



RED24 LAUNCHES RED24ASSIST WEBSITE

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Following growth in food and non-food safety and recall services, red24 is launching a new website dedicated to the issue, <http://recall.red24.com>. The website will go live today and will be the primary point of contact for all business enquiries related to food safety, non-food safety and product recall as well as an information hub for all assistance services and training courses.

The new website for red24's recall services allows clients to browse the various services red24assist offers, including training courses, certified through Chartered Institute of Environmental Health (CIEH) and Royal Society for Public Health (RSPH). Detailed biographies of our global team of consultants are available.

Head of Food Safety Eric Smith explains: "In the last year, we have continued to build our team of experienced consultants. The requirements for HACCP training, third party accreditation and food safety training have increased due to the implementation of the Food Safety Modernization Act. The services offered by red24assist and our consultants will help our clients meet the required standards and keep one step ahead."

The decision to create a new brand and online platform for red24's assistance services was based on the growing business opportunities and the specific nature of the services.

CEO Maldwyn Worsley-Tonks comments: "We decided to create the new division, red24assist, in light of the increasing demand for our food and non-food safety and recall expertise. Products and food are assembled and distributed worldwide, which means that the risk is distributed worldwide. Our consultants have global experience and industry expertise and with this knowledge they are able to proficiently assist our clients anywhere in the world."

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About red24assist

red24assist covers risk management and crisis management services within food safety, non-food safety and recall. The team of consultants are experienced in areas such as toy safety, electronic product safety, pharmaceutical consultancy, crisis communication and PR, investigation and crisis management.

For more information please contact pressoffice@red24.com or visit <http://recall.red24.com>

About red24

red24 is a global security company providing guidance, assistance and response within crisis management, travel tracking, product recall, kidnap and ransom and travel security. Red24 was founded in 2000 and is registered on the London AIM Stock Exchange (REDT).

For more information please contact pressoffice@red24.com or visit www.red24plc.com