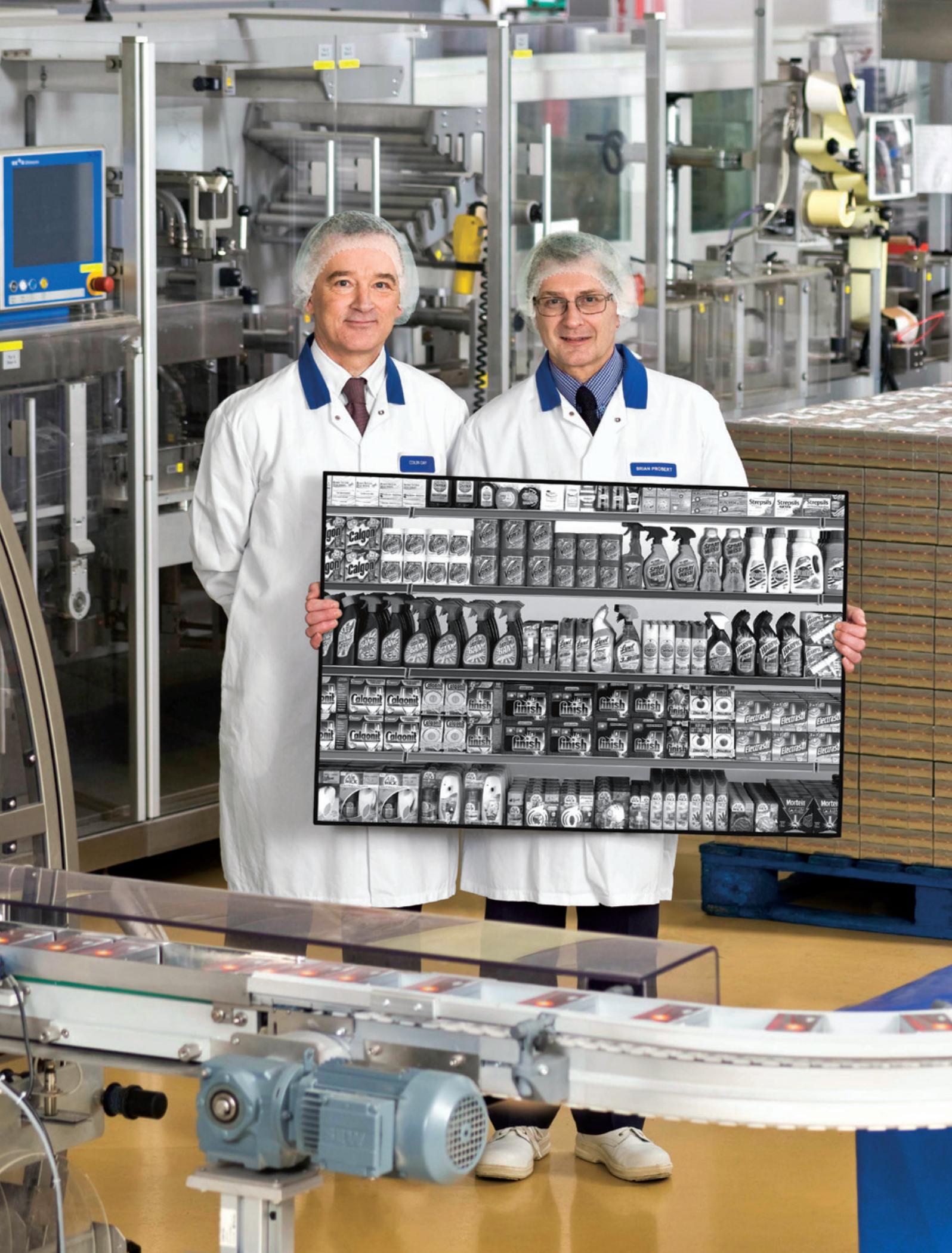


Excerpt: **Reckitt Benckiser Client Profile**





COLIN DUFF

BRIAN PROBERT





Colin Day, *chief financial officer*, and Brian Probert, *director of insurance*

RECKITT BENCKISER [▷](#)



Inset photo provided by
Reckitt Benckiser.



RECKITT BENCKISER ▷

▷ STREPSILS®

Reckitt Benckiser's Strepisils®, a global market leader, has cured more sore throats than any other product in the world.

