# Corrective Action Plan for

**CPSC File No. RPxxxx - ABC Products**

This Corrective Action Plan (“CAP”) applies to certain Product imported by ABC Products, LLC, distributed in commerce in the United States, further identified in Paragraph 1 below (“Subject Products”). This CAP is voluntarily entered into by ABC Products, LLC (“ABC” or the “Firm”) pursuant to the Consumer Product Safety Act (“CPSA”), as amended, 15 U.S.C. §§ 2051, *et seq*., and 16 C.F.R. § 1115.20(a).

1. The Subject Products: The Subject Products are certain Products imported by ABC and distributed in commerce in the United States. The Subject Products were sold as xxx under the ABC brand-names. [The model numbers of the Subject Products are identified in Exhibit A.] ABC imported and distributed approximately NUMBER of the Subject Products from DATE to DATE.
2. Nature of the Alleged Hazard: The Subject Products’ can break, posing a hazard to consumers. ABC has received NUMBER reports of injuries involving the Subject Products, including NUMBER that required stitches.
3. Remedy (Refund): Consumers who contact ABC by email, toll-free phone, or recall webpage pursuant to this CAP will be provided a full refund, at ABC’s sole expense, as follows:
   1. Consumers can receive a $xx.xx refund in the form of a visa gift card for each pair of recalled Products that they provide photographic evidence to ABC of its destruction.
   2. The CPSC Press Release and other CAP documents will include instructions for consumers to identify if their Products are a Subject Product, including identifying information such as the Subject Products’ UPC(s) or model numbers. The Press Release and other CAP documents will describe the product with primary reference to recognized Brand Names to maximize consumer awareness and increase recall effectiveness.
   3. Consumers who need assistance with this determination will be instructed to contact ABC.
   4. Consumers will be instructed to contact ABC to provide photographic evidence of disposal/destruction of the Subject Products, or other process which will not cause any consumer to bear any costs.
   5. If the refund is temporarily unavailable, ABC will maintain a registry of consumers participating in the recall and will notify consumers when the refund is ready.
4. CPSC Staff-Approved Language for all Communications: ABC will describe the nature of the alleged hazard set out above in paragraph 2 and the recall remedy set out above in paragraph 3 using CPSC staff-approved language in all communications concerning the CAP, including but not limited to the Press Release; the recall notices to known customers, distributors, dealers, retailers, and Internet Platforms; customer service scripts; ABC’s website and social media pages; and any additional outreach pursuant to this CAP.

ABC’s outreach efforts will include:

* 1. Media Outlets

The CPSC and ABCwill publicize the terms of the CAP through issuance of an agreed upon Press Release announcing a recall. The Press Release will be issued on a mutually agreeable date.

When the Press Release identifies another company (*e.g.,* manufacturers, private labelers, distributors, or retailers) or another company’s brand name, ABCwill provide advance notification to the other companies identified before the date of the issuance of the Press Release. ABC will notify CPSC staff once all named companies are notified and whether there are any objections from them. If the Press Release names a manufacturer or private labeler, ABCwill affirmatively state in a written communication to CPSC staff that ABChas provided the manufacturer and/or private labeler with the final Press Release and that the manufacturer did not object.

* 1. The Firm’s Website, Mobile Accessibility, and Social Media

ABC will contemporaneously post the Press Release on the ABC’s website (website link), including a prominent link titled [“PRODUCT RECALLS” or “RECALL INFORMATION” or “IMPORTANT RECALL INFORMATION”] at the top of the website’s main landing page, for not less than 120 days from the date of announcement. After 120 days, ABC may place a link titled [“PRODUCT RECALLS” or “RECALL INFORMATION” or “IMPORTANT RECALL INFORMATION”] in another prominent location on the website’s main landing page.

ABC will include on the recall webpage, available through the previously described link, CPSC staff-approved recall information and instructions on how consumers may contact ABCregarding the CAP, including how to obtain the refund described in paragraph 3 above. The recall webpage will enable persons to request the recall remedy directly from the website.

