



# About Us

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Since the inception of the company in 2000, red24 has steadily expanded its scope of crisis management services to include special risks (kidnap, ransom and extortion), as well as travel, product, cyber and environmental risks.

red24assist has been established as red24's product safety business unit and offers a range of services to help clients minimise risks to their personnel, business operations and profitability. With an operational footprint in well over 120 countries, red24assist covers a multitude of sectors, including food, consumer goods, pharmaceutical and automotive.

red24assist supports a number of major global insurance underwriters and Lloyd's of London syndicates.

## red24 Locations

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Our Crisis Response Center is staffed 24 hours a day, 365 days a year, and coordinates red24assist activities across the globe.

# Why choose red24?

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## Worldwide expertise

Whether our clients manufacture food, pharmaceutical, automotive or consumer goods, our network of trusted specialists can mitigate and respond to risks relating to their products. With over 20 years of experience and a history of supporting large, well-respected organisations in Europe, Asia Pacific and the Americas, clients can access red24's expertise on a global basis.

## Regulatory Support and FSMA

Our specialist team understands the global regulatory environment for the various product sectors we support. Within the US food and beverage sector, an important function is to provide notifications and training for FDA and USDA legislative updates (to include Food Safety Modernization Act requirements). We also support the necessary review, development and implementation of updated procedures to ensure that compliance is achieved.

## Case Experience

Our team has supported over 1500 product recall and in a majority of cases we've assisted those involved by saving them money, protecting their reputation and, in the most serious cases, ensured their survival.

## New Tools and Training

Our team offers a wide range of training courses accredited by the Chartered Institute of Environmental Health (CIEH) in the UK and HACCP Alliance in the US.

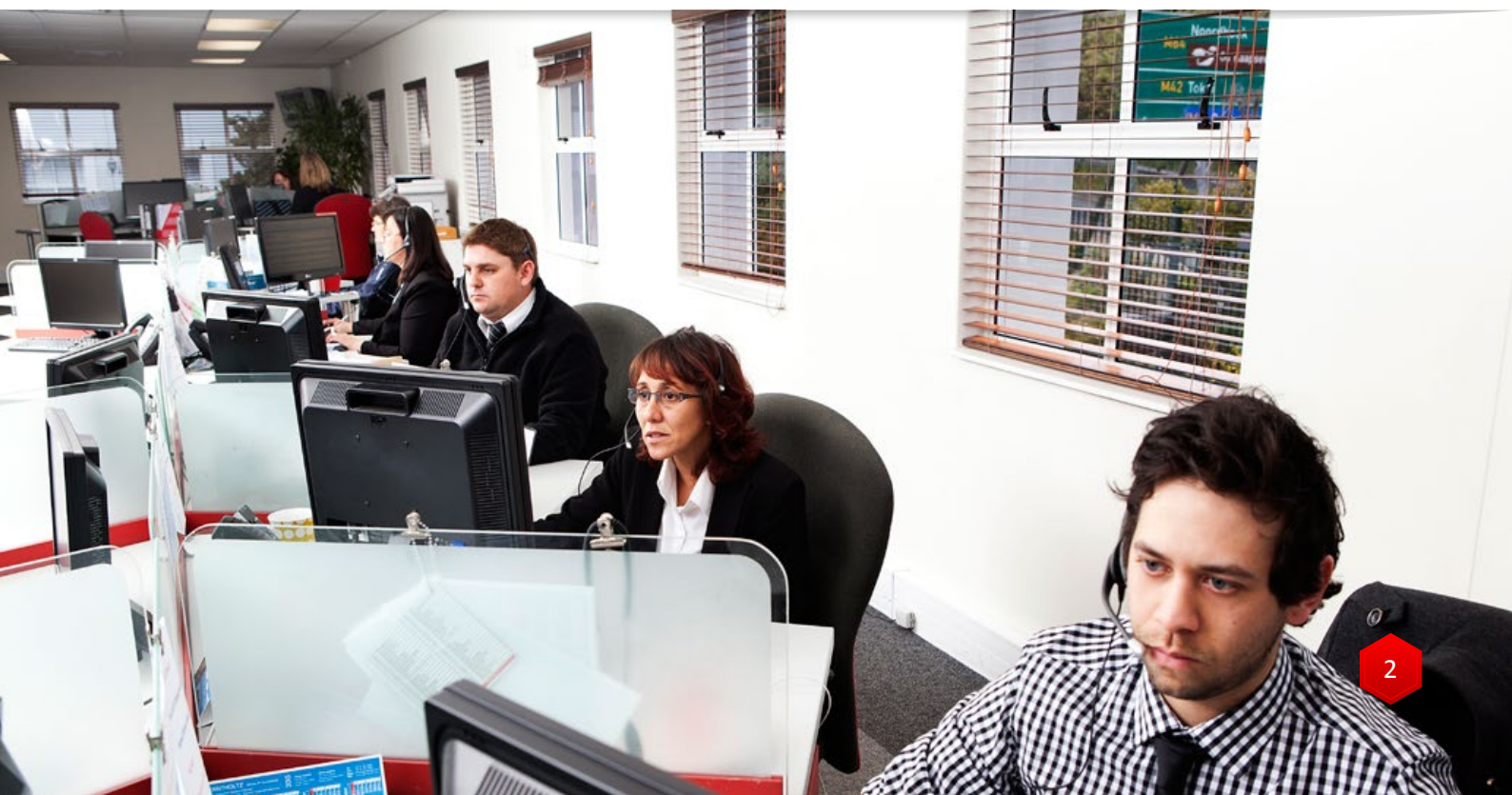
Our online Gap Analysis Tool also enables any food or beverage business to benchmark compliance and immediately identify gaps in their own or their suppliers' food and crisis related risk programs.

