

# Voluntary Notification

## BlendJet 2

### Portable Blender

**Hazards of:  
Overheating and Blade tips can break off  
Summary**  
*(Draft 28/12/2023)*

# BlendJet 2

## Outline:

1. Product Overview
2. Issue Description
3. Analysis and Investigation
4. Risk Assessment
5. Remedy to the safety issues.
6. Corrective Measures
7. Identification and traceability
8. Communication to distributors – template
9. Countries involved



## 1.- PRODUCT OVERVIEW (1).

BlendJet Inc. is a North American multinational company specializing in designing, manufacturing, and marketing portable blenders (with accessories) and promoting healthy lifestyles based on balanced nutrition. The portable blender allows consumers to make fruit smoothies and customized nutritional blends in any setting, whether it's post-workout in a sports environment or sharing fruit smoothies with family during leisure moments.

BlendJet Inc. sells its products in around 180+ countries.

This product has been marked from October 2020 to November 2023.

**BlendJet Ltd. has now detected two manufacturing defects in some units among the batches with serial numbers where the first four digits are between 5201-5542 related to the BlendJet 2 described above. The units that may be subject to this recall are between the following serial numbers: 5201000000 and 5542999999.**

**NOT ALL UNITS OF THE MENTIONED SERIAL NUMBERS ARE AFFECTED.** Consumers should enter their full serial number into the specific landing page already prepared by BlendJet to confirm that their portable blender is included in the recall.

339 incidents have been reported worldwide. None of the incidents resulted in serious injuries or fatalities.

All affected units have been identified and market-located. Products are traceable. Warning notification process to the importers and distributors is underway.

## 1.- PRODUCT OVERVIEW (2).

### BlendJet 2 - Portable Blender:

#### Short description:

- It is a portable blender with a compact battery. The lithium-ion battery is rechargeable with a USB cable.

#### The main characteristics are as follows:

- Compact size: 9" x 3" (230mm x 76mm)
- Product weight: 1.34 lb (0.61 kg)
- Jar with measurement marks: 16 oz (475 mL)
- Water-resistant USB-C port
- Rechargeable 4000 mAh battery
- 5V electric motor
- 6-blade stainless steel blade

Electric Food Grinders And Processors, Domestic. HTS: 8509.40

Price: between \$50 and \$75.

## 1.- PRODUCT OVERVIEW (3).

### BlendJet 2 - Portable Blender:



### Affected Units.

This recall involves BlendJet 2 Portable Blenders sold in a variety of colors and designs. Serial numbers are printed on the bottom of the base along with “blendjet2” and “The Original Portable Blender.”

NOT ALL UNITS OF THE FOLLOWING SERIAL NUMBER INTERVAL ARE DEFECTIVE. The blenders that may be involved in the recall are between the serial numbers 520100000 and 554299999.

## 1.- PRODUCT OVERVIEW (3).

### BlendJet 2 - Portable Blender:

The affected Units are among the following serial numbers:

5201000000 and 5542999999

Consumers should enter their full serial number into the specific landing page to confirm that their portable blender is included in the recall.

<https://www.blendjet.com/safety>



## 2.- ISSUE DESCRIPTION (1).

**BlendJet Ltd. has detected two manufacturing defects in some units:**

The recalled blenders can overheat or catch fire, and the blender blades can break off, posing fire and laceration hazards to consumers.

1. **Blade break off.**
2. **Printed Circuit Board (PCB) or Battery overheating**

1. **Blade break off:** In certain circumstances of intensive use, a blender blade may break off, releasing a fragment, with the consequent risk of laceration of an internal digestive organ if it is swallowed.

A deep investigation was carried out in the first semester of 2023.

Results:

- **Number of incidents reported:** 329 issues reported worldwide.
- **Number of accidents reported:** 1 minor laceration.
- **Incident:** When subjected to a certain amount of stress, a blender blade may break off, and a small piece of the blade may become detached.
- **Defect:** For certain stressing uses, the 0.8mm thick blades are not strong enough.
- **Hazard group:** Size/shape.
- **Hazard subgroup:** Sharp edge – break off
- **Description:** The harm scenario is linked to the risk of internal organ harm.
- **Classification of the defect:** Flaw: fracture/break off.
- **Level of risk:** High risk.
- **Failure requires the following conditions:**
  - ✓ The use of the portable blender under stressful circumstances.

