

Case Study 2: Delivering On-Time Fleet Supply for a National Food Producer

Client Overview

Cranswick Country Foods – A leading UK food producer requiring reliable commercial vehicles to support transport and distribution operations.

The Challenge

Cranswick required a streamlined vehicle purchasing process, fast and responsive communication, and a supplier who understood their operational requirements. On-time vehicle delivery was critical to avoid disruption across transport planning and production scheduling.

The Solution

PureVans simplified the purchasing journey through efficient ordering processes and rapid communication. By aligning closely with operational timelines, PureVans ensured vehicles were delivered on time and ready for deployment.

The Results

- Streamlined and stress-free purchasing process
- Fast communication and responsiveness
- Vehicles delivered in line with operational timelines
- Ongoing retained partnership

Client Testimonial

“The reason we continue to use Pure Vans is due to the ease of the process and the speed of communication whilst purchasing vans. Pure Vans are aware of our needs and have always been able to assist with getting our vehicles in on time.”

— Paul Wright, Transport Manager, Cranswick Country Foods