

Fraikin Limited

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FRAIKIN LAYS ON NEW FLEET FOR BANHAM POULTRY

Norfolk-based family business Banham Poultry has taken delivery of 24 new trucks and trailers on full service contract hire from Fraikin, in a deal which renews more than one third of its fleet at the same time.

The agreement with Fraikin sees 15 top-of-the-range DAF XF 6x2 tractor units with Super Space cabs, seven tri-axle Gray & Adams refrigerated trailers, and two specialist 32-tonne DAF rigid chick carriers delivered into operation, based from the company's headquarters in Attleborough. The new assets replace older vehicles to extend a long-running relationship between the two companies which spans more than a decade.

Nigel Warnes, Fleet Manager at Banham Poultry, says: "Fraikin was the first supplier to introduce us to contract hire, purchasing our commercial vehicle fleet when the poultry industry was struggling, and highlighting how leasing the vehicles was a more cost-effective and flexible approach. Since then, we've never looked back.

"Fraikin really understands our business, how we operate, and the specialist vehicles we require. We work closely with them to ensure our fleet is kept up-to-date, and over the years have built a unique relationship."

The unique element of the deal is that Banham Poultry is both a customer and a supplier – with Fraikin utilising Banham's own workshops to provide all the maintenance and tyre husbandry for the trucks and trailers. It's a custom-built arrangement which highlights the flexible nature of Fraikin's approach – providing

Banham Poultry with all of the benefits of full service contract hire, whilst also making use of capacity and skills which exist within its own workshop.

“It’s a collaboration which works really well as it enables us to benefit from the best of both worlds – it’s a win-win situation for us,” explains Warnes.

The nature of the contract ensures that Banham Poultry is always operating a modern, reliable, and up-to-date fleet, whilst sharing in the group purchasing power of one of the largest commercial vehicle fleet operators in Europe.

Banham Poultry has been producing high quality chicken products for more than 40 years, selling in the region of 650,000 chickens per week. The company operates close to 70 commercial vehicles – 90 per cent of which are supplied by Fraikin. With deliveries to supermarkets and wholesalers across the country, Banham Poultry’s tractor units and trailers are on the road seven days a week, each clocking up 125,000 miles a year.

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Notes to editor:

About Fraikin

[Fraikin Ltd](#) is part of the [Fraikin Group](#), the largest commercial vehicle fleet services company in Europe, providing expert fleet management, contract hire and rental solutions to both the private and public sector. The Fraikin Group, established in France in 1944 by Gérard Fraikin, has operations in 16 countries, with more than 2,800 employees, 7,000 clients, 180 branches and a fleet of 60,000 vehicles. Its operations span Belgium, Czech Republic, France, Germany, Hungary, Italy, Luxembourg, Morocco, Netherlands, Russia, Saudi Arabia, Slovakia, Spain, Switzerland, Poland and the UK. Since 2007 Fraikin has been owned by [CVC Capital Partners](#), one of the world’s leading private equity and investment advisory firms.

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