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.”

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.