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ROBERTSON'S FINE FOODS MAKES SWITCH TO CONTRACT HIRE WITH FRAIKIN

Scottish butcher and premium pork supplier, Robertson's Fine Foods, has taken delivery of five new temperature-controlled vehicles on contract hire from Fraikin – the company's first significant move away from outright purchase and short-time rental.

After taking a single 7.2-tonne IVECO Daily on contract hire in November 2018, Fraikin has subsequently won a competitive tender process to supply a further five assets on a seven-year, full-service contract hire agreement.

This includes a 3.5-tonne Mercedes-Benz Sprinter, two further IVECO Daily 7.2 tonners, plus a 12-tonne DAF LF and a larger 15-tonne LF. Collectively, the new arrivals replace older refrigerated vehicles in Robertson's Fine Foods' nine-strong fleet.

Gareth Robertson, Operations Director at Robertson's Fine Foods, says: "Fraikin has actually been supplying us with short-term rental vehicles for more than 20 years. In that time, the team has continuously demonstrated how well they understand our business.

"Historically, for vehicles we've intended to keep in operation for seven or eight years we've opted to buy them outright. However, when it came to making a decision about replacing these older assets, Fraikin's contract hire solution offered a more sustainable and reliable option."

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“We worked closely with Fraikin to tailor the specs of each vehicle. Unlike certain competitors, they didn’t restrict us to certain models or manufacturers. We’ve got just what we need for the nature of the work we do. Our drivers are particularly impressed with the IVECOs, which have cabs closer to the ground, offering better manoeuvrability and visibility for our multi-drop routes,” adds Robertson.

Each new vehicle has been specified with Carrier Transicold refrigeration units, providing excellent temperature control for the company’s fresh meat, produce and perishable goods. Each new asset is also fitted with a full telematics package, which helps the company monitor driver performance, improve fleet efficiency and promote better safety on the road.

Operating five days a week, each of the vehicles will clock up between 35,000km and 45,000km per year, working across the south west of Scotland.

A family business founded in 1870, Robertson’s Fine Foods has become a major producer and supplier of 100% Scottish pork products.

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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 sectors. The Fraikin Group, established in France in 1944 by Gérard Fraikin, has operations in 11 countries, with more than 2,800 employees, 7,000 clients, 157 branches and a fleet of more than 58,000 vehicles. Its operations span Belgium, France, Germany, Italy, Luxembourg, Netherlands, Poland, Saudi Arabia, Spain, Switzerland, and the UK.

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