## 24/7 Multilingual Support

red24assist services are supported by a 24/7, 365 days a year response centre. This operation has over 50 employees and acts as the hub for all client support requirements. We also have the ability to conference in over 200 languages.

## Crisis Communications Support

In times of crisis, it is crucial that accurate and timely information relating to the issue reaches all affected parties. red24assist provides inbound and/or outbound communication support, in order for all concerned to be reached quickly and efficiently.



# Our Network

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red24assist provides 24/7 global support from over 100 individuals and consultant organisations with industry experience and expertise in the following areas.



**Technical Product Specialists**



**Testing Specialists**



**Crisis PR and Communications**



**Regulatory Support**



# Sectors we support

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## Food & beverage

Our specialist team includes a range of experienced technical, quality assurance, testing, crisis PR and regulatory personnel whose industry experience is invaluable when preparing for and managing crisis incidents.



## Consumer products and non-food product recall

red24assist has access to specialists for a range of consumer goods sectors, including white goods, toys, clothing and home electrical products. The team not only deals with issues pertinent to a crisis situation and the potential for consumer goods product recall, but also offers a range of training, certification and auditing services to help mitigate a range of product related or supply chain issues.



## Automotive

Our specialists support automotive parts manufacturers with services such as supplier gap audits, training and best practice workshops, as well as materials testing and the development of procedures to meet the ISO/TX 16949 standard.



## Pharmaceutical

Our pharmaceutical specialists possess over 20 years' worth of experience in the industry. Their in-depth knowledge of Good Manufacturing Practices (GMP) as well as a range of accredited quality standards helps our clients to recognize risks and manage them effectively.



## Environmental

Our environmental specialist team support the mitigation and response efforts of clients who handle products which are hazardous to the environment. They will support the investigation, communications and regulatory support considerations in the event of a crisis. We also provide ISO 14001 training to help clients achieve Environmental Management System compliance, investigation, communications and legal/regulatory ramifications involved in handling such a crisis.



## Health and Safety

Our health and safety specialists can support clients with their audit, inspection and training requirements resulting in a workforce that operate in a safe and effective manner.

