

Boosting the impact of product safety alerts and recalls

DECATHLON

A FOND LA FORME®



1976 – 2016



We make sports accessible for the many



Each client (from the beginner to the pro) must be able to find sport articles for all sports under one roof.



65
sports per store



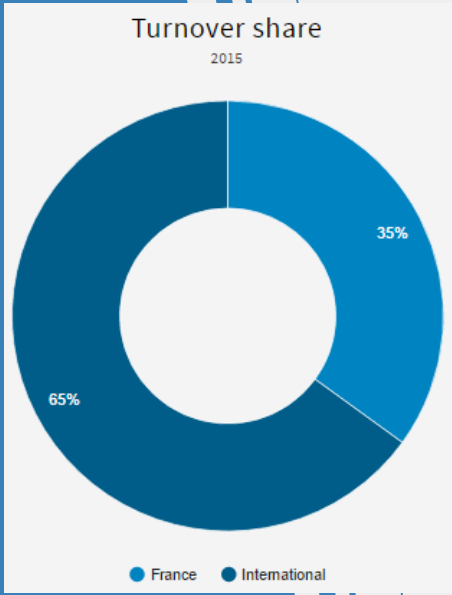
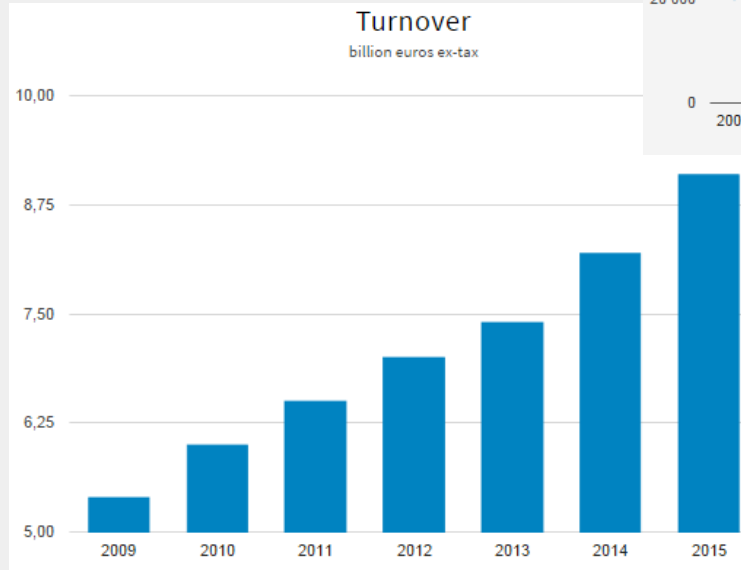
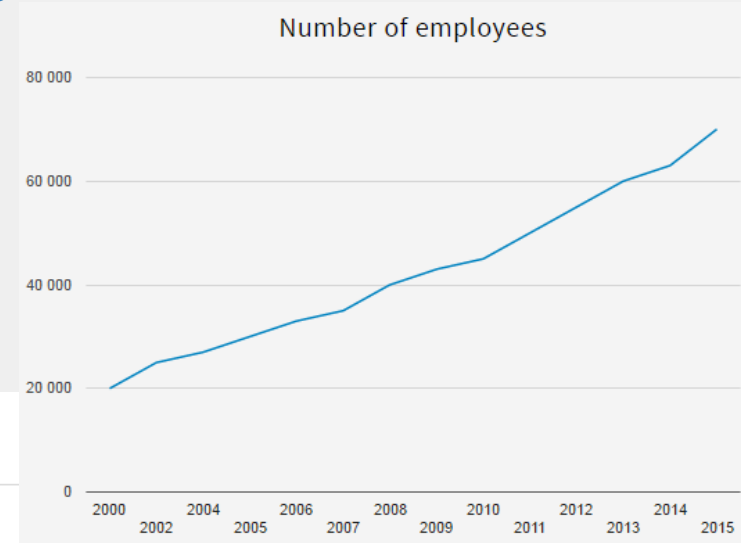
35,000
products referenced
on average



1,000 to 12,000 m²
salesfloors

DECATHLON TODAY

1107 stores
in 30 countries



DECATHLON TODAY

Around 30 "passion brands"

Since 1996, Decathlon's Passion brands have been combining pleasure and passion in order to propose accessible, innovative and high-performance products for all, at the best possible price/quality ratio.



DECATHLON DNA:



We place innovation at the heart of our activities: from research to retail, including design, production and logistics.



23 patents
registered in 2013



530
engineers



50
researchers

WHAT ABOUT SAFETY OF OUR PRODUCTS ?



A strong network dedicated for product conformity around the world:

- Product engineers
- Product conformity relays
- Legal advisors specialised in product regulation

Expectations



Reality



DECATHLON RECALL PROCESS

Recall's notification
with the business app +
via our local legal advisors

Rapex
publication
?

⋮

⋮

Alert

Tracking

Established
risk

Drafting of the
communication support

Risk
analysis

Decision making

RECALL'S LAUNCHING

OUR FEELING...



Systematic use

Intuitive tool

unique tool =
efficiency

useful guidelines

Detailed risk assessment
method



Enough ?

More automatisisation

what about a worldwide
business application ?

Administration organisation
are not always harmonised

OUR FEELING...



Communication tool to
raise awareness

Global overview:
-Trends information
-Analysis tool



undefined target /
unadapted information

Publication criterias ?

Late publication (if be)

Lack of
communication/transparency

what about a worldwide rapex ?

In progress since last workshop
(stakeholder platform on consumer product safety)

Suggestion

Create a contact point in order to take a rapid official decision.

**THANK YOU FOR
YOUR ATTENTION**

DECATHLON

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