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## **CAMPBELLS PRIME MEAT SEALS DEAL WITH FRAIKIN FOR 70 NEW TEMPERATURE-CONTROLLED VANS**

Fraikin has strengthened its relationship with Scottish butcher, fishmonger and foodservice supplier Campbells Prime Meat, supplying 70 new temperature-controlled vans to help the business transition back to contract hire.

After originally delivering an initial 23 vans into the company's fleet in 2023, Fraikin has subsequently replaced older assets Campbells Prime Meat had purchased outright from another provider. Having continued to build a strong understanding of the business, the latest order of new 3.5-tonne vans – supplied on a five-year, full-service contract hire deal – means Fraikin will soon be responsible for more than 90 per cent of the company's delivery fleet.

Christopher Campbell, Managing Director at Campbells Prime Meat, says: “After having to purchase the vehicles from our previous supplier, we were keen to make the move back to contract hire, and Fraikin worked tirelessly to make the process as seamless as possible.

“The team immediately set to work on learning exactly how our fleet operates, pinpointing areas in which we could improve, such as recommending a move to a new van make and model. This proved so successful, we committed to this larger order. Since day one, their input has been invaluable.”

The new agreement means that Campbells Prime Meat will once again enjoy the benefits associated with contract hire, including all scheduled vehicle maintenance and any repair work, as well as dedicated 24/7 support from the Fraikin team.

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The vehicles are also equipped with an array of connected technologies, designed to simplify fleet operation. This includes MYSMARTFLEET and FRAIKinVIEW, which combined offer real-time visibility and subsequent analysis on metrics including distance travelled, fuel efficiency and driver behaviour, as well as accurate predictive maintenance scheduling, plus breakdown and repair tracking and monitoring.

John Cooper, Business Development Manager at Fraikin, says: “It has been a pleasure to work closely with the Directors at Campbells Prime Meat in order to transition its fleet into Fraikin’s care and we’re thrilled it has proven to be a huge success.”

The new vans are expected to cover up to 55,000 miles a year, typically working six days a week on delivery routes across Scotland.

Founded in 1972, Campbells Prime Meat is a family-run business which delivers its range of fresh meat and fish to more than 2,200 customers – including Michelin starred clientele – across Scotland from its headquarters near Linlithgow.

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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 across Europe, with more than 3,000 employees, 11,200 clients, 171 branches and a fleet of more than 60,000 vehicles. Its operations span the Benelux countries, France, Germany, Italy, Poland, Spain, Switzerland, and the UK.

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FRA/332/24