Americase®

THE ANATOMY OF A BATTERY RECALL

Understanding the Critical Components of Lithium-Ion Battery Safety Management

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Over 1 MILLION+ batteries recalled in 2025 due to fire and burn hazards

$1T+
Annual cost of product incidents

100+
Thermal incidents reported per major recall

72 hrs
Average time to initiate recall

Phase 1

RECALL TRIGGERS

What initiates a lithium-ion battery recall:

Overheating Reports
Consumer complaints about excessive heat generation during charging or use

Fire Incidents
Documentation of battery-related fires or explosions in the field

Manufacturing Defects
Discovery of defects that could lead to thermal runaway or safety hazards

Regulatory Action
U.S. Consumer Product Safety Commission (CPSC) investigation findings or mandatory safety standard violations

Phase 2

CRITICAL PLANNING PHASE

The most crucial phase that determines recall success:

Risk Assessment
Evaluate severity of safety hazard and potential consumer harm

Scope Definition
Identify affected models, serial numbers, and distribution channels

Stakeholder Coordination
Engage regulatory bodies, suppliers, and industry experts

Safe Packaging Solutions
Develop Department of Transportation (DOT)-compliant containers for Damaged, Defective, Recalled (DDR) battery transport

Phase 3

EXECUTION & LOGISTICS

Managing the complex logistics of battery recall implementation:

Consumer Notification
Multi-channel communication strategy including direct mail, digital, and media

Return Process
User-friendly return kits with specialized DDR battery packaging and clear instructions

Safe Transportation
DOT Special Permit compliance for shipping damaged batteries

Remediation
Replacement, refund, or repair programs for affected consumers

Phase 4

REGULATORY COMPLIANCE

Ensuring adherence to safety standards and regulations:

CPSC Reporting
Mandatory incident reporting and recall plan submission

DOT Compliance
Hazmat shipping regulations for battery transport

Underwriters Laboratories (UL)
Product safety standard compliance verification

Documentation
Comprehensive record-keeping for regulatory review

KEY ELEMENTS OF A STRONG RECALL PLAN

1. **Establish a dedicated recall response team**. Should include engineering, legal, logistics, compliance, and public relations.
2. **Define clear roles and responsibilities**. A structured chain of command allows for faster decision-making and consistent communication.
3. **Predefine recall procedures**. Step-by-step guidelines for how batteries will be collected, contained, transported, and disposed.
4. **Develop customer communication protocols**. Clear, transparent messaging is essential to maintain trust and prevent panic. The plan should include pre-drafted customer notices, press releases, and FAQ materials.
5. **Run recall simulations**. Conduct mock recalls to help test the plan and identify potential weaknesses before a real event occurs.

Providing INNOVATIVE SOLUTIONS to complex problems.

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