



# NEWS RELEASE

## **ADR INTERNATIONAL WINS INNOVATIVE COMPANY OF THE YEAR 2006 AT HENLEY BUSINESS AWARDS**

ADR INTERNATIONAL's focus on innovation and product development over the past two years has won them the Innovative Company of the Year Award 2006.

ADR achieved the award for their DNA™ (Development Needs Analysis) tool, a powerful web-based e-platform, designed to analyse and assess skill levels within global organisations. This focus on innovation has kept ADR at the forefront as leaders within the procurement industry as well as on a wider scale.

The Henley Business Awards were held at Henley Management College on 29<sup>th</sup> September. The award was presented to ADR as the organisation who have successfully demonstrated their achievement in innovation in the past two years as well as the benefits that the products will bring to ADR's current and future clients.

Robin Jackson, Chairman of ADR International, the procurement consultancy based in Wallingford, Oxfordshire said:

“This award clearly demonstrates the level of commitment to innovation that has been achieved by ADR. Over the last 12 months we have developed several new procurement tools, which have introduced improved thinking, behaviour and results for our clients.”

“ADR have followed a natural progression in designing fit-for-purpose development programmes, which will embed the required changes in behaviour and thinking, and to do so while achieving a positive return on investment. We are, therefore, delighted to have been awarded Innovative Company of Year 2006.”

**Ends**