

# Product Liability

Effectively resolving these high-stakes claims

Reputation is everything. This is why at Broadspire, our experienced team is focused on quickly and fairly resolving each product liability claim that comes our way. We know that protecting your brand and keeping your customers happy is key to your ongoing success.

Acting as a member of your team, our specialized staff with decades of experience, fully examine the details of each claim and provide a seamless experience that keeps your customers happy while protecting your business interests. Throughout the process, they are guided by your unique standard operating procedures so that you are in complete control.

## Product & Medical Device Defects

- Design defect
- Manufacturing error
- Product failure
- Failure to warn
- Breach of warranty
- Physical harm

## Food Claims

- Hot coffee/liquid spill
- Allergic reaction
- Foreign body in food
- Contamination
- Improper handling
- Defective packaging

Over our more than 80-year history, we have effectively managed a multitude of product liability claims from the most straightforward to the most complex. These claims have involved automobiles, food & beverage, electronics, retail, and medical products. Whatever your industry and wherever in the world, we have the experts in place to quickly and effectively resolve these urgent claims.

## Ancillary Services

For more complex cases, we have a team of experts in a variety of disciplines to meet the exact need. For instance, we can involve forensic engineers to uncover the cause of a product failure; we can send out mass notifications; we can create process-monitoring dashboards; we can even quickly scale and dispatch a team to retrieve failed products.

- Pre-event preparation\*
- Mass communication & social media monitoring
- Customized intake
- Forensic engineering
- IoT integration
- Managed repair
- 24/7 intake
- Loss settlement
- Product recovery
- Project dashboards
- Forensic accounting
- Subrogation
- Medical management
- Advanced analytics

\*Assessment of risk, loss prevention recommendations, recall management procedures, annual crisis simulation exercises

**Broadspire**<sup>®</sup>  
BY CRAWFORD & COMPANY

## About Crawford & Company<sup>®</sup>

For over 80 years, Crawford has led the industry through a relentless focus on people and the innovative tools that empower them.



LOSS ADJUSTING



THIRD PARTY ADMINISTRATION



MANAGED REPAIR



MEDICAL MANAGEMENT



ON-DEMAND INSPECTION



CATASTROPHE RESPONSE

**10,000** employees | **70** countries | **50,000** field resources

**\$18B** claims managed annually

**Crawford**<sup>®</sup>

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