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ATS EUROMASTER CUTS COSTS AND BOOSTS BUSINESS FOR HERON FOODS

East Yorkshire-based grocery retailer Heron Foods has seen its tyre running costs and related downtime drop dramatically after appointing ATS Euromaster to supply and manage its tyres on a fixed-price contract.

Heron Foods selected ATS Euromaster because it needed an expert partner to manage its Michelin fitment policy across a busy fleet of 45 trucks, which is comprised of predominantly 40-tonne tractor units and trailers and 26-tonne rigids.

Skilled mobile technicians keep a close eye on Heron Foods' tyres, with near daily inspections and reporting at the retailer's depot in Melton, all aimed at ensuring the longest tyre life and greatest performance.

ATS Euromaster provides a variety of services to maximise tyre life and performance, including regrooving tyres to extend life in their most fuel-efficient state, and turning tyres on the rim to ensure even wear. Technicians visit Heron Foods in the evening to minimise any disruption on fleet operations.

The result is a substantial reduction in tyre damage and downtime, helping boost Heron Foods' business. Plus, the fixed price means Heron Foods is able to budget far more easily and effectively.

Graham Harrison, Head of Procurement at Heron Foods, says: "Tyre damage was one of our key performance indicators, which historically was well above industry average.

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“Working in conjunction with ATS Euromaster, we’ve together devised a solution which not only reduces tyre damage but also frees up management time, reduces cost and provides budget certainty. We are a business that is focusing increasingly on the things we do best, and engaging with professionals such as ATS Euromaster provides solutions that work for both parties.”

While the services are aimed at ensuring Heron Foods keeps on the road, in the unlikely event of tyre related downtime, drivers can also count on a roadside rapid response service from ATS Euromaster, ensuring their temperature-sensitive deliveries get to stores as quickly as possible.

Heron Foods operates 240 grocery stores in the North of England and the Midlands.

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About ATS Euromaster

Birmingham-based [ATS Euromaster Ltd](#), part of the [Euromaster Group](#), was established in 1965 and operates approximately 340 centres, more than 820 service vans and employs nearly 2,600 people, providing coverage across Great Britain. It is the country’s largest comprehensive tyre distributor, supplying tyres for cars, vans, trucks, buses/coaches, materials handling equipment, agricultural machinery and construction plant. The company’s expertise also extends to car and van service, maintenance and repair (SMR), including: menu-driven servicing, Class IV & Class VII MoT tests, brakes, batteries, shock absorbers, oil, exhausts, fault diagnostics and air-conditioning servicing. ATS Euromaster is accredited by both [safecontractor](#) and the [Contractors Health and Safety Scheme](#) (CHAS) and has been granted a [Royal Warrant](#) as tyre specialists to Her Majesty The Queen. It is also an official ‘industry partner’ to the Freight Transport Association’s [Van Excellence](#) programme. For further information visit: <http://www.atseuromaster.co.uk/business>



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