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Reed Boardall

Reed Boardall continues partnership with Boroughbridge AFC



Reed Boardall, one of the largest temperature controlled food distribution businesses in the UK, has announced an extension to its long-standing partnership with Boroughbridge AFC. As part of the new two-year deal, the Reed Boardall name will feature on a new change strip for the club which has now been formally presented ahead of its recent home fixture against Wetherby Athletic.

Serving leading retailers and food manufacturers throughout the UK, Reed Boardall is a well-recognised and respected name in the cold storage and transport sector. A family-run business with a 25 year heritage, it is known for storing and delivering frozen food from large and small manufacturers across Britain, Europe and further afield to all the UK's best-known supermarkets.

With a single, 55-acre site based on the outskirts of town, Reed Boardall's partnership with Boroughbridge AFC stretches over two decades. The company's name has adorned many a 'Bridgite kit during that time and its advertising board has been a constant presence looking onto the Aldborough Road playing surface.

Speaking at the presentation of the new kit, Reed Boardall Group operations manager, Stevland Town, said: "Reed Boardall has always been committed to supporting the local community and we have enjoyed a long relationship with Boroughbridge AFC. As one of the largest employers in the area, we have had many Boroughbridge AFC players working for us over the years and we are very happy to once again be supporting the club which is also an important hub for the local community."



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Discussing the latest chapter in the club's partnership with the company, Boroughbridge AFC chairman, Ian Paffett, said: "We've had links with Reed Boardall Group for many years, but this new deal takes the partnership to new heights and is a very exciting one for the club. We are very grateful to Reed Boardall Group for their continued support and for showing that local businesses and local clubs can still work together for mutual benefit."