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## THE ADECCO GROUP

### The Adecco Group introduces a new brand structure and launches Spring Professional and Adia in Switzerland

**Zurich, 16 May 2017 – The Adecco Group Switzerland, the leading provider of workforce management solutions, has updated its brand strategy with a new, distinctive brand identity and positioning. The new identity better differentiates The Adecco Group from its lead brands and helps increase the organisation's prominence as the labour market and workforce solutions industry expert. With this, The Adecco Group Switzerland is embracing the global strategy and is entering the Swiss market with two new specialised brands: Spring Professional and Adia.**

In line with the global alignment of its brand strategy, today The Adecco Group Switzerland introduces the new corporate brand The Adecco Group. The new brand portfolio allows The Adecco Group Switzerland to meet its customers' needs and requirements even more effectively. The well rounded portfolio of specialised brands includes: Adia, Adecco, Spring Professional, Badenoch & Clark, Lee Hecht Harrison and Pontoon.

#### **Launch of Spring Professional**

Spring Professional is specialised in placing qualified professionals with demanding companies. The wide range of services include contract recruiting, permanent placement, contractor care, on-site solutions, project placement, engineering services, assessments and work packages. Spring Professional is specialised in the fields of IT, Life Sciences, Engineering, Office & Business Support, Sales & Marketing, Banking & Financial Services, Finance & Accounting, HR, Legal, Procurement & Supply Chain, Retail & Wholesale and Healthcare (Doctors). A team of over 60 employees at six locations in Switzerland brings professionals together with professionals. Spring Professional is a leading global brand with operations in 27 countries.

#### **Launch of digital Adia brand**

The fully digitalised, end to end, online staffing platform Adia was launched on 9 May 2017. The platform meets the constantly increasing demand for temporary jobs, while facilitating the search for temporary staff in food and beverage outlets, hotels and in the catering, events and promotion sector for small and medium enterprises. The app allows employers to quickly and easily recruit temporary staff for short or long-term assignments. Job seekers register for free, subscribe to personalised job offers, and work according to their preferred location and availability. From its founding in Switzerland 60 years ago, Adia was one of the pioneers of the temporary staffing industry and a key building block in making The Adecco Group the global leader. Today, the launch of Adia brand is a building block in making The Adecco Group the digital leader in workforce solutions of the future. After a successful pilot phase, Adia has been launched in 5 cities across Switzerland.

"Our new brand strategy allows us to utilize global synergies and act effectively in the market with a clear and distinctive portfolio. I am very pleased that we will now be in a position to offer our clients, associates and candidates an even more customized service", says Nicole Burth Tschudi, CEO The Adecco Group Switzerland. "The fact that this coincides with our 60-year anniversary fills me with great confidence. Not only do we have many years of experience as provider of staffing solutions, we are also best prepared for the future."



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*Learn more about our complete workforce solutions portfolio:*

**Adecco** (Staffing) supports candidates in their search for a permanent position, a part-time job or temporary work in the industrial, office, administration, construction, electronics, sales, marketing, events, watchmaking and medical & clinical sector. Our clients benefit from our wide-ranging, tailor-made services in the fields of payrolling, master vendor, OnSite services and much more. Adecco is present at more than 50 locations in Switzerland.

[www.adecco.ch](http://www.adecco.ch)

**Adia**, the fully digitalised recruiting platform, meets the constantly increasing demand for temporary jobs, while also facilitating the processing of and search for staff in food and beverage outlets, hotels, and in the catering, events and promotion sector.

[www.adia.com](http://www.adia.com)

**Spring Professional** specialises in the placement of qualified professionals and specialist staff in middle and upper management in the areas of IT, Life Sciences, Engineering, Office & Business Support, Sales & Marketing, Banking & Financial Services, Finance & Accounting, HR, Legal, Procurement & Supply Chain, Retail & Wholesale and Healthcare (Doctors).

[www.springprofessional.ch](http://www.springprofessional.ch)

**Badenoch & Clark** recruits and places highly qualified specialists and managers in middle and upper management in the fields of Finance, Accounting, Banking, Financial Services, Engineering, Manufacturing, HR, Sales, Marketing, Tax, Legal, Procurement, Supply Chain, Property and Construction. [www.badenochandclark.ch](http://www.badenochandclark.ch)

**Pontoon Solutions** is our global expert focused on acquisition of permanent talent (RPO Recruitment Processing Outsourcing) and management of your contingent and project workforce (MSP Managed Service Programs) on behalf of your organization.

[www.pontoonsolutions.com](http://www.pontoonsolutions.com)

**Lee Hecht Harrison** is the first point of contact for professional reorientation (outplacement) and the training of managers and executives.

[www.lhh.ch](http://www.lhh.ch)

### The Adecco Group Switzerland brand family



THE ADECCO GROUP



**Adecco**

**Spring**  
Professional



**pontoon**

**LEE HECHT  
HARRISON**



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### **Additional information**

The Adecco Group Switzerland: [www.adeccogroup.ch](http://www.adeccogroup.ch)  
Adia: [www.adia.com](http://www.adia.com)  
Adecco: [www.adecco.ch](http://www.adecco.ch)  
Spring Professional: [www.springprofessional.ch](http://www.springprofessional.ch)  
Badenoch & Clark: [www.badenochandclark.ch](http://www.badenochandclark.ch)  
Pontoon: [www.pontoonsolutions.com](http://www.pontoonsolutions.com)  
Lee Hecht Harrison: [www.lhh.ch](http://www.lhh.ch)

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### **About The Adecco Group Switzerland**

The Adecco Group Switzerland is the leading provider for workforce solutions in Switzerland. With more than 450 employees in 100 branches at 55 locations in all language regions, we bring 24,000 professionals together with 6,500 companies. Our specialised brands are all experts in their respective field. The Adecco Group Switzerland offers customized solutions for job-seekers as well as for small, medium-size and large companies: placement of permanent positions, recruitment and hiring out of temporary staff, payroll services, outplacement and outsourcing, career planning and talent management.

The Adecco Group Switzerland is part of the global leading provider of workforce solutions transforming the world of work through talent and technology. The Adecco Group is a Fortune Global 500 company, based in Zurich, Switzerland, with more than 33,000 FTE employees in 60 countries and territories around the world. Adecco Group AG is listed on the SIX Swiss Exchange.