ABC will also make CPSC staff-approved recall information available on mobile devices in a CPSC staff-approved format and interface with recall registration capability available in the same format and interface that is available on ABC’s website.

In addition, the ABC will publicize the CAP through all social media and mobile platforms on which the company maintains a presence including Facebook ([ABC Products](https://www.facebook.com/people/Prime-Line-Products/100054463030186/)), Twitter ([@](https://twitter.com/PrimeLineHowTo)), and Instagram ([@](https://www.instagram.com/prime_line_products/)), by posting CPSC staff-approved information about the CAP and a link to the Press Release contemporaneously with the publication of the Press Release. At a minimum, ABC’s social media postings on these platforms will include:

* + 1. Facebook: A post on the Timeline (including a link to the CPSC recall announcement) once every 7 calendar days for 3 weeks, beginning the day the Press Release is announced;
    2. Twitter: 2 posts on the Profile Page the day the Press Release is issued, and a post every 7 calendar days for 3 weeks thereafter; and
    3. Instagram: One post on the Profile (or “Grid”) and one Story post (including a link to the CPSC recall announcement) once every 7 calendar days for 3 weeks, beginning the day the Press Release is announced.

All CPSC staff-approved social media posts by ABC in connection with this recall shall remain posted with appropriate privacy controls to be visible to the general public for a minimum of 10 years, or until CPSC approves of their discontinuance.

Digital Advertising for a Recall:

* + 1. ABC agrees to initiate CPSC staff-approved paid social media advertising about the recall from its primary, most-followed, and U.S.-based social media accounts across all social media platforms.

* + - * ABC will base their social media advertising targeting on the consumer profile they used to market the product. This targeting will include but not be limited to location, interests, economic status, and all other demographic targeting options available through social media advertising platforms.
      * ABC agrees to run the paid social media campaign for the first 30 calendar days after the Press Release is announced with a budget level that guarantees all ABC social media followers will see the recall information at least once.
    1. ABC agrees to implement other CPSC staff-approved digital advertising about the recall in the first 30 calendar days after the Press Release is announced to include:
       - search engine advertisements (Google, Bing, etc.) for searches involving similar products, key phrases, etc. (specify targeting method and keywords);
       - display ads to retarget visitors to retailer websites (specify targeting method) in the first 30 calendar days after the Press Release is announced; and
       - videos announcing the recall and demonstrating how to participate.
  1. Coordination with International Partners

If ABC voluntarily conducts a recall with Health Canada, then the Press Release will be issued in coordination with Health Canada at the discretion of CPSC staff and these international partners.

* 1. Notices

ABC will issue the following notices:

* + 1. Direct Notice to Known Consumers
* ABC will provide CPSC staff-approved direct notification to all known purchasers and owners of the Subject Products, including sending at least two direct notices byemail, text, or other CPSC-staff approved means to all consumers for whom sales records, product registration information, and retailer loyalty program information exist. ABC will send the second direct notices two weeks after sending the first direct notices. Any additional direct notices should be sent at least two weeks after the prior direct notices. Letters and the exterior of envelopes and email subject lines will prominently include the text "Important Recall Notice," “Recall Notice,” or "Safety Recall."
* ABC will provide CPSC staff with confirmation that it provided such notice to consumers.
  + 1. Notice to Distributors, Dealers, Retailers, Service Personnel, and Installers
* Promptly following the CAP Effective Date, ABC will provide CPSC staff-approved notice of the CAP to all distributors, dealers, retailers, sales representatives, service personnel, and installers for whom ABC has contact information. ABC will send this information by email, text message, U.S. mail, FedEx, UPS, or other CPSC-staff approved means, based on available contact information. Letters and the exterior of envelopes and email subject lines will prominently include the text "Important Recall Notice," “Recall Notice,” or "Safety Recall."
* Promptly following the CAP Effective Date, ABC will provide instructions to all distributors, dealers, retailers, sales representatives, service personnel, and installers to provide at least two rounds of CPSC staff-approved notice to their customers spaced two weeks apart.
* ABC will provide CPSC staff with confirmation that it provided such notice to distributors, dealers, retailers, sales representatives, service personnel, and installers and whether the recipients provided such notice to consumers.
  + 1. Notice to Internet Platforms
* ABC will send the CPSC staff-approved recall notice to all Internet Platforms that ABC knows have sold the product *e.g.*, Amazon, Walmart.com, Facebook Marketplace, Alibaba, Etsy, eBay, Craigslist and will request that they provide CPSC staff-approved notification concerning the CAP to customers who purchased the Subject Products on their platform or website.
* ABC will request that such Internet Platforms provide at least two rounds of CPSC direct notice spaced two weeks apart to customers who purchased the Subject Products on their platform or website. ABC will also request that such Internet Platforms provide confirmation that they provided the CPSC staff-approved notification to customers who purchased the Subject Products on their platform or website.
* ABC will provide CPSC staff with confirmation that such a request was made to the Internet Platforms and whether the Internet Platforms provided such notice to consumers.
  + 1. Notice to Second-Hand Retailers and Thrift Stores
* ABC will send a CPSC staff-approved recall notice to second-hand retailers and thrift stores the Firm knows have sold the Subject Products and will request that they provide CPSC-staff approved notification letters, emails, or other communications concerning the CAP to consumers who purchased the Subject Products at their stores.
  + 1. Other Targeted Notices

