

PRESS RELEASE

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Schmitz Cargobull (UK) Ltd

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MIDAS TRANSPORT SAYS ‘RISK-FREE’ SCHMITZ CARGOBULL REEFER WAS THE NATURAL CHOICE

Horticultural specialist Midas Transport is expanding its business into multi-temp transport for the first time with a Schmitz Cargobull multi-temp reefer, chosen for its quality, longevity and residual value.

The Spalding-based business, which has a 25-strong fleet largely made up of Schmitz Cargobull units, will use the new asset to deliver plants to Wyevale garden centres and high street chain Wilko, and potatoes and vegetables to supermarkets and wholesalers.

Mick Smith, Managing Director at Midas Transport, says: “We’ve been buying Schmitz Cargobull trailers for years because they are well built and easy to maintain. Now we’re moving into multi-temp work, they were the natural choice.

“By choosing Schmitz Cargobull, we have made the investment risk-free. We’ll get a lot of use out of the trailer and know when the time comes to sell in the future – even if that’s in ten years’ time – it will have a better resale price than the competitors.”

Built in Vreden, Germany, the reefer, which incorporates Schmitz Cargobull’s own refrigeration unit, has been specifically designed to provide greater internal space, meaning Midas Transport can more cost-effectively transport its high-volume, low-weight horticultural produce.

An external panel provides complete control of the temperature unit and the Schmitz Cargobull evaporator design helps reduce fuel consumption.



The Trailer Company.

The reefer has a multifunctional PIEK floor that allows for low-noise loading and unloading, allowing it to make urban deliveries either late at night or early in the morning – ideal for drop-offs in residential areas.

Midas Transport will also be taking advantage of Schmitz Cargobull's TrailerConnect temperature and mapping telematics system, which monitors and records data in real time. The system ensures maximum reliability on each payload because it provides provable cold chain and bolsters security by constantly tracking the location of the trailer, sending the operator an email or text message if it has been tampered with.

Established in 1999, Midas Transport was originally set up to transport plants and horticultural produce between depots, garden centres and growers.

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Editor's notes:

Schmitz Cargobull UK and Ireland is a subsidiary company of the German-owned Schmitz Cargobull Group. With an annual production of some 50,000 vehicles and around 5,100 employees, Schmitz Cargobull AG is Europe's leading manufacturer of semi-trailers, truck bodies and trailers for temperature-controlled freight, general cargo and bulk goods. A turnover of € 1.779 billion was reported in the 2015/2016 business year. As a pioneer in the industry, Schmitz Cargobull AG developed a comprehensive brand strategy early on and has consistently established quality standards spanning every level: from research and development, to production, to specialist services such as trailer telematics, financing, spare parts and used trailers.

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Press Contact UK:

James Boley
Garnett Keeler PR
Tel: 020 8647 4467
Email: james.boleyn@garnettkeeler.com

Company Contact Europe:

Gerd Rohrsen, Corporate Public Relations
Silke Hesener, Manager Public Relations
Tel: +49 02558 811501
Email: silke.hesener@cargobull.com