GUIDANCE

14.10.2021

Communication related to SOK's product range in case of product withdrawals and/or recalls

The supplier, trademark owner or their representative assumes the main responsibility for withdrawals and/or public recalls, and they are responsible for informing the distributors and retailers.

If a product is withdrawn from the market, deliveries of the faulty product must be cancelled and/or the S Group shops must be informed of the withdrawal before announcing it to the public. The category manager in charge of the product area must always be notified. You can find the contact details of the persons in charge from S Group's For suppliers page.
The supplier and category manager will actively share information already during the risk assessment.
The following measures must be taken regardless of the distribution channel (warehouse, terminal or direct deliveries):

- Once the decision to withdraw a product from the market has been made, the supplier must immediately contact the relevant category manager at SOK both by calling and in writing. By notifying SOK as soon as possible, products can be withdrawn from shops before the information becomes public.
- When suspecting a serious product defect, the category manager must be called already when the matter is being investigated, so that there is enough time to take care of the withdrawal.
- If the product defect is serious and life-threatening, the category manager or group director in charge of the product area must be notified of the withdrawal/recall both by calling and in writing.
- Outside regular business hours, and if the persons in charge are unavailable, the 24/7 on-call method defined in the framework procurement agreement between SOK and the supplier is used for notification.
- The supplier must find out which purchase orders included withdrawn batches that will be delivered to the distribution centre or shop later, as well as notify the category manager of them.
- The category manager and the product supplier agree upon the withdrawal practices and how the withdrawn products are further processed in shops and logistics (e.g. disposal in the shop, return to the supplier under special circumstances, amendment of defect e.g. by labelling, or donation to charities with certain terms and written instructions).
- The supplier must notify whether a consumer recall notice is needed. If so, the notice must be given to the category manager. The recall notice must state if the consumers will receive compensation from the producer's/marketing agency's customer service, or in some other way.
- The supplier using marketing agency in Finland (excluding private label products) is responsible for informing the media and authorities
- SOK announces the recalls concerning private label products.