



Big Fridge

Mobile Chill or Freeze Trailers
for any occasion

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19th May 2006

Cool Idea Gets Hotter

(Published in the Journal, 19th May 2006)

Two years ago we brought you the story of the entrepreneurs who came into the cold. James White, Nick Appleyard and Andrew Houston came up with the novel idea of hiring out mobile fridge units from their Tees Valley base. Not domestic fridges either, the Big Fridge is what it says, a big fridge – on wheels.

Nick came across the idea at his wedding in Australia (where the need for a big fridge for contract catering is almost compulsory). Back home, the trio began cold-calling and the company has not only tripled its fleet of refrigerated trailers within the last 12 months, it has appointed a managing director, increased its staff, and moved to larger premises. It has also doubled its turnover year-on-year.

Big Fridge provides chilling and freezing solutions at outdoor events where there are stringent health and safety regulations controlling the handling of food and drink in hot temperatures. And, with summer just around the corner and temperatures rising, Big Fridge has already seen an increase in bookings from last year from existing and new corporate clients throughout the UK.

The rapid growth of the company has enabled James to take on the mantle of managing director. Having previously worked in agriculture, he views his new role as a challenge.

He says: "With the new move and expansion of the fleet of trailers we decided I would go full-time to drive the company forward even further. At the start, we ran the company as a sideline business but thanks to the unprecedented growth that approach is no longer possible.

"It's great to be able to get out there and meet our customers, build relationships and make bigger plans for the future."

Big Fridge is developing a strong working relationship with refrigeration engineers on scheduled refits and response to emergency refrigeration breakdowns via a 24-hour service line.

Working alongside James is Richard Moon who has now been taken on full-time to oversee the maintenance, delivery and collection of trailers.

"Moving from Thornaby to larger premises closer to Darlington has meant significant logistical improvements as we are close to all major roads and transport links," he says.

"We have also diversified into supplying refrigeration trailers for hotels, restaurants and other companies when their equipment breaks down. Being able to take a refrigerated trailer direct to the client immediately has saved many companies thousands of pounds in what could have been ruined, defrosted stock."

Word-of-mouth, the company website and mailshots have all increased business but James believes that being one of the first firms of its kind in the UK, coupled with strong customer service foundations from the start, means Big Fridge has started to get hot.

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The Journal



45p

Today's Voice of the North

Friday May 19 2006

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● For further information, visit www.big-fridge.co.uk



CHILLING OUT: JAMES WHITE AND THE BIG FRIDGE FLEET.