of Health. This is an emotive issue; some forms of contamination can lead to birth defects, miscarriage, death etc.
2. Safety – all others such as toys, appliances, furniture etc.  
All products could come under this category. Once again the manufacturer instigates this, or various other government departments e.g. Ministry of Health.

#### What you need to know

There are stringent procedures for the manufacturers. They have to track down which batch numbers are affected, and where those batches have been dispatched to. A public message is then expected to recall those batches back to the manufacturer. The standard procedure is to advertise the recall in the local newspaper, supply media releases to the main media in the areas, and contact distributors directly. A manufacturer who does not comply or is seen to be slow to act, is deemed negligent and can be in for legal action should a consumer have an accident or get sick, claiming they were not given adequate opportunity to know there was a problem.

**Product Recall's are top priority and we action immediately. To create a schedule we need:**

- Size of the ad - we can help you determine this
- If the ad is black and white or colour (usually black and white)
- Positioning – Early General News section to ensure maximum possible readership
- The newspapers/regions the ads need to appear in
- Preferred dates (usually will require back up date if no availability for first choice)
- Detailed information about the client and product
- Prepayment for non accredited agencies or direct advertisers. Payment for these ads must be received before the ads are booked with the papers. We accept payment by internet only (proof required). Bank account number: 02-0100-0909027-00
- Creative agency must be fully briefed in the legal requirements of the product recall ad content
- Once approved and paid News Works will book the schedule with the newspapers
- Existing contract rates can be utilised. If no contract exists, product recall will be cost at casual rates

## Ad content requirements

There is a set format required for Product Recall advertisements as required by law.

Minimum size - 4x4 modules or 18cm x 4 columns wide  
Must have cross hatch border

The diagram shows a rectangular advertisement with a dashed border. At the top left is a triangle icon. The text inside is as follows:

**PRODUCT RECALL**

**Shaggy Dog Hand Puppets**

Batches 1000-2001 sold at ABC Toy Shops between April and May 2001. The batch number is printed on the label.

Shaggy Dog's eyes may drop off. Young children could inhale or choke on these pieces.

Children should stop playing with them immediately.

This batch of toys does not comply with the Toy Product Safety Standard. Please return them to any ABC Toy Shop for a full refund.

For more information please call  
0800 XXX XXX  
ABC TOY SHOPS LTD  
10 Mall Way  
AUCKLAND

Labels on the left side of the diagram:

- What: Shaggy Dog Hand Puppets
- Where and when sold: Batches 1000-2001 sold at ABC Toy Shops between April and May 2001. The batch number is printed on the label.
- Problem and Effect: Shaggy Dog's eyes may drop off. Young children could inhale or choke on these pieces.
- Urgency: Children should stop playing with them immediately.
- Standard: This batch of toys does not comply with the Toy Product Safety Standard. Please return them to any ABC Toy Shop for a full refund.
- Where to return and refund: For more information please call 0800 XXX XXX ABC TOY SHOPS LTD 10 Mall Way AUCKLAND

Labels on the right side of the diagram:

- Large lettering to indicate the nature of the notice: PRODUCT RECALL
- Contact details: 0800 XXX XXX ABC TOY SHOPS LTD 10 Mall Way AUCKLAND
- Slashed border to distinguish notice from other advertisements: (referring to the dashed border)

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