

## Press release

## Sapphire Canada rebrands into Randstad Technologies!

*Randstad Technologies: Canada's number #1 IT recruiting firm. Same local market knowledge now with global reach capabilities.*

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### More information

Dayana Moreno

Marie-Noelle Morency

### Telephone

416.962.9578 x2317

514.350.5309 x233

**TORONTO, Monday, June 6** – Today Randstad Technologies unveils its new name and positions Randstad Canada as one of the top three largest professional staffing and recruitment companies in the world. Randstad Technologies, Canada's leading supplier of IT staffing services, not only works with top organizations across the country to create successful recruitment solutions, but also helps candidates and consultants create rewarding careers.

The new brand identity will provide clarity and simplicity to the company's diverse and expansive service offerings. Now, customers will benefit from the enhanced presence of a global brand, while continuing to get the specialized expertise and dedicated service of a niche firm. With an internationally recognized brand that can be leveraged here and around the world, Randstad Technologies will enhance the services they provide to customers, offering a broader portfolio of services and access to a larger network of candidates.

By leveraging a worldwide renowned brand, Randstad Technologies will offer:

- proven global best practices built on decades of experience and international market penetration;
- ongoing and extensive research enabling us to provide our clients with business intelligence and market insight;
- a wide-range of services, from professional staffing in various industries such as engineering and IT, finance and accounting and a variety of HR solutions. We are the only Canadian company of our kind to provide this range of fully integrated service offerings.

Randstad Canada President Jan Hein Bax says he is confident the company has built a brand identity that reflects Randstad Technologies' core values and future strategy.

"This is an exciting time for Randstad Technologies," he says. "We feel it's important to let people know what our company is all about, which is ultimately our commitment to our clients and our candidates. The recruitment landscape is rapidly changing and we recognize the need for change."

"We have worked closely with our staff, as well as focusing on our clients to develop a brand identity that represents our ambitions and shows how we have evolved into a dynamic full service recruitment and HR solutions provider with unmatched expertise, insight and investment in our customers," says Bax.

The new website ([randstadtechnologies.ca](http://randstadtechnologies.ca)) which also launches today, will seek to increase Randstad Technologies' online presence and help to communicate with current as well as prospective clients.

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**About Randstad Technologies:** As a global staffing and recruitment leader, Randstad Technologies has offered insight and expertise to employers, top technology talent, educators, and industry leaders in ICTC for close to 30 years. Our dedicated staff have gone through comprehensive industry, recruitment and technology training to ensure that the professionals we deliver have the distinct skills and business knowledge to ensure organizations gain that competitive edge. The contract and permanent talent we represent trust us to help guide their careers from entry level through to executive level positions. With our deep knowledge of local markets within Canada, our global network of experts and dedicated specialists and access to our latest industry research and insights, you can trust that Randstad Technologies has an unmatched knowledge, understanding and investment in your business and career success.

As your recruitment and staffing partner, we will provide you the insights and talent that work for your individual and business needs. For more about our services visit: [randstadtechnologies.ca](http://randstadtechnologies.ca)

**About Randstad Canada:** Randstad Canada is the Canadian leader for staffing, recruitment and HR Services. We excel at matching exceptional candidates with select companies in industries as diverse as financial services, manufacturing, telecommunications, information technology, the energy sector and government. We help Canada's leading employers achieve their goals through improved access to their most important resource, talent. For more information visit: [randstad.ca](http://randstad.ca)



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Randstad Canada anticipates tremendous growth in 2011 and is seeking top talent to fill positions in nearly every area of the business. Visit [http://www.randstad.ca/about/internal\\_careers.aspx](http://www.randstad.ca/about/internal_careers.aspx) for internal job openings and to learn more about why Randstad is one of the best workplaces in Canada.