

ProProcure Breathes Life Into Atmosphere

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In case you didn't know

ProProcure specialises in the provision of branded marketing materials for names like Pernod Ricard, Hewlett Packard, Beam Global, Courvoisier and Novartis. ProProcure's Enterprise procurement system has been independently recognised as the 'Best-In-Class' online system for purchasing branded marketing materials from approved suppliers, no less. To find out more visit <http://www.proprocure.com>

In case you want to know

So what is 'atmosphere'? According to ProProcure, the system offers brand owners insight into the source of their marketing materials - the actual production processes, and the crucial environmental impact of their supply chain. The service also allows SMEs and multi-nationals, their agents, outsourcing procurement agencies, or even, say, print management companies to acquire marketing products or niche, bespoke branded products – things that might otherwise be difficult to come by via intermediaries and traditional routes.

All atmosphere suppliers undergo an accreditation process, and have their factories and manufacturing plants independently 'audited' – inspected, in common parlance. That means atmosphere users will be able to get the low down on things like their suppliers' Safety, Health and Hygiene, Child Labour and Factory Quality Procedures.

Take a deep breath

Providing brands with ongoing, accurate insights into their marketing material suppliers' ethical credentials and the supply chain itself means that a clearer conscience and a lower marketing budget can go hand in hand then: atmosphere is free to use for buyers. And because it cuts out the intermediaries, the service can provide 'quantifiable cost savings' for brands, too. So atmosphere means brands can breathe a little easier as they jostle for attention in today's tight markets. But is it the proverbial blue sky thinking that branding wizard ProProcure suggests? It may be early days; but a resounding 'yes' seems to be very much in the air.

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