



Are you recall ready?

Why?

In a global marketplace, where supply chains are becoming more complex and fulfilling your promise to provide safe, high quality products grows more challenging, having robust processes to identify and respond to product incidents quickly is fundamental.

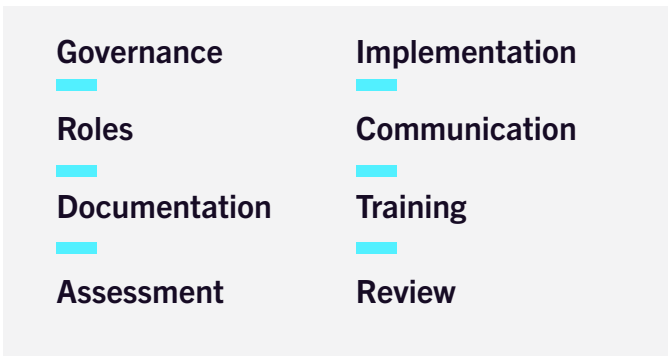
With so many different elements of recall preparedness to consider, how do you prioritise what to focus on? And, how do you know you've done enough?

What?

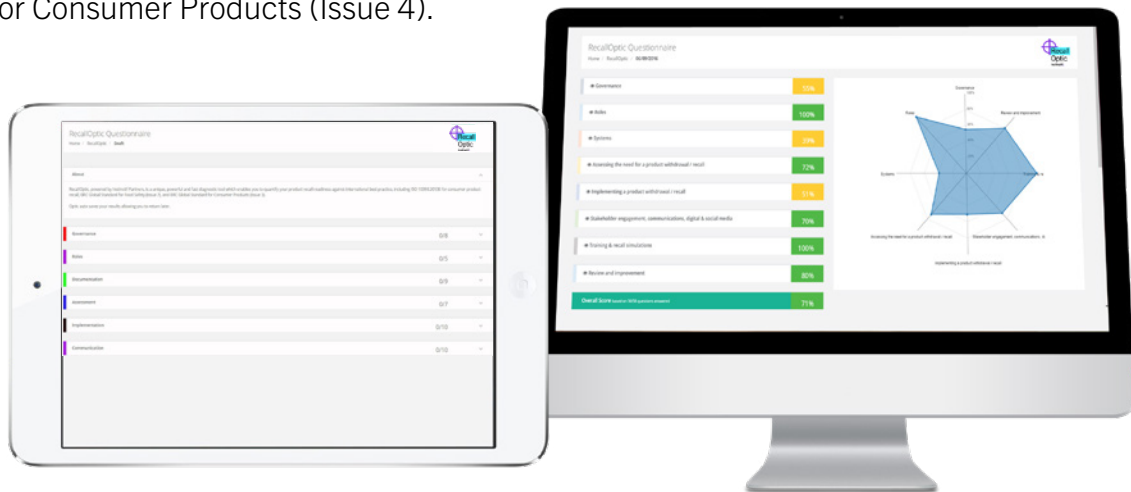
RecallOptic is a unique and powerful online tool which allows you to instantly measure your product recall preparedness against international best practice, including ISO 10393:2013E for consumer product recall, BRC Global Standard for Food Safety (Issue 8), and BRC Global Standard for Consumer Products (Issue 4).

How?

Following a self-assessment of your recall preparedness, your **RecallOptic** dashboard accurately indicates strengths and weaknesses in relation to **eight key areas** of recall resilience, including:



Combined with our short, tailored report on recommended activity, you can then **focus resource where it matters most** to strengthen your recall preparedness.



RecallOptic can be used as a stand-alone diagnostic tool or as part of an in-depth assessment of your recall readiness incorporating qualitative methods.

To register for **RecallOptic** : www.optic.instinctif.com

For a deeper dive into your broader crisis preparedness, sign up to **CrisisOptic** .

For more information:

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