



Prohire helps ESG meet seasonal demand with flexible rental solutions

ESG (Envisage Spaces Group) is an award-winning design and production agency, creating standout experiences for industry-leading brands including Wagamama, Virgin Holidays, Samsung, and Pirelli.

Headquartered in Stoke-on-Trent, ESG operates two divisions: Envisage, specialising in exhibition stands and brand experiences, and Spaces, offering commercial interior design across multiple sectors including retail, leisure, and hospitality.

With a seasonal workload which peaks from April to October, fleet flexibility is crucial. Since February 2024, Prohire's rental division Proflex has supported ESG by supplying vehicles on a flexible basis to supplement its fleet, enabling the agency to successfully meet client demands.



Challenges

ESG has a busy design studio and production team which creates, builds and delivers exhibition stands, brand experiences and commercial interiors for clients across the UK. Their workload fluctuates, with exhibition dates set in advance, however ad-hoc work such as restaurant fit-outs - which could be anywhere in the UK - often require rapid turnaround at short notice and during specific, limited hours.

ESG has its own fleet of six vehicles which includes Luton box vans and Sprinter vans, 7.5 and 18 tonne trucks and tractor units. The fleet is highly utilised and does not have any spare capacity.

With their peak season running from April to October, it isn't cost effective for ESG to invest in vehicles that could sit idle during its off-peak months. Instead, it needs a rental provider that can guarantee the quick supply of vehicles to mirror its own fleet at short notice for varying durations.



Solution

ESG turned to Prohire's rental division, Proflex, to provide a flexible solution to supplement its fleet. Proflex supplies ESG with the latest specification, high quality rental vehicles to meet their needs on a short to medium term basis. Whether it is for four days or four months, this cost-effective, responsive solution ensures that ESG can meet customer deadlines and seasonal demand.

With over 400 units on its national rental fleet, Proflex offers a full range of light and heavy commercial vehicles, including alternative fuel options that means they can fully support ESG to scale its fleet quickly and easily.

Solution

As a division of the leading provider of sustainable commercial vehicle hire and fleet management solutions, Proflex delivers a fully flexible rental service with 24/7 support, compliance documentation, and a digital portal for easy access to paperwork. Vehicles are available on a daily, weekly, or monthly basis, with streamlined online check-in and check-out.

What's more, ESG benefit from a dedicated Proflex account manager who knows their business and fleet requirements and is extremely responsive, acting as an additional member of the team.

Results



ESG benefits from a cost effective and efficient fleet solution.



With flexible rental periods, ESG is able to vary fleet mix to meet peak demand.



ESG's fleet is supplemented with high quality, latest specification vehicles.



Rental vehicles come with 24/7, 365-day support and breakdown service.

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“Proflex has been a game-changer for us. They ensure we always have the vehicles we need to meet demand, keeping our service levels high and our promises to customers. Their flexible rental solutions take the stress out of fleet management, and their quick response time is unmatched.

“Whenever an issue arises—whether it's an urgent request or an accident—they handle it swiftly and professionally, taking the pressure off us. We've built a strong partnership over the past 12 months, and as a growing business, having a reliable, responsive fleet provider is invaluable.

“Proflex ticks all the boxes for service, communication, and flexibility. I already recommend them to anyone who asks!”

Alex Birks, ESG's Purchasing & Procurement Manager

