

Date: 22 April 2026

Reed Boardall

Yorkshire logistics and vehicle tech firms announce fleet safety partnership



Boroughbridge-based Reed Boardall, one of the UK's largest temperature-controlled food distribution businesses, has announced a new partnership with vehicle safety tech firm, Leeds-headquartered SM UK, which will see Reed Boardall's new fleet of Volvo trucks equipped with the latest in fleet safety technology.

Under the partnership, SM UK will install a suite of cutting-edge systems including camera technology and advanced telematics, ensuring Reed Boardall's fleet of 51 new vehicles meet the very highest safety standards.

Reed Boardall managing director Stevland Town said: "Safety has always been central to our operation and partnering with SM UK, a Yorkshire company known nationally for its expertise in cutting-edge fleet safety, was a natural fit. We both share a commitment to raising standards across the logistics industry, prioritising driver safety, compliance, and the long-term sustainability of our operations."

He added: "SM UK's innovative technology mean that our new Volvos will deliver the highest standards of protection and performance across our fleet."

Laura Claghan, sales director at SM UK, said: "We're incredibly proud to partner with Reed Boardall and as two family-founded Yorkshire businesses built on reputation, quality, and trust, we share a passion for doing things the right way.

"Equipping their new Volvo fleet with the latest safety and camera technology is about more than compliance; it's about protecting drivers, other road users, and the communities our vehicles operate in every day."



pr · digital · seo

Reed Boardall is one of the largest temperature-controlled food distribution businesses in the UK, storing and delivering frozen food from manufacturers across Britain, Europe and further afield to all the UK's best-known supermarkets. With a fleet of over 200 vehicles operating 24 hours a day, year round, it delivers 12,000 pallets of frozen food daily for its clients, as well as providing a range of complementary services including ancillary blast freezing, picking and packing. The company employs almost 800 staff at its single site in Boroughbridge.