

**For Sutcliffe Furniture, excellent service, including reliable delivery, to support their traditional furniture making business was essential. But their fleet was ageing and management of it was becoming a drain on resources. They needed smart, dependable vehicles and predictable, affordable transport costs. Sutcliffe Furniture chose Ryder.**



## **A quick overview**

### **Their need**

- A reliable nationwide delivery service
- Vehicles in keeping with the prestigious Sutcliffe Furniture brand
- Free up management time
- A predictable and affordable cost for delivery to independent retailers

### **Our response**

- Purchase the economically viable vehicles in the fleet to release capital and upgrade their existing fleet
- Repaint and rebrand to give the fleet the right image
- Leaseback scheme for the upgraded fleet, including Ryder Preventative Maintenance
- A fixed monthly cost at a competitive rate to help financial planning

## **The full story**

### **The customer**

Sutcliffe Furniture has been making high quality furniture since 1887. From parts to finished product, every element is manufactured in their Yorkshire factory. As a private, independent family-owned company, Sutcliffe Furniture believes in using the traditional skills passed down through generations of craftsmen, combined with the latest wood-working technology.

### **The challenge**

While proud of the contents within their trucks, Sutcliffe could not say the same about the performance or the image that their vehicles portrayed. The fleet was ageing, using up management time and causing delivery issues. Also only some of the vehicles were sporting the new branding which was compromising its impact. It was time to get their transportation to reflect the quality of the furniture they so carefully manufacture. Sutcliffe wanted a partner to help them provide an efficient and compliant service at a cost they could afford, leaving them free to get on with fine furniture making.

### **The solution**

Sutcliffe investigated various logistics solutions before choosing a Purchase and Leaseback scheme. Ryder assessed the fleet for age, mileage and roadworthiness. As a result Ryder bought one tractor unit, a 7.5 tonne truck and four trailers from Sutcliffe. Those vehicles were then leased back together with four new tractor units and three trailers. This not only injected capital into the business, but also allowed Sutcliffe to concentrate on their core competency. As part of the deal Ryder also repainted and rebranded the entire fleet to create a uniform image more representative of the enviable Sutcliffe reputation.

The fleet now undergoes regular preventative inspection, maintenance and servicing. If there's a problem there are replacements on standby across the country.

Sutcliffe are growing and as their needs change Ryder will be there to manage their fleet into the future.

# **financial boost**

*“Overall our adoption of Ryder's Purchase and Leaseback scheme has provided us with a real financial boost. We now have no unforeseen costs and so can budget much better. We also have an improved image with customers and all this contributes to a healthier balance sheet.”*

**Roger Smith, Managing Director, Sutcliffe Furniture**