## 2.- ISSUE DESCRIPTION (2).

BlendJet Ltd. has detected two manufacturing defects in some units:

1. **Blade break off.**
2. **Battery overheating**

2. **Battery overheating:** In certain circumstances or while charging, the Printed Circuit Board (PCB) may go overhead, causing a short circuit, with the consequent risk of fire.

A deep investigation was carried out in 2022, and the issue was solved in October 2022.  
Results of the investigation:

- **Number of incidents reported:** 49 issues reported worldwide.
- **Number of accidents reported:** 1 minor burns and 17 property damage.
- **Incident:** Overheating during charging or using of the portable blender.
- **Defect:** A defect on the printed circuit board (PCB) may cause a short circuit.
- **Hazard group:** Electricity – heat production.
- **Hazard subgroup:** Heat production – severe overheating – Fire.
- **Description:** The scenario is directly linked to the risk of fire due to overheating. The fire may also affect objects close to the portable blender.
- **Classification of the defect:** Product operation failure: Inappropriate printed circuit board insulation.
- **Level of risk:** High.



### 3.- Analysis and Investigation (1)

#### The hazard, typical scenario, and possible injury (RAPEX table)

Hazard: Blade breaks off.

Hazard group	Hazard (product property)	Typical injury scenario	Typical worse severity of harm/ injury
Size / Shape / Surface	Product release a sharp part	The product releases a sharp piece of blade. The person swallows it. The part gets into digestive tract injuring him/her.	Internal digestive injury, severity 3 - 4

Four severity levels may be defined as follows:
Severity 1: None severity tabulated.
Severity 2: None severity tabulated.
<b>Severity 3: Internal digestive organ injury which needs intervention.</b>
<b>Severity 4: Permanent damage to internal organs.</b>

### 3.- Analysis and Investigation (1)

#### The hazard, typical scenario, and possible injury (RAPEX table)

Hazard: Battery overheating

Hazard group	Hazard (product property)	Typical injury scenario	Typical worse severity of harm/ injury
Electricity	Product overheats	Overheating the PCB results in its combustion along with other nearby objects.	Fire (damage to property), Severity 3 - 4

#### Four levels may be defined as follows:

Severity 1: Property. Easy to replace. Few pieces of furniture are affected.

Severity 2: Low economic property cost. Few pieces of furniture or curtains are destroyed, or one room is affected


**Severity 3: High economic property loss. One room is destroyed by the fire, or several rooms are affected.**

**Severity 4: Very high economic property loss. Several rooms could be destroyed by the fire. Fatality.**

## 4.- Risk Assessment

The company decided to run a global CORRECTIVE MEASURE / RECALL considering that the *BlendJed 2* could present **serious risk** under certain conditions.

### RAPEX MATRIX.

Probability of injury during the live cycle of product		Severity of Injury				
		1	2	3	4	
	>50%	H	S	S	S	A
	>1/10	M	S	S	S	B
	>1/100	M	S	S	S	C
	>1/1.000	L	H	S	S	D
	>1/10.000	L	M	H	S	E
	>1/100.000	L	L	M	H	F
	>1/1.000.000	L	L	L	M	G
	<1/1.000.000	L	L	L	L	H
Qualitative Coords ->		E	D	C	AB	

NOMOGRAPH

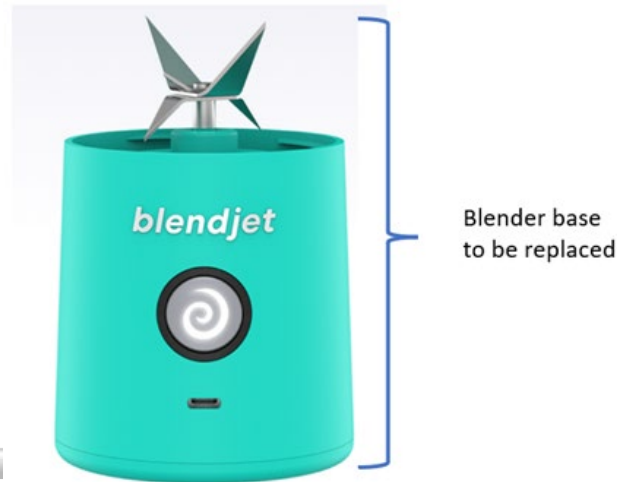
RAPEX

## 5.- Remedy to the safety issues.

Based on tests, investigations, and risk assessment outcomes, BlendJet Inc. became aware of the mentioned potential risks related to the Blendjet 2.

Considering the potential High - serious risk level assessed for the foreseeable worst-case scenario and according to global product safety procedures, BlendJet Inc. decided to put in place some corrective measures in order to reduce the risk for the consumers who already bought the portable blender.

