

Product Risk Management



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The Issue:

- ⊙ Product safety legislation is increasing manufacturers' obligations and liabilities. The enhanced EU General Product Safety Directive will be brought into effect in January 2005. The EU Directive on Food Law will be fully implemented by 2007.
- ⊙ Manufacturers will be required to carry out more demanding post-marketing surveillance on their products.
- ⊙ Distributors and Importers will become more directly implicated in liability for product safety.
- ⊙ Due Diligence systems will be obligatory in food supply and distribution chains. These will require assurance, traceability and product withdrawal and recall planning. New notification requirements will come into effect.
- ⊙ In the wider marketplace, the performance and reputations of branded products are at real risk of damage by counterfeit products. Counterfeiting and product diversion are becoming endemic in many markets. These illegal activities are contributing directly to diminished brand values and eroded market share for the legitimate Brand Owners.

The product risk environment of today is now highly complex and interactive. Solutions that increase product integrity, bring compliance and reduce loss require expert risk management. This may include specialised technological awareness and legal input; all needs to be tailored to the specifics of the product risks involved. Few companies can meet all these needs in-house, or access them quickly in emergency.

The idRisk solution:

is to work with you in confidence to:

- ⊙ understand your product and supply chain risks and any inherent vulnerabilities that are present.
- ⊙ develop systems of assurance, compliance, surveillance or risk management that are appropriate to your risk exposures.
- ⊙ develop and edit effective and practical procedures for Product Incident Response, Recall or Withdrawal for your staff and partners.
- ⊙ train your response team and general staff in support of your product risk management process.
- ⊙ be available when you need us.

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For further information:

[Contact idRisk](#)

Product-related risks can affect the whole of your business risk environment. They go to the heart of each company's regulation compliance, corporate governance, product integrity and consumer assurance.

As such, these risks must be managed effectively.

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