

RECALL POSTERS

What are they?


Recall posters provide continuous, public notice to consumers, informing them of product recalls at retail store points of purchase or other public locations.

Should Include:

- An alert headline in red text with the words: “Recall Notice,” “Recall,” “Safety Notice,” “Important Safety Notice,” or “Safety Recall Notice”
- Prominently place a color photo near the top of the poster.
- The manufacturer’s name, recalling firm (if different from manufacturer), brand, and model number.
- A font size that is easy to read.
- Paper measuring 11 x 17 inches, but no less than 8.5 x 11 inches . The background should contrast with the lettering.
- The hazard in clear and concise language.
- Toll-free number for the consumers to call to obtain additional information about the recall.
- A “Post until _____” date, which is not less than 120 days from the date the recall is announced.
- The Firm’s website.
- The statement: “This recall is being conducted in cooperation with the U.S. Consumer Product Safety Commission,” or “The Consumer Product Safety Commission will monitor the effectiveness of this recall.”

RECALL NOTICE

Sports, Inc. Announces Recall of 2009, 2010, and 2011 Rami Bicycle Helmets with Plastic Buckles



Model # 11917719

Hazard: The plastic buckle under the chin can fail, posing a head injury hazard.

Recalled Product: Rami bike helmets with plastic buckles under the chin sold from August 2009 – March 2011.

Remedy: Consumers should stop using the helmets immediately and contact Sports, Inc. for a replacement.

For more information:
888-999-6000
Monday through Friday 7:30 a.m. to 5:00 p.m. CT
www.sportsinc.com

This recall is being conducted in cooperation with the U.S. Consumer Product Safety Commission.

Post Until 5/21/2011

Tips:

- Use a tear-away. Pads of paper attached to the poster with recall information for a consumer to take home.
- Post at the cash register, bulletin board, entrance to the retail location or other high-traffic areas.
- Keep it simple, make it plain. Less is more when drafting the language for a recall poster.