# Services

## Risk prevention

- Crisis management plans development
- Simulation exercises
- Online Gap Analysis
- On-site risk assessments
- Program review and development



## Training

- Allergens
- Environmental protection
- Food defence
- Food safety and HACCP
- Health and safety
- Media relations and crisis communications
- Supply chain management



## Crisis support

- Product recall and traceability
- Inspection and testing
- Regulatory support
- Crisis team support
- Crisis communications
- Technical product expertise
- Malicious investigations
- Logistics support



For other risk-related services offered by red24, please visit our website at

[www.red24.com](http://www.red24.com)

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## Risk prevention services (pre-incident)

### Crisis management plans development

In many jurisdictions, it is now a legal requirement for businesses to develop, maintain and document their crisis procedures. Having these plans and systems in place will ensure that any crisis scenario is handled effectively.

red24assist's specialists will perform a detailed review of your existing documentation, including HACCP (Hazard Analysis and Critical Control Points), product recall, crisis management and food defense plans. A straightforward written report will be provided, acknowledging areas of excellence and outlining recommendations based on industry best practice.

### Simulation exercises

The best way to test recall and crisis management procedures is to conduct a live scenario exercise which is customised according to the risks to your day-to-day business operations. red24assist will develop a scenario and deliver this on site, together with your crisis team. Throughout the process, a crisis specialist will critique the decisions being made and help your team to consider the consequences of the actions being taken.

### Online Gap Analysis

The Gap Analysis Tool is an online solution developed by food safety and crisis specialists to assist food and beverage sector clients in identifying weaknesses in their own, or their supplier's food safety, crisis management or quality procedures. Using the tool involves users completing a number of multiple choice questions which will prompt an immediate output report, highlighting 16 individual risk areas rated as either low-, medium- or high-risk.

### On-site risk assessments

red24assist specialists will perform a comprehensive on-site review at a company or supplier site, assessing to the standard of a genuine regulatory audit.

### Program review and development

Our team will provide support and assistance in developing new programs to ensure that your organisation has the best possible procedures in place and, in respect of the US, is FSMA compliant.

Examples of programs which red24assist is able to develop include Quality Management, Health and Safety, Food Preparation, Sanitation, and Supply Chain Management.

The cornerstone of product safety is a competent and well-trained workforce possessing a full understanding of work-related responsibilities and specialist knowledge to undertake those tasks assigned to them.

red24assist is an accredited course provider for the International HACCP Alliance, Royal Society for Public Health and the Chartered Institute of Environmental Health, with trainers in both the United States and the United Kingdom. Courses are delivered to suit client requirements, either on-site or, where requested, via our online e-learning platform.





## Training

The cornerstone of product safety, relative to both food and non-food, is a competent and well-trained workforce possessing a full understanding of work-related responsibilities and specialist knowledge to undertake those tasks assigned to them.

red24assist is an accredited course provider for the International HACCP Alliance, Royal Society for Public Health and the Chartered Institute of Environmental Health, with trainers in both the United States and the United Kingdom. Courses are delivered to suit client requirements, either on-site or, where requested, via our online e-learning platform.

### Fundamental Training

- CIEH Level 1 Award in Food Safety Awareness (Catering, Manufacturing & Retail)

Please note that bespoke training is offered at this level.

### Intermediate Training

- CIEH Level 2 Award in Food Safety (Catering, Manufacturing & Retail)
- CIEH Level 2 Award in Food Allergen Awareness
- CIEH Level 3 Award in Food Safety (Catering, Manufacturing & Retail)
- CIEH Level 3 Award in HACCP for Food (Catering, Manufacturing & Retail)
- CIEH Assured Food Fraud
- CIEH Assured Malicious Product Tampering (MPT)
- CIEH Assured Product Recall
- CIEH Assured Crisis Management
- CIEH Assured Business Continuity
- CIEH Principles and Practice of Risk Escalation
- International HACCP Alliance (USA) – HACCP Training

Please note that bespoke training is offered at this level.



