



Case Study - Pet Food Recall

When a leading pet food manufacturer faced a product recall that potentially impacted millions of dogs in the U.S., it took swift and proactive action.

With pets involved, the brand's parent company chose to err on the side of caution. It received relatively few reports of pet illnesses based on the volume of possibly affected rawhide chew products on the market, yet it immediately initiated a voluntary recall in June 2017 of all brands of products that potentially were impacted.

The company also implemented changes across its affected manufacturing facilities to prevent the problem from reoccurring. And it worked closely with retailers to ensure that affected products were quickly removed from inventory.

The company was able to be so proactive partly because of lessons learned from a previous recall. The battle-tested parent company had recall plans in place and was better prepared to initiate the right steps based on their recall experience.

But the bigger reason it was able to move so quickly and confidently was its engagement with product recall expert, Stericycle Expert Solutions. After their assistance with the previous recall, the company was confident in Stericycle's ability to guide it through the rough logistical and regulatory waters of a massive recall involving millions of potentially affected products.

Stericycle Expert Solutions deployed a range of recall capabilities, including satisfying complex FDA compliance requirements, coordinating seamless notification and response, data management, retrieval, and warehousing.

Stericycle quickly ramped up a large call center operation and set up a consumer hotline where pet owners could call for information and arrange for product returns. Stericycle handled all pre-paid return shipping for the company, as well as managed consumer reimbursements. It also handled follow-up responses, sending out response forms, and coordinating communications with consumers who needed to be contacted more than once.

Next came the logistical challenges of receiving and warehousing the recalled products. Within the first week more than 1,000 pallets of recalled products started arriving at Stericycle's facility in Indianapolis, with thousands more pouring in shortly afterwards.

Data management was also critical to the company's recall success. Stericycle Expert Solutions was able to tie all data relating to the recall into one system to give the company full visibility into the progress, as well as satisfy FDA compliance requirements.

Key Success Factors:

- Understanding of the complexities involved
 - Scalability, experience, and knowledge
 - Flexibility, responsiveness, and perseverance
 - A trusted partner with the recall reflexes to act quickly & effectively
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