

Panther's multi-million pound Silentnight deal helps hospitality customers rest easy

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The UK's leading two-person delivery specialist, [Panther Logistics](#), has been awarded a new four-year contract with Silentnight.

The new deal will see Panther continuing to support Silentnight's contract with the Premier Inn hotel chain, delivering beds and mattresses to hotels across England, Scotland and Wales, for which it has delivered over 60,000 beds over the past 12 months. together with all other hospitality outlets.

Silentnight has been a Panther customer for the past nine years for its retail operation and has worked with Panther's recently formed Specialist Operations Division since 2022.

Panther's Specialist Operations Division delivers bespoke support solutions for large scale delivery clients such as Silentnight. These new commercial opportunities allow Panther to diversify from its industry leading two-person deliveries into a much larger scale operation, offering support across the country to clients who require higher volume deliveries that necessitate a more tailored individual solution.

The new multi-million-pound contract with Silentnight will see Panther delivering new beds and mattresses over the next four years, as well as removing the current mattresses and beds for recycling.

"Since its launch, our Specialist Operations Division has been a great success and is yet another milestone for Panther and further demonstrates our ability to consistently push the boundaries," says Andy Dale, Panther's Finance and Commercial Director.

"The specialist install and delivery solution by Panther for Silentnight demonstrates the strength of the partnership and we are delighted that we will be continuing to develop our offering with them."

To support the operation, Panther has invested substantially in the sourcing and training of select teams of specialist installers, exclusively assigned to the Silentnight contract to ensure a dedicated, consistent and exceptional service level.

“We are very excited about this growing partnership between Silentnight and Panther, it marks another significant stride in our hospitality business, made possible by Panther’s invaluable support,” says David Lawrenson, Sales Director for Hospitality at Silentnight.

“Our hospitality contracts expect and thrive on seamless, large-scale logistics, demanding an expert partner for success. Panther’s unwavering commitment and impeccable service since our collaboration in 2014 have not only impressed us but played a pivotal role in fuelling Silentnight’s remarkable growth. They are a key driving force behind our continued success and the obvious choice of delivery provider to support us on our ongoing expansion.”