

# FREDDIE'S FLOWERS

## Case Study



### Freddie's Flowers eCargo Choice:

Urban Arrow E-Cargo XL



**WEIGHT:** 43 Kg

**LOAD CAPACITY:** 275 kg

**RANGE:** 20–80 miles

**BATTERY:** Bosch 400Wh/500Wh

**MOTOR:** Bosch Performance  
Line 250W / Bosch Performance  
CX 250W

### Introduction to Freddie's Flowers

Freddie's Flowers are a logistics business, delivering weekly boxes bursting with seasonal fresh flowers to offices and homes across the United Kingdom.

The company has two bases, Hounslow and Earlsfield. The company uses vans for their national deliveries out of Hounslow, and electric cargo bikes for their deliveries in and around London put of their Earlsfield site.

We talked to Alice Scobie, Head of Bikes at Freddie's Flowers, to find out why eCargoes were a great addition to their fleet.

### What was the attraction of eCargo Bikes for your business?

For the past six years we've been delivering our flowers throughout London, keeping up with the readying demand as our business grows. We have, until this year, used vans in the city to try and provide a reliable service week in week out.

Due to the traffic congestion in London our deliveries were usually done in the early hours of the morning, with us frequently bumping into issues getting our flowers into apartment blocks and business offices.

Our packaging is recyclable, so we were keen to start being more green in our courier service too. Not only is it better for the planet with eCargoes fitting incredibly well with our brand, but it is undoubtedly a much faster and easier way to get to houses during daylight hours when traffic could sometimes get in the way.

### Why are eCargo bikes a better tool for you than Vans?

Electric Cargo bikes are undoubtedly the future, with our couriers being able to ride them everyday, and gaining far greater access to every part of the city. Not only have our riders been able to drop more flowers off on any single day in the city centre, but we have a far happier team.

We currently have a fleet of 14 riders out on our cargoes 5 days a week in London, with each of them now doing an average of 90 drop offs a day.



## The eCargo Bike Grant Scheme

energy  
saving  
trust

Department  
for Transport

### GOVERNMENT BACKED

Backed by the Department  
for Transport and the  
Energy Saving Trust



### 40% OFF EACH ECARGO

Up to 40% off each eCargo  
bike bought for business, to  
a maximum of 5 bikes -  
or £22,500



### INCLUDING BEST BRANDS

Choose from the  
world's leading eCargo  
manufacturers including  
Urban Arrow, Riese & Müller,  
and more



### OUR SERVICE PLAN

Benefit from Fully Charged's  
5 star sales support and  
aftercare

We expect to be achieving 11,000-12,000 deliveries per week by bike by early 2021.

A great advantage is the bikes range, they can travel huge distances without spending hours stuck in traffic. We have also always worked towards becoming carbon neutral as a business, so it was great for us to be approved with our certificate earlier this year as our eCargoes undoubtedly leave a good green footprint for other businesses to follow suit.

## Why Choose Fully Charged?

Fully Charged could not have been more helpful when we started our bike search. We looked at other retailers before making our decision but the professional attitude of the company, and their subsequent support right through from purchase to aftercare has been unparalleled.

For us it was very important at the beginning of our journey to explore the particular options of which bikes would work with our specific load. Dan and the team could not have been more helpful here. We actually sent our branded boxes to their London Bridge site and they assessed the particular bikes that would work for us. They consequently advised us to settle for the Urban Arrow XL and we have not looked back since.

They're a young and exciting company just like us. If there's an issue with the bike we can bring it down and the team will see to it straight away. It's also a major positive that the store and service centre are in London Bridge.

We currently have a further 18 bikes on order and cannot wait to employ more riders to carry out our deliveries across London.

### Get in touch with Fully Charged

You can call us at 0207 111 0977, or email at [info@fullycharged.com](mailto:info@fullycharged.com). We are open from Monday - Thursday: 9am - 7pm, Friday: 9am - 6pm, Saturday: 10am - 4pm on 37 Bermondsey Street, London, SE1 3JW