

SAMSUNG GALAXY NOTE 7 RECALL **OVERVIEW**

In 2016, Samsung faced a significant challenge with the recall of the Galaxy Note 7 due to battery defects that caused overheating and posed a fire risk. With more than one million units recalled initially, followed by another one million in a second phase, Samsung required a robust, efficient, and safe solution to manage the return and disposal of these defective devices. Americase was brought in to provide a comprehensive solution to handle this unprecedented recall.

 **THE PROBLEM**

Samsung's recall involved several challenges:

- **Volume:** More than one million units needed to be safely returned and disposed of, with another million following in a second phase.
- **Safety and compliance:** The solution needed to comply with DOT regulations for shipping Damaged/Defective/Recalled (DDR) batteries.
- **Usability:** The packaging had to be robust yet simple enough for consumers to use without getting a Dangerous Goods professional involved.
- **Production and distribution:** Rapid production and distribution were critical to manage the massive recall efficiently.

 **THE SOLUTION**

Americase provided a custom solution that addressed Samsung's needs comprehensively:

- **Special Permit compliance:** Followed guidelines to ensure safe shipping of DDR batteries. The solution was granted DOT special permit for shipping DDR batteries.
- **Thermal runaway testing:** Conducted rigorous testing to ensure packaging could safely handle this Galaxy Note 7 thermal events.
- **OEM box replication:** Created packaging nearly identical to the original to maintain quality and ease of use and to create consistency for consumers.
- **Efficient production:** Developed GANTT charts to manage timelines and potential delays and purchased additional machinery to enhance production flow.
- **Customer support:** Included a phone number on the packaging for customer assistance, with Americase fielding calls on Samsung's behalf.

OVERCOMING CHALLENGES

Americase navigated several roadblocks to deliver the solution:

- **Pricing and timing:** Worked with Samsung to reach a feasible price point and expedited production to meet urgent needs.
- **Material sourcing:** Sourced large quantities of mixed thermal material and utilized Samsung's logistics for material movement.
- **Increased demand:** Managed the surge in demand by running weekend shifts, hiring temporary workers, and renting additional facilities.

IMPLEMENTATION

The implementation process was systematic and efficient, due to good preparation and planning:

- **Rapid production:** Met the immediate demand for one million units and prepared for the additional recall phase.
- **Customer interaction:** Provided easy-to-use packaging and direct customer support to ensure a smooth return process.

RESULTS

Samsung achieved a successful recall, the largest in U.S. history, with no further incidents reported. Key outcomes were seen in a number of areas, including:

- **Safety and compliance:** Ensured the safe return and disposal of defective units, preventing further damage.
- **Proven containment capability:** Upon opening some of the bags it was discovered that thermal runaway events occurred and were successfully contained inside.
- **Sustainability:** Developed a recyclable packaging solution, contributing to environmental responsibility and sustainability.
- **Public image:** Helped mitigate further damage to Samsung's public image by efficiently managing the recall.

CONCLUSION

Americase played a crucial role in managing the Samsung Galaxy Note 7 recall. Our robust, compliant, safe, and user-friendly packaging solution allowed Samsung to execute the largest recall in United States history safely and efficiently, safeguarding the company's reputation and preventing further incidents. Through innovative problem-solving and unwavering commitment, Americase demonstrated our capability to handle complex and large-scale challenges in the industry.

Going Above and Beyond

Americase's dedication to excellence was demonstrated in every step of the project, with a clear operational advantage in:

- **Comprehensive understanding:** Fully grasped the severity and scope of the recall, taking all necessary actions to be an ideal partner.
- **Regulatory expertise:** Navigated complex regulatory factors to ensure compliance.
- **Material and machinery:** Secured additional resources to meet production demands.
- **Testing:** Conducted extensive battery packaging testing to guarantee safety.