

NEWS RELEASE

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Asset Alliance helps furniture retailer Steinhoff significantly boost fleet efficiency

A de-mountable truck body system supplied by Asset Alliance is helping Steinhoff, which owns Bensons for Beds and Harveys, transform warehouse efficiency and streamline deliveries.

The furniture retailer ordered 67 new DAF trucks with Martin Williams de-mountable bodies from Asset Alliance on a five-year full service agreement, as well as 71 spare de-mount boxes, as part of a trial to optimise its warehouse and delivery operations.

This means freestanding boxes can now be pre-loaded in the warehouse for both brands, while vehicles are busy on the road making deliveries. The flexibility of the system also means de-mount boxes can be swapped directly at out-base locations.

The results have been so impressive, the business is considering switching its entire 275-strong commercial vehicle fleet to the new system, and expects strong productivity and efficiency gains.

Steinhoff's Supply Chain and Logistics Director, Kalwant Singh, says: "The de-mountable bodies allow us to utilise the warehouse teams over a 24-hour window, pre-loading boxes ready for trunking and delivery to our out-base locations. Coupled with our new hub and spoke network, it's a much more streamlined system, and has made a significant difference to our teams.

"The support and guidance we have received from Asset Alliance has been invaluable and we're confident that we've specified exactly the right kit for what we have set out to achieve."

Steinhoff's order included 10 12 tonne DAF LF 260 trucks, now based in Lutterworth on 24-hour trunking duties, and 57 7.5 tonne DAF LF 160 trucks that have joined the home delivery fleet and are based in Accrington, Dagenham, Dublin, Huntingdon, Lutterworth and Warrington. Each vehicle in the home delivery fleet is expected to cover up to 75,000 miles each year.

Asset Alliance is providing full fleet management support and an online portal, which collates compliance records, maintenance schedules and servicing information in one easy to access online dashboard, and will cover all associated costs including tyre replacement, full servicing, maintenance and repair, safety inspections and breakdown cover.

After five years, Steinhoff will return the vehicles to Asset Alliance, avoiding any issues surrounding vehicle disposal.

The fleet changes are part of a wider optimisation plan being introduced by Steinhoff UK Retail which includes co-loading the vehicles to allow teams to deliver products from both brands, maximising efficiency and reducing mileage and fuel consumption.

Steinhoff UK Retail is part of Steinhoff International Holdings which has more than 40 retail brands across 30 countries. In the UK the company has more than 295,000m² retail space across 438 outlets and more than 2,200 employees.

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Note to editors:

Asset Alliance Group is redefining the way companies acquire commercial vehicles, through its brands [Asset Alliance](#), [ATE Truck and Trailer Sales](#), [Forest Asset Finance](#) and [Total Reefer](#).

The Group occupies a unique position in the market, as it uses its own funds and significant buying power to supply multi-brand vehicles on any combination of contract hire, operating lease, finance lease or hire purchase. This flexibility, combined with a transparent and consultative approach, helps customers drive maximum efficiency from their fleets.

Asset Alliance Group also stands out for maintaining full control of residual risk through its retail arm ATE Truck and Trailer Sales, which protects customers from overly strict return conditions commonplace in the industry. Its modern workshop facilities also keep end-of-life costs to a minimum and provide the opportunity to refurbish vehicles in-house for an additional life in service.

The Group is headquartered in Wolverhampton and was founded in 2010 by Willie Paterson, former Director of Commercial Finance at Alliance & Leicester plc.

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