

F Smales & Sons

Being the UK's largest supplier of frozen-at-sea fillets is not an easy task and requires fast and efficient service.

Not only do Smales provide fish for over 20% of the UK fish and chip industry, they also operate a pick, pack, load service transporting over 1,400 deliveries to distribution centres up and down the country.

Using a large fleet of temperature controlled national distribution vehicles, Smales ensure their produce arrives in the best possible condition. Long distance vehicles travel up and down the country from Monday to Friday, making over 90 drops per vehicle at fish and chip shops, wholesalers, cafes and restaurants. Operating in such a rigorous and fast paced environment, the forklifts used in the distribution centres are worked on non-stop, and cannot afford to be breaking down.

Thus the need for fast, reliable trucks is essential for the business.

F Smales pride themselves on the strong relationships they have established with their reliable suppliers. These relationships ensure continuity and quality of supply which is vital for the food industry.

The F Smales story began in 1973 at the Hull fish markets, when Fredrick 'Tim' Smales formed a small business supplying fresh fish and chips throughout the Humberside area.

Since then the company has grown from strength to strength, but still at heart remains a family owned business, maintaining the same values and standards of quality and reliability that have been handed down from each generation.

When the company recognised their need for new materials handling equipment they realised they needed a supplier who upheld the same values and level of service as them. Having being a trusted supplier for over five years, Windsor Materials Handling was the only and obvious choice.

When asked what it was that made Windsor a cut above the rest, the words that kept echoing back were reliability, excellent service and commitment to their customers.

"Windsor's level of service has always been just great. They really have taken the time to understand what our business is about, and what we need from our trucks. With Windsor we feel they add a real personal touch to the work they do for us." Said Darren Dixon, Coldstore manager at Smales Hull depot "If we ever have any problems with any of our trucks, there is always a local expert both in sales and service at the end of the phone to speak to and to help us resolve any situations and send someone out the same day."

Windsor's sales manager, Paul Williams, "As Smales have been a loyal customer for many years, we have established a great working relationship, and developed understanding of the specific product qualities they need from their forklifts.

Whilst working with Smales I have come to understand the knock on effect that occurs if one of their trucks suddenly breaks down, and how it not only affects their business but also their clients business. Our job is to provide them with reliable trucks that deliver cost effective and efficient solutions to their material handling needs.

The deal with Windsor consisted of supplying eight forklifts, including three Doosan electric counter balance B20T's, three ride on powered pallet trucks, 2 reach trucks, for use in their Hull warehouse.

Established in 1977 Windsor has continued to grow from strength to strength. Starting out with the sole purpose to provide a 1st class range of forklifts, sales and maintenance services Windsor has developed into one of the largest independent forklift and materials handling equipment companies in the UK.

