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Reed Boardall

Business development manager appointed at Reed Boardall



Yorkshire-based temperature controlled storage and distribution business Reed Boardall has appointed Stevland Town as business development manager.

Since joining Reed Boardall in 2001 in an administrative role, Stevland has progressed through a number of positions including spending eight years as warehouse manager and four years as operations manager.

In his new role, Stevland will work closely with the directors of the group's cold storage and transport divisions to extend services to existing customers as well as identifying and developing new opportunities with other food processors and retailers throughout the UK.

Marcus Boardall, chief executive, said: "Having spent 18 years with Reed Boardall and risen through the ranks, Stev understands our business inside out and, therefore, he is ideally placed to work across the group, highlighting efficiencies and benefits for both existing and potential customers.

"Stev is a fantastic example of one of our many long serving team who through hard work and talent has built a career with us. This latest promotion is well-deserved recognition of his commitment and we are confident that his knowledge and enthusiasm will enable him to succeed in this role."

Stevland comments: "Reed Boardall is a fantastic family business. With a long-established team who really care about the service we provide to customers, we've been able to continue to grow despite some very tough market conditions. I believe that the integrated cold storage and transport services we provide from a single site offer a unique solution for food companies across the UK who need a reliable and responsive logistics partner, and I'm looking forward to getting the message out there."

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. Operating 24/7, its 170-strong fleet of vehicles moves an average of 12,000 pallets a day and it stores around £100m worth of products on behalf of its customers. It employs over 750 staff at its single site in Boroughbridge, Yorkshire.

Picture shows (L to R): Andrew Baldwin, Stevland Town and Graeme Richardson of Reed Boardall