### Higher-order Training

- CIEH Level 4 Award in Managing Food Safety (Catering & Manufacturing)
- ISO 22000:2005 Lead Auditor Course
- Principles and Practice of Root Cause Analysis
- Principles and Practice of Managing Crises (BS 11200)
- Principles and Practice of Business Continuity (ISO 22310)
- Principles and Practice of PR and Media Liaison
- Business Planning for Product Recall (Development of effective plans)
- Business Planning for Crisis Management (Development of effective plans)

Please note that bespoke training is offered at this level.





## Crisis support

In the event that a recall situation or other crisis emerges, a prompt and decisive response is vital. Access to support from experts who can assist with the investigation and handling of the situation is crucial.

### How red24assist supports a crisis incident

When a client has a product-related concern, our 24/7 response centre team will record initial details and your call will be escalated to our specialist team member, who will discuss the specifics of your situation and manage the incident through to a successful conclusion.

### Product recall and traceability

When dealing with a product safety issue which requires items to be recalled, it is crucial that certain actions are taken to ensure that financial loss and the risk of potential closure are reduced. We advise on the appropriate actions to be taken by the company, and assist in identifying the root cause of any problems. Our specialists will also recommend a plan of action to be taken to ensure business continuity.

### Product testing

red24assist has access to worldwide independent testing facilities and laboratories to assist in determining issues which may arise with client products. Analytical results can be discussed with a product specialist/microbiologist who is able to advise on the risks identified and, where necessary, provide on-site support.

### Regulatory support

As supply chains become more complex and international regulatory bodies are granted greater authority to intervene in a crisis, it is crucial that multinational organisations are afforded the best available advice and support when operating in different global territories. red24assist legal specialists are familiar with global statutory frameworks and practical operating procedures, and are well placed to provide the most appropriate support and advice to minimise any possible impact on your business operations.

### Crisis team support

It is essential for any organisation facing a crisis to promptly assemble an appropriate team to manage the situation. This team will need to be familiar with their roles and responsibilities in addition to the procedures and processes outlined in an organisation's crisis plan. red24assist can provide expert advice aimed at supporting an organisation's crisis team as events unfold. With this support, an organisation will be able to consider all aspects associated with a potential crisis event and will be able to manage the situation effectively.

### Crisis communications

There are media and reputational risks which need to be handled carefully in a crisis.

red24assist's crisis communication specialists have extensive industry experience, having represented a number of leading global brands. When a story breaks, red24assist can provide invaluable assistance and guidance in preparing appropriate communications across various media channels and social media, to address the concerns of the media, shareholders, customers, employees and the public.

If required, red24assist has access to over 17 contact centres, in over 25 languages, which will support management in the delivery and reporting of communications in a crisis situation.

### Technical product expertise

Our team includes a number of food microbiologists, environmental health practitioners, as well as technical experts and engineers who are able to support both food and non-food product issues. They will support the crisis concern, advise on the possible root causes, and recommend an appropriate plan of action to manage the risk.

### Malicious investigations and support

red24assist's malicious product tamper (MPT) specialists have over 20 years of case experience. In the event of a crisis, they will provide advice based on their experience, to ensure that a company considers all available options and makes the best decision based on the evidence available.

### Reverse logistics

Should your business be unable to recover or repair products via your own supply chain network, red24assist has access to global resources that can assist with the logistical considerations required to recover products from retailers or consumers, in order for action to be taken to remedy the issue.

