



## Purchasing Knowledge Applied

### ADR APPOINTS HEADLINE MEDIA AS PRESS RELATIONS ADVISERS

Procurement specialists ADR International have appointed Headline Media as its public relations agency.

ADR International is one of the longest-established procurement consultancies, operating to the highest professional standards in a fast-developing area of business. Launched in 1986 by experienced purchasing professionals, it is now a global consultancy headquartered in the UK and with offices in the US, South Africa and Australia.

Among its customers are several major global corporations. Clients include Alcan, the BBC, BP, Cable & Wireless, Genentech, Geest, Alfred McAlpine, the Metropolitan Police and Pfizer.

ADR is constantly developing new products and services to help organisations manage their procurement more effectively. These include Development Needs Analysis (DNA), a tool for assessing procurement skills needs, strategic sourcing, supplier management and e-auctions. One of its divisions, Sourcingpoint, offers clients a full procurement service.

ADR chairman Robin Jackson, one of the company's founders, said: "Procurement is continuing to become more recognised as a crucial function within modern businesses and we are helping lead the way in this fast-developing area.

"Procurement people have a great story to tell about the ways they are helping companies become more effective and ADR is proud to be a part of it. The appointment of Headline Media will help us get our message across."