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FRAIKIN SECURES NEW CONTRACT HIRE DEAL WITH LONG-STANDING CUSTOMER STERLING FURNITURE

Continuing a relationship that dates back to the mid-1990s, Sterling Furniture has signed a six-year, full-service contract hire agreement with Fraikin for 12 new DAF rigid trucks – each fitted with a full suite of connected technologies from Fraikin’s partner, Samsara.

The latest deal comprises nine 7.5-tonne DAF LFs and three 12-tonne LFs, all featuring Luton bodies. Each truck represents a like-for-like replacement for older assets previously supplied by Fraikin. They join a 28-strong commercial vehicle fleet delivering furniture through Scotland and North East England.

Craig Wilson, Head of Distribution at Sterling Furniture, says: “Contract hiring our trucks brings huge benefits to the business. We have consistent control of our costs, while Fraikin delivers a proactive approach to maintenance and servicing that works around our operational timetable, enabling us to maximise fleet uptime and efficiency.”

Built by Tekbo, the bodywork on all 12 trucks is specifically designed for transporting furniture, with strong webbing, straps and cushioning to protect the load. They have also been specified with a folding tailgate for easy walk-on, walk-off access when loading and unloading.

Prior to delivery into service Fraikin had each truck equipped with Samsara’s latest Connected Operations Platform. This full telematics suite will collect a wealth of data, including distance travelled, average speed, fuel efficiency, diagnostic fault codes

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and distracted driving indicators from each vehicle, which can be used to help the customer transform fleet efficiency, reduce vehicle downtime and prevent accidents.

Wilson adds: "With each new deal, Fraikin is able to keep our fleet up-to-date, installing the latest technology to help further improve our operation and, in turn, deliver a continued high level of service to our customers."

Fraikin remains sole supplier of new commercial vehicles into Sterling Furniture's operation, with the latest assets expected to be on the road up to six days a week. The 7.5-tonners are expected to clock-up between 25,000 and 30,000 miles a year, whereas the 12-tonners will travel closer to 50,000 miles each year.

Sterling Furniture has more than 35 years' experience in delivering quality furniture from its retail outlets in Aberdeen, Glasgow, Falkirk, Dunfermline, Dundee, Edinburgh, Inverness and Uddingston, alongside its flagship Tillicoultry store.

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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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