# Case Studies

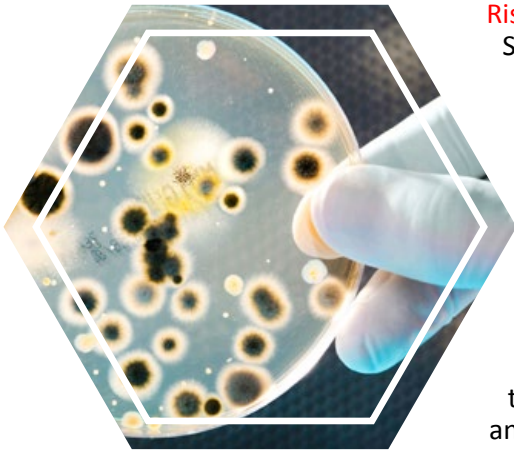
## Reworking a product –Dairy Cheese / Pest Solution

Situation: A rodent infestation at a UK cheese manufacturing facility had led to a pest contamination issue, which threatened a complete loss of the product. If this action was taken, the client would not be able to meet the order requirements for the Christmas season.

Solution: red24 involved a food and regulatory specialist who advised on the actions the client should be taking, by adopting a rigorous sampling regime to locate specific pathogens or other potential pathogens, while maintaining a regular update process with the Food Standards Agency (FSA). With red24assist's help, several tons of the product were re-worked so that a vast majority could be recovered without need for disposal.

Result:

- + Significant financial savings for all parties.
- + Supplier relationships maintained as orders could be satisfied.



## Risk identification and sanitising

Situation: A US based manufacturer of dessert products was made aware of an issue after a number of consumers reported feeling ill after consuming the products.

Solution: red24assist provided assistance in terms of handling immediate food safety assurance concerns and providing assistance in identifying the root cause of the problem. Thereafter, our team handled the media, liaised with food safety authorities with the aim of managing the recall and supported an intensive program to redevelop food safety. Finally, we assisted with sanitation and staff training programs, in order for operations to recommence as quickly as possible. All actions were carefully logged and communicated to the authorities.

Result:

- + The company survived and recommenced production.
- + Improved mitigation protocols were put into place, with evidence provided to the authorities.

## Regulatory support

Situation: A UK-based cheese producer encountered a serious issue when an impeller blade on a piece of machinery broke. There were concerns that broken pieces of the blade may have contaminated significant quantities of food products.

Solution: red24assist was on the site within 24 hours to support the execution of an investigation and sampling program. Food products were x-rayed for broken parts of the impeller blade. Recovered pieces were used to remodel the specification of a complete impeller blade, thus ensuring that there were no remaining pieces in the product. red24assist regulatory specialists were called upon to liaise with the FSA to ensure the satisfactory removal of possible physical contamination. The information and evidence collected by red24assist allowed the client to demonstrate to the authorities that the product was now safe.

Result:

- + Saved huge quantities of product and finances for the client.
- + Supported the requirements of the authorities.
- + Significantly reduced the time for production to recommence.



### Testing a product – toys

Situation: A client advised us that they had a toy that had been manufactured in the Far East, which was developing mould on certain parts of the product on which fabric was used. It was believed to be an issue that occurred in transit, although the manufacturers were unclear on the actions to be taken.

Solution: A red24assist specialist microbiologist was assigned to investigate the concern. Through liaising with the client, the specialist obtained samples of the mould. Through morphological analysis, the type of mould was identified together with the potential health threats posed to the toy. red24assist's role was complete in this particular scenario; advice was offered on how to best deal with the presence of the mould on the products.

#### Result:

- + The client had all the information required to make an informed decision relating to health risks associated with the mould.
- + The client received advice on the effectiveness of various treatments to deal with the problem.

### Handling the media – small electronics

Situation: A large company which manufactures small electrical items had a problem in the APAC region, in which their product had given certain consumers an electric shock while in use.

Solution: red24 assigned an in-country PR specialist to contact the client and provide immediate advice with regards to media preparations. These included prepared statements and regular updates for their customers. The red24assist specialist also investigated a number of options that the client could consider with respect to recalling or replacement of affected products.



#### Result:

- + The client was well prepared for a recall, in the event that this should take place.
- + Prepared statements were put together to deal with various stakeholder communications.
- + The company had access to an in-country expert who could advise on how the recall process works in the region, together with the Australian authorities.





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