

29 September 2022**Asset Alliance Group Helps Eurocell Drive Down Environmental Impact**

Eurocell, the UK's leading specialist in PVC-U recycling, collection and extrusion, has underlined its green credentials by upgrading part of its fleet with six MAN 7.5 tonne trucks fitted with solar technology from Asset Alliance Group.

The Derbyshire-based company has taken the trucks on a five-year full-service contract hire basis. They will be based at the depot in Selby and used for nationwide PVC-U waste collection and recycling.

Each truck has been fitted with TRAILAR's solar mats, which are fixed onto the roof space and connected to the vehicle battery. The solar power generated will be used to power various on-board activities.

The solar support fleet based out of Selby is expected to save more than nine tonnes of CO₂ and 3,500 litres of diesel a year for Eurocell.

The new trucks also feature a sleeper cab, tail-lift and an onboard weighing system to improve efficiencies for the Eurocell Recycle arm of the business.

Ian Philpott, Capex and Affiliates Procurement Manager at Eurocell, says the business chose to work with Asset Alliance Group because of "good lead times, competitive pricing and a comprehensive service and support package".

Simon Bird, National Account Manager at Asset Alliance Group, says: "Eurocell were running with a mixture of rental vehicles previously, so this was an opportunity for them to upgrade and benefit from better fuel consumption, smart solar transport technology and sleeper cabs.

"As a business with a major focus on sustainability, these high-spec vehicles will help reduce Eurocell's impact on the environment and enable the team to run its operations more efficiently."

Eurocell operates a purpose-built 80,000 sq. ft extrusion and tool-making facility, with more than 260,000 sq. ft of stockholding capacity. It also supplies products nationwide from more than 210 branches, employing over 1,000 people across its network.

ENDS**Note to editors:**

Asset Alliance Group has redefined the way companies acquire commercial vehicles and occupies a unique position in the market, as it uses its own funds and significant buying power to supply multi-brand truck, trailer, bus and coach 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, which protects customers from overly strict return conditions commonplace in the industry.

The Group operates across five UK sites and is headquartered in Wolverhampton.

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