



# *Bradford Airport Logistics Sets New Industry Standards with Help from Administaff*

CLIENT SEES SYNERGY IN SIGNING ADMINISTAFF FOR STRATEGIC RECRUITMENT & GROWTH PLAN

Bradford Airport Logistics is facilitating airport terminal security in a unique manner. Only a little more than a year old, the company has already been featured in a national airing of their concept and been recognized for their outstanding service performance.

## **Business Model**

Bradford Airport Logistics, spawned by Houston-based Bradford Warehouses, applies industry-leading tracking technology within airport terminals. Bradford AMIS system can track every item entering an airport in real time to help safeguard the health and safety of the airport terminal.

## **Challenges**

The company has received a “thumbs up” to make proposals to several current and future airport terminals and expand into additional markets, positioning them for phenomenal and rapid growth, particularly after the events of Sept. 11 created an increased focus on airport security for both passengers and aircraft.

So leading edge is Bradford and its technology, that principals began immediately looking for human resources help, but needed a company that could relate to the challenges and the problems of being an emerging industry leader.

## **Solution: Administaff**

The company became an Administaff client only a month after its inception, and Administaff’s history and position in the professional employer organization (PEO) industry played a key part in the decision.

“Administaff has been paramount in its industry, and we are that in ours,” says Benjamin Richter, Bradford CEO.

“Knowing that Administaff has traveled the byways of growing a business gave us a feeling that they would understand us—it created a tremendous synergy.”

As Bradford Airport Logistics moves forward with expansion plans, Administaff is helping to develop criteria for strategic market managers to head deployment markets. This is an area that Bradford principals had planned to develop themselves, but “Administaff stepped in to help us refine our requirements so that we would do it right the first time,” Richter says.

“They’ve shown a desire to be an actual part of our growth strategy. This is a fundamental differentiator between Administaff and its competition.”

Other reasons Bradford Airport Logistics chose Administaff included recruiting services delivered by an “exceptional” staff, a new pricing and billing system recently introduced, and a service delivery team that exhibits “heart and soul commitment.”

“Saying (you’re going to do something) and doing it are two different things, and that’s where the rubber meets the road,” Richter says. “One meeting with (Administaff client relationship manager) showed the dedication, conviction, sincerity and professionalism of Administaff, and I’ve seen that passion from their staff ever since. We look forward to a stabilized, long-term relationship with Administaff.”

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## *Is Administaff Right for Your Company?*

Administaff understands that as a business owner, you may not have the time or experience to become a human resources expert. Imagine how much more productive and profitable your business could be if someone else could help manage your human resources for you.

Administaff is a professional personnel management services company, not a staffing agency, that provides outsourced human resources strategies to help businesses maximize the value of their people for increased productivity and profitability.

Our Personnel Management System<sup>SM</sup> provides a comprehensive range of services that include benefits management, government compliance, employment administration, employer liability management, recruiting and selection, performance management, training and development and owner support. In addition, Administaff's comprehensive eBusiness strategy supplies client companies and worksite employees online information and assistance around the clock, from any computer.

With corporate offices located in Houston, Texas, Administaff serves more than 4,600 clients and 81,000 worksite employees nationwide through its four regional service centers and 38 sales offices in 21 major markets throughout the United States.

- Listed among "America's Most Admired Companies" for four years in *Fortune* magazine and named to *Information Week* 500 list of one of the leading information technology innovators.
- Listed and traded on the New York Stock Exchange (symbol: ASF).
- Accredited by the Employer Services Assurance Corporation (ESAC) and active member of the National Association of Professional Employer Organizations (NAPEO).



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