ABC will send a CPSC staff-approved recall notice to other interested parties and through other distribution channels, including:

* Children’s Products: trade groups, medical clinics, pediatricians' offices, child/day care centers, etc.;
* Other Products: trade groups, repair shops, equipment rental locations, repair/parts shops, utilities, home/fire inspectors, etc.;
* Bloggers or other relevant influencers;
* Local or regional media for regions with higher concentrations of sales;
* Service bulletins; and
* Product catalogs, newsletters, and other marketing materials.
  + 1. In-Store Notification/Retail Store Posters

ABC will provide CPSC staff-approved in-store notification/recall posters of the CAP to its retail stores and known secondhand retail stores, and ABCwill request that such retailers prominently communicate/display the notifications/posters at the store entrance, the area where the product was originally displayed for sale, and checkout counters for a period of at least 120 days.

* + 1. Consumer Contact Information

Upon request, ABC will make available to CPSC staff the names, contact information, or other information necessary to reach consumers so that CPSC staff can monitor the effectiveness of the CAP and verify that consumers received the recall communications.

5. Toll-Free Consumer Number, Website URL, and Email Address (Recall Response System)

ABC will establish a toll-free telephone number, a website URL, and an email address (“recall response system”) for consumers to respond to the recall announcement. The toll-free telephone number and the website should include information about the refund described in paragraph 3 above. ABC will use a CPSC staff-approved customer service script and “Q&As” for the call center and the website. ABC’s toll-free number will be maintained for a minimum of 10 years until CPSC staff approves its discontinuance, as well as notice of the CAP on its website, so consumers can continue to reach ABCif they discover a Subject Product. If ABC changes or discontinues its toll-free recall number, recall Web posting, or recall email address, ABC must immediately notify the Office of Compliance and Field Operations and provide a new recall contact number, URL, and email address.

1. Stop-Sale: ABC has ceased all manufacture, importation, distribution, and sale of the Subject Products to/in the United States. ABC provided a notice to all distributors, dealers, and retailers to stop sale of the Subject Products on [date]. ABC will notify all distributors, dealers, and retailers of the Subject Products to take immediate steps to quarantine, segregate, and conspicuously identify as recalled all Subject Products in their possession, custody, or control before the issuance of the Press Release described in paragraph 4.a above. ABC will further instruct all distributors, dealers, and retailers of the Subject Products to return all Subject Products in ABC’s distribution chain to ABC or to destroy them in accordance with paragraph 7 below.
2. Product Quarantine/Destruction/Reverse Logistics:
3. Quarantine

ABC will immediately quarantine, segregate and mark as recalled all Subject Products in its possession, custody, or control and all Subject Products that are returned from its distribution chain or from consumers.