Reckitt Benckiser Group plc is a global leader in household, health and personal care products. It has the global number-one or number-two best-selling brands in the majority of its product categories. These brands include such recognizable trademarks as Calgon®, Vanish®, Veet®, Strepsils®, Nurofen®, Cillit Bang®, Lysol®, Dettol®, Finish®, Air Wick® and Mortein®. Reckitt Benckiser sells its products in more than 180 countries and has operations in more than 60 countries around the world. Product innovation is central to the company's strategy for consistent success. Maintaining a product development and marketing strategy that concentrates on 17 Power Brands, the company regularly achieves net revenue growth that exceeds the industry average.

Company size 2008 net revenue: US\$9.3 billion; number of employees: 23,000

Company type Public

Years with FM Global 33 (North America); Eight (global)

At Reckitt Benckiser, change is routine. Through continuous R&D activity, products are improved and processes transformed. Global growth has been steady, and at times, such as the 2006 acquisition of Boots Healthcare International, it's been dramatic. With change have come results. Remarkably, almost 40 percent of the company's 2007 net revenue came from products developed within the preceding three years, and market share has increased across the board. As new material, technologies and facilities are introduced, they bring change to the company's property risk profile. Reckitt Benckiser is vigilant about managing the risk that comes with this activity.

For example, two mainstays in its product line—the top-selling Finish® dishwashing tablets and Strepsils® lozenges—were upgraded in recent years, prompting a review of protection in place at the manufacturing sites. In both cases, a potential costly hazard was mitigated with a cost-effective loss prevention solution, developed with the help of FM Global.

Protecting business continuity is the driving force behind the company's spirit of innovation and its commitment to risk improvement.

That commitment begins at the executive level with Colin Day, chief financial officer, who asserts, "Part of my responsibility is to elevate the awareness of risk management in the company, and to have it ingrained in our culture. I see every FM Global Risk Report®, and take them on every site visit, because, for me, risk analysis and loss prevention are integral to what a CFO does."

Representatives from FM Global meet regularly with senior vice presidents of supply and global division leaders to put risk management plans into action. This has helped to inspire a zeal for loss prevention in all corners of the organization, including parts of the world where the concept is completely new, and has led to better protection of key external supplier locations as well. "Business continuity planning, supply chain risk management and logistics have taken on a new dimension in recent years," Day points out. "And FM Global is critical to managing this risk."



IN THEIR WORDS ▾

Colin Day, *chief financial officer*
Brian Probert, *director of insurance*
RECKITT BENCKISER

- **Looking back** at the past 20 years, the same level of corporate focus was not placed on these issues in prior years as it is today. Boards don't have to be asked to invest in risk management... boards are asking for those investments.
- **The major change** in industry is the evolving attitude toward risk management. Gone are the days when we would hear, "Don't worry, it's insured."
- **Effective risk management** is more than just correcting a few deficiencies. It's about pointing out key areas of business risk that we don't see, or take for granted.
- **We don't consider FM Global an arms-length supplier.** That's most critical. We see them as an integrated business partner to our strategy.
- **Once the Boots facilities were acquired,** FM Global was absolutely in the frame, providing advice that was fundamental to how we wanted to approach the acquisition.
- **Having a relatively impartial voice** to point out risk to us is an immense benefit. If we had to step into the shoes of doing what FM Global does for us, there would be a huge cost.
- **One bonus is the consistent engineering standard applied.** For an organization like ours, the more that standard is globalized, the better it is for us, and it cements the relationship even further.
- **As we've reduced the number of plants,** our risk profile concentrates. That means we have to be much more aware of this and what it means to business continuity.
- **We tell local management** to treat their factories as if they are not insured—because if we lose a factory, we could be out of business for that particular product.
- **We have 23,000 employees** and consider each one a potential risk reducer.
- **There is a great deal we can do** to reduce the human element hazard in emerging markets. We go to great lengths to provide the type of education that can lower our risk at those locations.
- **We're not simply going through the motions** on any of this because it's a governance requirement. We do it because we believe in it.



✦ AIR WICK®

Launched in the United States in 1943, Air Wick® was an instant hit. A Reckitt Benckiser product since 1985, Air Wick® is sold today in more than 60 countries in a variety of formats and fragrances, from sophisticated automatic aerosols to slow-releasing gels.

**AIR
WICK®**

ELIMINATES ODORS

**AIR
WICK®**

2 in 1

PLUMBERIA &
WILD ROSE

**A
W**

ELIMINATES O

2