

= Product Recall =

" Product Recall " is the twenty @-@ first episode of the third season of the American comedy television series The Office . The series depicts the everyday lives of office employees in the Scranton branch of the fictional Dunder Mifflin Paper Company . In this episode , the company deals with the consequences of an offending watermark that appeared on several reams of paper . Michael Scott (Steve Carell) holds a poorly attended press conference , Jim Halpert (John Krasinski) and Andy Bernard (Ed Helms) head to a high school that printed their prom invitations on the paper to apologize , and Creed frames an employee at the paper mill to keep his job .

The episode was written by Justin Spitzer and Brent Forrester , and was directed by Randall Einhorn , the series director of photography . The cast found the scene in which Jim impersonates Dwight Schrute (Rainn Wilson) to be hilarious and had trouble keeping straight faces , forcing multiple takes . The episode first aired in the United States on April 26 , 2007 on NBC , during sweeps week . According to Nielsen Media Research , the episode was watched by an estimated 7 @.@ 56 million viewers , earning a ratings share of 3 @.@ 9 / 11 among adults . It garnered generally positive critical reception , particularly regarding Jim and Dwight 's impressions of each other .

= = Synopsis = =

In the cold open , Jim Halpert (John Krasinski) shows up at work imitating Dwight Schrute (Rainn Wilson) by wearing large glasses , a short sleeved shirt and hair split on his forehead . Jim asks Dwight mocking questions and brings up topics Dwight frequently mentions , such as " bears " .

The Scranton branch of Dunder Mifflin is thrown into damage control mode when reams of paper with an obscene watermark depicting " the image of a beloved cartoon duck performing unspeakable acts upon a certain cartoon mouse that a lot of people like " are shipped to customers . Kelly Kapoor (Mindy Kaling) trains the accountants to handle customer support calls , while Jim and Andy Bernard (Ed Helms) are sent to calm a school principal (Jim Jansen) that used the affected paper to print prom invitations . At the school , Andy is horrified to discover that his girlfriend is actually a high school student . Creed Bratton (played by the actor of the same name) , who failed to catch the error , saves his quality assurance job by framing an employee who works at the paper mill .

Michael Scott (Steve Carell) stages an apology press conference , attended by just one local news reporter , where he presents Barbara Allen (Lisa Darr) , an angry customer , with a novelty check for free paper . She instead demands Michael 's resignation , but he refuses . When Allen threatens to call the Better Business Bureau he snaps back that he will call the " Ungrateful Biotch Hotline " . Now facing further damage control , Michael instead makes an " apology video " in which he reiterates that the incident was not his fault and that he has become an " escape goat " .

In the final credits sequence , Dwight shows up to the office imitating Jim , but it backfires when his Jim @-@ styled appearance and wardrobe are met with compliments from his co @-@ workers .

= = Production = =

" Product Recall " was penned by staff writer Justin Spitzer and consulting producer Brent Forrester . It was the second Office episode to be directed by Randall Einhorn , a former director of Survivor who also worked as the series ' director of photography . In early 2007 , series co @-@ creator Greg Daniels explained to an audience at Paleyfest that Einhorn 's direction had become " a character in the show because [he] has an enormous amount of judgment / leeway about where he 's looking . And often [what] adds a tremendous amount of comedy is the choosing to look over there and see what that person thinks and back and forth . He 's definitely a hidden character on the show . "

In an April 2007 blog post for TV Guide , actress Kate Flannery , who plays Meredith Palmer , called Jim 's impression of Dwight " one of the funniest scenes that I have ever witnessed . " She recalled that Krasinski and Wilson enjoyed filming the scene , and that the whole cast was laughing

during it , necessitating many takes . The scene was first intended for the season 's twenty @-@ second episode , " Women 's Appreciation " , before it was moved to " Product Recall " due to time constraints .

The third season DVD contains several scenes that were deleted from the final cut of the episode . These include Kelly annoyingly answering calls with the same response , Dwight contacting CNN , Kelly training the accountants , Creed admitting that he faked his own death for tax reasons , Michael explaining his apology to angry business owner Barbara Allen , Angela Martin (Angela Kinsey) and Kelly arguing , Jim talking to a high school student , and more scenes of Michael filming his apology video .

= = Cultural references = =

When imitating Dwight , Jim says " Bears , beets , Battlestar Galactica , " the last term being a reference to the re @-@ imagined science fiction television series . Later , while driving Andy begins a rendition of " Drift Away " , and Jim sings " The Lion Sleeps Tonight " to cheer him up . Kelly and Kevin Malone (Brian Baumgartner) have a conversation pretending to be Bridget Jones and the Crocodile Hunter , respectively . Michael worries that Newsweek and CNN will pick up the cartoon scandal story from The Scranton Times .

= = Reception = =

" Product Recall " first aired in the United States on April 26 , 2007 during the month 's sweeps week . According to Nielsen Media Research , it was watched by an estimated 7 @.@ 56 million viewers . It earned a ratings share of 3 @.@ 9 / 11 among adults , meaning that it was seen by 3 @.@ 9 percent of all 18- to 49 @-@ year @-@ olds , and 11 percent of all 18- to 49 @-@ year @-@ olds watching television at the time of the broadcast . For its timeslot , the episode finished in second place among adults behind Survivor : Fiji and in first place among men aged 18 ? 34 . Among adults , The Office finished in nineteenth place for the week .

IGN 's Brian Zoromski rated " Product Recall " with 7 @.@ 5 out of 10 , an indication of a " good " episode . He thought it held " a hit @-@ and @-@ miss mix of laugh @-@ out @-@ loud moments and scenes that didn 't work quite as well , " but praised the obscene cartoon premise for being " hilarious " . Zoromski also criticized the episode for being unrealistic , as Michael dealt with the problem rather than Corporate . He selected Creed and Jim for particular praise , especially liking Jim 's Dwight impression .

Like Zoromski , Abby West of Entertainment Weekly critiqued the episode for not involving Corporate , complaining " How could such a public @-@ relations nightmare not lead to a visit or a phone call from Jan ? " West did however praise Jim and Dwight 's impressions of each other as " perfect " bookendings . Writing for AOL TV , Jay Black called " Product Recall " " wonderful " and highlighted the Jim @-@ Dwight impersonations and Andy 's discomfort upon discovering his girlfriend was a high school student . Black did however criticize Michael 's press conference as " over @-@ the @-@ top in an annoying way " and Creed 's actions as " way over the line " and " despicable " . Television Without Pity graded the episode with an A ? .