1. Destruction

*Prior to the disposal*or destruction of the Subject Products in the distribution chain and in inventory (including transfer for disposal or destruction to a third party) notification will be made to [recalledproductdisposal@cpsc.gov](mailto:recalledproductdisposal@cpsc.gov) and to [xxx@cpsc.gov](mailto:xxx@cpsc.gov) so that CPSC may have the opportunity to witness such disposal, destruction, or transfer of the Subject Products. The notification will include the case number, company name, items being destroyed, quantity being destroyed, location of destruction, and the planned method of destruction. CPSC may witness or verify such disposal, destruction, or transfer of the Subject Products at CPSC’s discretion. In addition, CPSC may request that ABCverify such destruction through sworn affidavit or other means.

The method of destruction employed by ABC will comply with all federal, state, and local regulations, and ABC will ensure that the Subject Products are completely destroyed so that they cannot be reused or reenter the stream of commerce.

1. Reverse Logistics

ABC will adhere to a plan provided to CPSC for recovery and destruction of the Subject Products (commonly referred to as reverse logistics) and ensure any involved third-party firms are correctly carrying out the plan.  ABC must immediately contact CPSC if there are any issues with the adherence to the plan, even if those issues arise at the third party.

ABC will implement the following reverse logistics plan to return product for correction and prevent re-entry of uncorrected Subject Products into commerce (choose one or more Options):

* (Option 1) ABC agrees to utilize its current supply chain to return Subject Products to the manufacturer or specific point of distribution (specify). ABChas arranged with its supply chain to maintain quarantine of the Subject Products.
* (Option 2) ABC agrees to direct retrieval of Subject Products from consumers by mail or contracted pickup.
* (Option 3) ABC has arranged for consumers to return Subject Products to retail stores and for product destruction at the retail level (specify method).

If ABC determines or is informed that Subject Products have re-entered commerce after the date of the recall Press Release:

* ABC will report that information to the CPSC Office of Compliance and Field Operations immediately.
* ABC will reinforce the stop-sale notification and reverse logistics process to ensure they are properly in place.
* ABC will change its reverse logistics program to address any deficiencies that allowed the Subject Products to re-enter commerce.
* Depending on the circumstances, ABC and CPSC may re-announce the recall through issuance of another recall Press Release.

1. Future Production: ABC agrees to modify the product so that a similar occurrence in the subject product and similar products in the future is prevented.
2. Recall Monitoring: ABC agrees to submit monthly progress reports on the CAP using the electronic Monthly Progress Report system (<https://cpsc.gov/Business--Manufacturing/Recall-Guidance/monthly-progress-report-system>), for public disclosure on CPSC’s website unless ABCmakes a successful claim for confidential treatment under CPSA section 6, 15 U.S.C. § 2055. ABC will submit its monthly progress reports on the CAP within 5 business days of the first of each month, beginning in [Month following the recall announcement], and until a closure letter is issued by the CPSC after the official recall announcement. The Firm will provide the name and contact information for the recall monitor or coordinator who will handle the recall on the Firm’s behalf.

ABC agrees to evaluate jointly with CPSC staff the effectiveness of the CAP and the need for broader corrective action if the CAP does not prove effective.

1. Compliance Program: ABC will create and maintain a Compliance Program designed to ensure compliance with the CPSA and all other Acts and regulations administered by the CPSC. ABC will identify a Safety Officer or Safety Committee responsible for the Firm’s compliance. ABC agrees to provide documentation of the program and the specific modifications to its existing Compliance Program, if any, to address any material deficiencies, within 90 days of the acceptance of this CAP.
2. Reservation of Rights: The submission of this CAP does not constitute an admission by ABC that either reportable information or a substantial product hazard exists. CPSC reserves the right to seek broader corrective action if it becomes aware of new facts or if this CAP does not sufficiently protect the public.
3. CAP Effective Date: This CAP becomes effective upon acceptance by Compliance staff of the U.S. Consumer Product Safety Commission.

ABC Products, LLC.

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_