

High-hazard Product Manufacturers

COMMERCIAL ACCOUNTS | DIFFERENTIATORS

Do you know...

...that it takes a business on average more than 3.5 years to restore its brand and reputation in the wake of a damaging event such as a product liability claim?

(Gaines-Ross, Leslie. Corporate Reputation. 2008)

...that the indirect costs of an employee accident are 4 to 10 times higher than the direct costs? *(American Society of Safety Engineers. "Indirect Costs of Accidents." 2012)*

...that even a seemingly minor weather exposure or mechanical failure can negatively impact an entire manufacturing operation?

...We do.



Travelers understands the manufacturing industry. We are a leading carrier for manufacturers, with over 25 years of experience insuring manufacturers and 10 years of experience with those that produce high-hazard products, which can be hard to place. Manufacturers, and the agents who place them, know we understand the risks they face and offer customized solutions to protect them.

OUR INSUREDS BENEFIT FROM:

- The knowledge gained from writing more than 4,700 manufacturers nationwide, with nearly 1,000 of those considered manufacturers of higher-hazard products
- Our appetite for over 110 unique SIC codes within this hard-to-place segment
- Global insurance products and services in over 100 countries for U.S.-based businesses with foreign exposures – from exporting goods to international travel

We work hard to help companies restore their brands and reputations

Manufacturers are uniquely exposed to product liability, a highly complex risk that can damage a business, its brand and reputation. This is especially true when the failure of a product results in a severe loss that leads to a recall and/or a damaged public image.

Travelers has experience in managing both low- and high-exposure product liability claims.

HOW DO WE PROTECT OUR INSUREDS?

- We have 900 general liability claim professionals located countrywide who handle 10,000 product liability claims annually
- We've developed a claim model to manage the complexity of product liability, which includes a Mass Tort team to handle catastrophic, multi-claim exposures
- Our defense of our customers' legal, financial and reputational risks results in 90 percent of our trials concluding with favorable outcomes *(Travelers 2010 Staff Counsel country-wide trial results)*
- Our emphasis on contractual risk transfer (CRT) ensures responsibility is placed where it belongs

Let Travelers help you protect your high-hazard product manufacturers.

We have a strong appetite for workers compensation

Travelers understands how important an experienced and skilled work force is to manufacturers – one that understands the production environment and can help keep operations running smoothly.

We're experienced at mitigating risk – to help avoid accidents in the first place – and at managing loss costs should an employee sustain a work-related injury or illness.

OUR INSUREDS BENEFIT FROM:

- Over 3,000 risk control surveys we conduct per year within the manufacturing industry and how we use that knowledge to help customers incorporate controls and safety measures
- Our Travelers Virtual Risk ManagerSM, an online self-assessment tool that can help identify safety and risk management performance gaps and delivers a customized action plan to assist in addressing safety and risk management needs
- A track record of getting two-thirds of injured workers back on the job within 30 days with the right care (*2011 accidents evaluated as of 12/31/11*)
- Our predictive model, Specialized Medical Audit and Review Team and other medical cost containment strategies that save an average of 60 cents per medical dollar billed (*average of savings for 2006-2010*)

Our Travelers DeluxeSM property protection can meet client needs even in extreme circumstances

No matter what the cause, a property loss can severely impact business operations, leading to lost revenues, customers and even skilled employees.

Travelers' industry-leading risk control services, tailored coverage solutions, and experienced claim handling help protect customers before, during and after a loss.

OUR INSUREDS BENEFIT FROM:

- More than 225 property specialists who understand the specific risks of the manufacturing industry
- A property subrogation recovery rate that is 78% higher than the industry benchmark and a cycle time that is 14% faster than the industry benchmark (*2010 Property Subrogation Benchmark Survey by NASP*)
- Our relationship with the Insurance Institute for Business and Home Safety, which grants our customers access to their Open for Business[®] tool that provides online resources and training to help customers prepare for business interruption

TRAVELERS

- Is the #1 agent-preferred carrier*
- Maintains a consistent A.M. Best Rating of A+**
- Is a Dow 30 company and recognized as financially stable
- Has the scale of a national company with the expertise of a local company
- Provides a total account solution by offering all property-casualty lines of coverage
- Has the ability to protect foreign exposures in over 100 countries

Offer high-hazard products manufacturers a standout insurance experience.
Call your Travelers representative today to discuss the Travelers difference.

*Goldman Sachs 2012 Pricing Survey

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The Travelers Indemnity Company and its property casualty affiliates. One Tower Square, Hartford, CT 06183

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