

PURPL

One Cover, One Company, Six Dimensions

In a changing business landscape with increasing risks and compliance requirements... **PURPL** provides comprehensive liability cover.

New to the Australian market is a comprehensive, affordable liability package to protect your clients from a wider range of risks. QBE's new **P**ackaged **U**nderwritten **R**isk and **P**rofessional **L**iability product is **PURPL**.

PURPL combines Public, Product and Professional Liability into an all-in-one package providing professional indemnity and financial loss cover.

In **PURPL**, QBE provides six essential policy dimensions:

1. Public Liability
2. Product Liability
3. Advertising Liability
4. Professional Services
5. Directors & Officers Liability
6. Employment Practices Liability

PURPL was created to provide intermediaries with a simple solution for clients with potentially uninsured risks. It is ideally suited to small to medium-sized businesses that provide advice or design services but do not have traditional Professional Indemnity insurance. For example, these may include companies in the retail, wholesale or manufacturing industries. **PURPL**'s coverage can also benefit contracting companies that are required by their principals to have Professional Liability insurance, such as those offering cleaning, facility management, plumbing, electrical or painting services.

PURPL also provides you, the intermediary, with significant benefits:

Simplifies cover – one insurer, one quote, one premium, one transaction, one claims process, one renewal application

Extends your clients' cover to protect them from a wider range of risks

Grows your business – attracts clients who may not have considered extra cover before

Protects your own PI exposure.

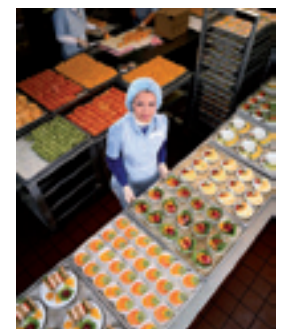
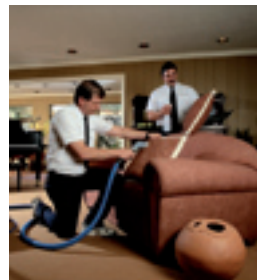
PURPL's extensive business cover protects your clients from a wide range of risks in a single policy. **PURPL**'s six dimensions of cover include the following extensions:

- > Advancement of defence costs
- > Contractual liability, assumed duty or obligation
- > Extended period of insurance for retired directors
- > Penalties arising from a claim by a regulatory authority up to \$250,000 in the aggregate
- > Intellectual property
- > Defamation
- > Pollution liability defence costs up to \$250,000 in the aggregate
- > Spousal liability

- > Subsidiary created or acquired
- > Subsidiary run off cover
- > Trade Practices Act cover
- > Defence costs for attendance at official inquiries up to \$250,000 in the aggregate
- > Fidelity cover up to \$250,000 in the aggregate
- > Estates & legal representatives
- > Severability & non-imputation
- > Insolvency defence costs up to \$250,000.

Optional extensions include:

- > Aggregate limit of liability
- > Outside directorship cover & run off cover
- > Extended reporting period.



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These case studies, which are based on real claims, demonstrate how PURPL may help protect your clients.

- > A hardware store sells the materials to make a shed and provides advice on how to erect it. A customer follows the advice but is trapped underneath when the structure fails. A claim is made against the store for poor advice.

PURPL provides comprehensive liability cover.

- > The NSW Land and Environment Court fines a golf club \$250,000 and orders works of \$314,289 over a pesticide spill in a coastal lagoon. It rejects the golf club's plea that it is not responsible for the actions of a former employee that caused the spill. Maximum charges carry a \$1 million fine for a company and \$250,000 and/or 2 years in gaol for an individual.

Pollution defence costs are covered by **PURPL** up to \$250,000.

- > An electrician re-routes wiring without sign-off from a design professional. Electrical supply problems eventuate and the electrician is exposed to a claim from the developers.

*Errors and omissions are covered by **PURPL**.*

- > An employee is directing the company's daily cash takings into her personal bank account, resulting in the company losing a substantial amount of money.

PURPL provides protection of up to \$250,000 against employees' dishonest or fraudulent acts.



For more information about **PURPL**, please visit www.qbe.com/australia or contact your QBE representative.