

Peacock and Binnington adds North Yorkshire agricultural machinery dealer to the fold

Agricultural machinery dealer Peacock and Binnington has acquired North Yorkshire-based Franks Curtis.

The Brigg-headquartered operation will incorporate the family-owned Massey Ferguson specialist into its 127-year-old business, preparing the Kirby Misperton depot – between Malton and Pickering – for the new year.

Completing the purchase of the shares held by David and Kim Franks, P&B managing director Graham Main said it marked the start of a new chapter for the £68 million turnover company.

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“It is our intention to embrace the success David, Kim and the team have achieved and use our group functions and economies of scale to enhance the business in the area now and into the future,” he said of the undisclosed deal.

“Over the next few months, we will be changing the name at the depot and getting things ready for the new year.

“For now, it’s business as usual, we are here to keep farmers farming and as our slogan states, we are as ever, ‘proud of our history, excited by our future’.

“There are certainly exciting times ahead. We look forward to continuing the successful business relationship and thank customers and staff alike for their continued support.”

Located at Beansheaf Industrial Park, close to the Flamingo Land resort, it adds to the Corringham, Halsham, Louth and

Selby depots, further establishing P&B's roots in Yorkshire and Lincolnshire.

Mr Franks is to be appointed to the P&B board of directors, chaired by Michael Peacock, and will "still very much be the figurehead of P&B Kirby Misperton," Mr Main said. Mrs Franks will work until the end of the year to support the transition, with Rachel Franks taking a new role as area finance manager as accounts are centralised.

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