Product Liability Readiness Checklist

Before you launch, list, or ship your next product, use this checklist to confirm you're covered, compliant, and confident!

INSURANCE CANOPY

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Confirm Your Role

Understand where you fit in the supply chain so you know your legal and insurance responsibilities.

- ☐ Identify whether you make, import, distribute, retail, or sell online
- ☐ Verify if your contracts name you as the "manufacturer" or "responsible party"
- ☐ Note who else handles or rebrands your product along the way

List Your Products

Keep a clear, organized record of everything you sell and who makes, ships, and handles it.

- ☐ Create a product list with SKUs or product names
- ☐ Record all ingredients, materials, or components/parts
- ☐ Include suppliers or manufacturers' contact info for traceability
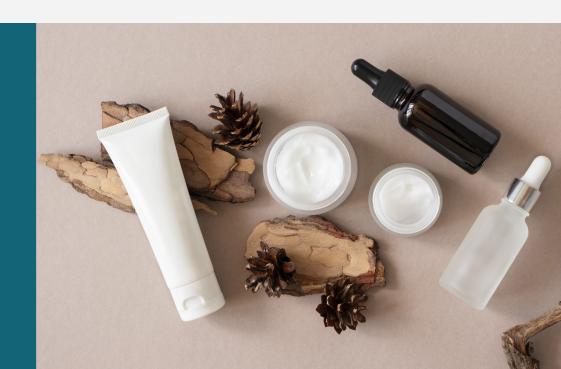- ☐ Keep digital copies of invoices or sourcing documents

Identify Hazards

Double-check warnings and labels so your customers stay safe and informed. Clear labels reduce risks and can stop a claim before it starts.

- ☐ Identify possible hazards (heat, sharp edges, allergens, choking risks, etc.)
- ☐ Review your product's packaging for missing or unclear warnings
- ☐ Confirm all labels, directions, and warnings meet federal and state regulations
- ☐ Check for age limits, choking hazard warnings, or flammability state-

Choose Coverage Limits

Match your protection to your risks and/or insurance requirements.

- ☐ Start with $1M per occurrence / $2M aggregate (retail standard)
- ☐ Match marketplace or retailer insurance requirements
- ☐ Select limits that fit your business risk
- ☐ Choose a deductible that fits your cash flow (if applicable)

Need help picking limits? Talk to a licensed agent to match your coverage to your needs and any retailer's requirements.

Document Testing & Certifications

Save any safety or lab reports. They're proof that your product meets standards!

- ☐ Keep copies of lab results, quality tests, and safety reports
- ☐ Verify supplier certifications (ISO, GMP, FDA compliance, etc.)
- ☐ Store certifications digitally and in hard copy
- ☐ Update as formulas, materials, or packaging change

Gather Sales Channels

Know exactly where your products live online and offline.

- ☐ List where you sell: Amazon, Etsy, Shopify, Faire, retail partners, etc.
- ☐ Track each channel's insurance requirements and renewal dates
- ☐ Store platform logins and contact details for compliance managers
- ☐ Optional: Add any upcoming events you plan to sell at this year

Add Additional Insureds

Keep your proof of insurance current and accessible. Missing or outdated COIs can block listings, shipments, or contracts.

☐ Add required partners like Amazon, Target, or distributors
☐ Update Certificates of Insurance (COIs) anytime coverage changes
☐ Store PDFs in a shared folder for easy access
☐ Send updated COIs proactively before renewal deadlines

Review Exclusions & Add-Ons

Understand what's *not* covered, and fill coverage gaps before they surprise you later!

☐ Check your policy for exclusions that affect your products or business operations
☐ Add additional coverage, like Product Recall Insurance, if needed
☐ Work with your agent to add coverage as your business grows

Create An Incident Plan

Be ready to act fast and calmly if something goes wrong. This can also help speed up the claims process later.

☐ Designate a point of contact for claims or emergencies
☐ Identify your insurance carrier and save their contact info
☐ Review the plan with your team once a year

Review Coverage Annually

Revisit your policy each year as your products, sales, and business grow.

☐ Reevaluate limits and revenue every 12 months
☐ Add any new products, materials, or sales channels to your coverage
☐ Update revenue projections and coverage estimates
☐ Schedule a quick 15-minute review with your agent
☐ Confirm your coverage still meets marketplace or retailer requirements