**The remedy to the safety issues is the replacement of the BlendJet 2 base with a new one.**



## 6.- Corrective Measure (1)

Based on tests, investigations, and risk assessment outcomes, BlendJet Inc. became aware of the BlendJet 2 high - serious risk.

**The relation of Corrective Measures to put in place are:**

- 1. Stop selling** the affected Blendjet 2 belonging to Serial Numbers 5201000000 and 5542999999.
- 2. Withdraw** the affected Blendjet 2 belonging to Serial Numbers 5201000000 and 5542999999 from distribution channels.
- 3. Communicate** to consumers that they should immediately stop using the recalled blenders and check whether the blender in their hands is affected by the recall. If it is, contact BlendJet Inc. for a free replacement of the BlendJet 2 base unit.

## 6.- Corrective Measures (2)

The **Corrective Measures** are:

- 1. Stop selling the affected Blendjet 2 belonging to Serial Numbers 5201000000 and 5542999999.**

BlendJet Inc. has already stopped selling the remaining units from the affected batch number. (5201 to 5542)

- 2. Withdraw the affected Blendjet 2 belonging to Serial Numbers 5201000000 and 5542999999 from distribution channels.**

BlendJet Inc. has already warned its importers and distributors about the issue and sent directions to manage it. The first action to be taken is to withdraw the portable Blender from the shelves and online stores and return them to BlendJet Inc.

Actions performed regarding Corrective Measures 1 and 2:

- Use a dedicated e-mail to attend to inquiries. [safety@blendjet.com](mailto:safety@blendjet.com)
- Sending warning letters/e-mail to BlendJet importers and distributors.
- Giving directions on how to proceed when Clients give back the affected BlendJet 2, as well as instructions for properly disposing of it according to local regulations.

## 6.- Corrective Measures (3)

**3. Communicate** to consumers that they should immediately stop using the recalled blenders and check whether the blender in their hands is affected by the recall. If it is, contact BlendJet Inc. for a free replacement of the BlendJet 2 base unit.

Actions performed and to perform:

- Create a landing page to provide guidance to the customer for engaging support.  
<https://www.blendjet.com/safetyandrecall>, and click on a prominent link titled “Product Recalls” at the top of the website’s main landing page for more information.
- A dedicated e-mail [safety@blendjet.com](mailto:safety@blendjet.com), for consumers to respond to the recall notice.
- Utilize the existing Customer Support structures for the new BlendJet base replacement process.
- Information posted on the BlendJet websites with the ability to register for the replacement/refund remedy online.
- Point-of-purchase posters.
- Use of the BlendJet social media presence to notify consumers of the recall.
  - ✓ Facebook.
  - ✓ X (Twitter).
  - ✓ Instagram.
  - ✓ YouTube.

## 6.- Corrective Measures (4)

### Proactive client identification and Replacement Plan

BlendJet Inc. will utilize multiple tracking methods to efficiently identify customers who purchased the portable blender. These methods will include thorough reviews of online sales, loyalty card transactions, and registering customers who have extended their warranty.

Most clients bought the portable blender directly from BlendJet online. BlendJet customer services will contact them directly to replace the base unit free of charge.



## 6.- Corrective Measures (5)

### Regarding Marketplaces

BlendJet Inc. will:

1. Ask marketplaces to withdraw all listings for the affected products subject to the recall.
2. Ask marketplaces to inform all customers who purchased the recalled products about the recall, the hazards they are exposed to, and how to proceed. In case the marketplace does not perform the notification, Blendjet Inc. will do it.
3. Ask marketplaces to send the withdrawn affected units to the BlendJet Inc. warehouse.

## 7.- Identification and traceability.

### 7.1.- Identification on the packaging.



## 7.- Identification and traceability.

### 7.1.- Identification on the product.



5201000000 .....5542999999.

Enter the full serial number: 5308014088 into  
<https://www.blendjet.com/safetyandrecall>  
to confirm that the portable blender is included in the recall.

## 8.- Communication to distributors – template.

### Proposal of template of letter to send to the importers and distributors

#### IMPORTANT SAFETY WARNING

#### PRODUCT SAFETY ALERT



#### BlendJet 2 – Portable Blender

(Sold during the period October 2020 - August 2023)

**Issue detected: Overheating – Risk of fire**

**and**

**Blade tips can break off – Risk of lacerations.**

Dear distributor,

BLENDJET has detected some cases of overheating with ignition and some cases of blade tips breaking off related to specific batches of the BlendJet 2 – Portable Blender.

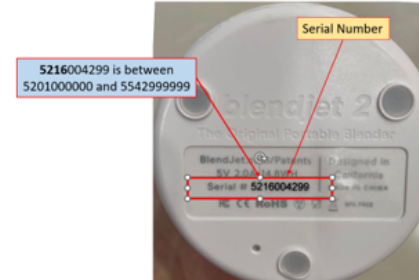
We communicate that some BlendJet 2 may have a critical safety defect that requires your full attention.

We will do our best to identify the affected units we sent you with the utmost precision so that you can take prompt action. However, until you receive the identification, we are attaching the traceability system that will allow you and your customers to identify the BlendJets that may be affected. It involves the manufacturing serial number, which should be between 5201000000 and 5542999999 (both included).

We have included two illustrations to check the bar code on the packaging and the serial number labelled on the product.

@blendjet

➤ On the product



You will receive, on demand, a new BlendJet 2 base to replace the affected ones by the recall. Meanwhile, we urge you to inform your clients of the mentioned risks and ask them to stop using the product until the replacement.

For further information, contact us through any telephone number you use or <https://www.blendjet.com/safetyandrecall> and [safety@blendjet.com](mailto:safety@blendjet.com). We set them to attend to any inquiries regarding this critical issue.

To prove our and your due diligence in managing this issue, we appreciate you recording all your actions versus your clients.

We thank you for your cooperation and apologize for the inconvenience.

@blendjet

## 8.- Communication to Marketplaces – template.

### Proposal of template of letter to send to the marketplaces and online sellers

#### IMPORTANT SAFETY WARNING

#### PRODUCT SAFETY ALERT



#### BlendJet 2 – Portable Blender

**(Sold during the period October 2020 - August 2023)**

**Issue detected: Overheating – Risk of fire,  
and  
Blade tips can break off – Risk of lacerations.**

Dear marketplace,

BLENJET has detected some cases of overheating with ignition and some cases of blade tips breaking off related to specific batches of the BlendJet 2 – Portable Blender.

We communicate that some BlendJet 2 may have a critical safety defect that requires your full attention.

We will do our best to identify the affected units we sent you with the utmost precision so that you can take prompt action. Meanwhile, we ask you to immediately withdraw the BlendJet 2 from your portal until we can ensure you that the units in your warehouse are not affected by the recall.

Soon, you will receive directions on how to proceed with the clients who bought our portable blender.

For further information, contact us through any telephone number you use or <https://www.blendjet.com/safetyandrecall> and [safety@blendjet.com](mailto:safety@blendjet.com). We set them to attend to any inquiries regarding this critical issue.

To prove our and your due diligence in managing this issue, we appreciate you recording all your actions versus your clients.

We thank you for your cooperation and apologize for the inconvenience.

## 8.- Communication to consumers – template.

### Proposal of posters to place at the sales points.



#### IMPORTANT SAFETY WARNING

##### PRODUCT SAFETY ALERT

##### BlendJet 2 – Portable Blender

(Sold during the period October 2020 - August 2023)

Issue detected:

**Overheating – Risk of fire**

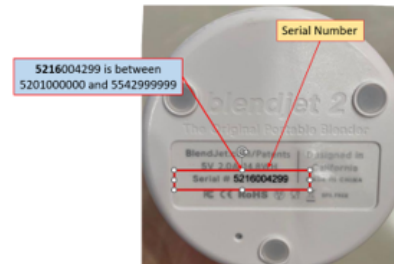
**and**

**Blade tips can break off – Risk of lacerations.**

Dear client,

BLENDET has detected some cases of overheating with ignition and some cases of blade tips breaking off related to specific batches of the BlendJet 2 – Portable Blender.

To identify if your BlendJet 2 is affected by the recall, please check the serial number. If your serial number is between 5201000000 and 5542999999, please enter the serial number into <https://www.blendjet.com/safetyandrecall> to confirm that the portable blender is included in the recall.



We urge you to stop using the product and verify your BlendJet 2 is not affected by the recall.

For further information, contact us at [safety@blendjet.com](mailto:safety@blendjet.com), <https://www.blendjet.com/safetyandrecall>, and WhatsApp +18887012093, or any social media. We set them to attend to any inquiries regarding this critical issue.

We apologize for the inconvenience.

# For additional information

**Email for the current recall:**

**[Support\\_BlendJet2@productsafetymanagement.com](mailto:Support_BlendJet2@productsafetymanagement.com)**

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