

Motormax and Geotab partner with Burton Roofing Merchants to drive fleet safety, operational efficiency and compliance

Burton Roofing Merchants — *Your Trusted Roofing Merchant* — is one of the UK's leading distributors of roofing material, operating from 37 branches nationwide. This network enables Burton Roofing Merchants to combine local service with national scale, delivering reliable stock, innovative solutions and efficient logistics across the country.

The challenge

Operating a diverse fleet of over 100 HGVs and LCVs, Burton Roofing Merchants required a robust, future-proof solution to manage safety, compliance and visibility across the fleet. The company began working with Motormax in 2023 to enhance its fleet technology, improve driver awareness and ensure full compliance with the Direct Vision Standard Progressive Safe System (DVS PSS).

In this case study, Martin Pollard, Fleet & Facilities Manager at Burton Roofing Merchants, outlines the key challenges the business faced. He explains how working collaboratively with Motormax and Geotab helped the company achieve compliance, increase fleet visibility, improve driver behaviour and enhance operational efficiency.

"As our fleet grew through acquisitions, so did the need for improved visibility, safety, and operational efficiency. At the time, our systems included a mix of camera and tracking platforms from various suppliers. Ultimately, we wanted a single solution that could help us monitor driver behaviour, reduce incidents, defend false claims and ensure compliance with evolving regulations.

Working collaboratively with Motormax and Geotab, it was evident we could achieve our goal to manage these systems through their integrated approach and user-friendly, single platform. We could utilise the integrated technology across our fleet to ensure the safety of our drivers and vulnerable road users (VRUs).





Fleet profile

Company:

Burton Roofing Merchants

Industry:

Manufacturing/Construction

Based in:

UK

Types of vehicles:

All classes; trucks, vans, pickups and plant equipment

Fleet size:

100+

Fleet focus:

Safety and sustainability

We had limited access to real-time data and struggled with retrieving footage quickly if incidents occurred. Training our teams and ensuring consistent safety standards across sites was also a challenge. We needed a system that could centralise everything, from cameras to telematics, without adding complexity."

The solution

Motormax and Geotab partnered with Burton Roofing Merchants to deliver a complete, integrated safety and compliance package across their nationwide fleet of HGVs and LCVs. The solutions combine Motormax's advanced camera technology, Safetymax audible and visual driver alerts and Geotab telematics, providing a single, unified platform for fleet visibility, compliance and performance management.

Geotab integration

Martin continues, "The Motormax/Geotab integration has been a game-changer. We centralised our assets via one platform, we have instant access to footage, driver analytics, and vehicle diagnostics. It helps us to record accurate data, reduce downtime, improve driver accountability, and streamline compliance reporting.

We had an incident which triggered the technology and immediately we had remote access to the footage. This gave us the ability to produce incident reports quickly to understand what happened. We had the peace of mind knowing we could see exactly what happened, determine liability, protect our drivers and our assets. The technology has been well received by our drivers, and our training is designed to demonstrate how it is there to protect them, not work against them."

Safetymax audible and visual alerts

Motormax worked closely with Burton Roofing Merchants to review potential hazards on the HGV fleet and created a bespoke Safetymax solution. The system includes audible and visual warnings and actively monitors crane equipment, alerting drivers when the boom or legs are not stowed. Combined with Geotab's live data, this provides Burton Roofing Merchants with real-time visibility and control over fleet operations.

Motormax installed a multi-camera system including AI, load camera as well as other equipment including side detection, and a left-turn alarm to improve all-round visibility and awareness.

For new-build HGVs, a full multi-camera configuration was fitted, including rear, load, nearside and offside cameras. Additional innovation was introduced through the Driver Monitoring System AI camera, giving Burton Roofing Merchants the ability to monitor mobile phone usage, smoking, fatigue and distraction, supporting improved driver behaviour.





Improvements in fleet safety

Burton Roofing Merchants has seen clear improvements in fleet safety, compliance and operational efficiency. Martin explains, "Transport teams now benefit from complete visibility across the entire fleet, with real-time access to location, driver behaviour, and incident data. The ability to instantly review footage and performance insights has strengthened the company's approach to risk management and driver training."

The integrated Motormax and Geotab system has enabled the business to proactively manage its vehicles and drivers with greater efficiency, accuracy and accountability.



Reducing excess fleet – operational cost savings realised

Martin explains the cost saving and efficiency:



We're now able to improve vehicle utilisation across the group, moving assets where they're needed, reducing excess fleet and removing any duplication following recent acquisitions. Geotab gives us instant access to key compliance data such as automatic tachograph uploads, mileage, and missing cards, which allows us to be far more proactive and responsive.



Meeting compliance – DVS PSS

The technology ensures full DVS PSS compliance across the HGV fleet, protecting both drivers and vulnerable road users while supporting Burton Roofing Merchants commitment to safety, operational excellence, and the wellbeing of its workforce and customers.

Commenting on Motormax's knowledge of compliance, Martin said:



Motormax is forthcoming in what we need to ensure our fleet is compliant, supporting us through the whole process, which can be a minefield. They are a trusted partner, and we only need to work with one supplier.



Trusted, collaborative partner

Martin explains the close working partnership with Motormax:



Motormax was the standout supplier for us. We had many open discussions about what we wanted to achieve and what they could deliver. They never tried to sell us products we didn't need; instead, they took a broader view of our existing fleet and identified where we could retrofit effectively to work with our current systems.

Working with Motormax has been collaborative. From the initial consultation through to installation and training, they have been proactive and responsive. Their team understands the pressures fleet managers face and tailor their support accordingly. From the North of Scotland down to the south coast, Motormax managed the installs very well – it's been a stress-free and positive experience which has exceeded our expectations.



Looking ahead

Burton Roofing Merchants sees Motormax as a long-term strategic partner. Martin sums it up:



If you are looking for a scalable, intelligent solution that enhances safety and efficiency, Motormax delivers. Their technology is robust, and their customer service and delivery of installations was fantastic despite the geographical challenges we presented them with. It's been a great experience, everything we wanted and has exceeded our expectations.

Looking ahead, Burton Roofing Merchants continues to invest in new vehicles equipped with Motormax's latest safety systems and is exploring further opportunities across its fleet and plant assets to future-proof operations. The business is also evaluating emerging AI safety features, including bridge detection and forklift safety, as part of its ongoing innovation roadmap.



In summary

Measurable benefits

Complete fleet visibility: Camera footage, telematics data, and incident reports are accessible through a single platform.

Operational efficiency: Geotab telematics gives managers instant access to location tracking, driver data, and performance insights.

Meet compliance: The solution meets DVS PSS requirements and helps maintain ongoing fleet safety standards.

Driver alerts and awareness: Safetymax provides real-time audible and visual warnings to assist drivers and reduce operational risks.

Incident prevention and reporting: Automated alerts for un-stowed booms, legs or cranes help prevent costly damage or safety breaches.

Driver development: Data and footage are used to support ongoing driver coaching and training programmes.

Seamless OEM integration: Safetymax visuals and alerts are embedded directly into the vehicle's factory screen for an intuitive driver experience.

Products installed

Live DVR: Multi-camera system including AI, front, near side, offside, internal (cab), load and rear.

Safetymax: Left and rear cameras displayed on the factory screen. Visual and audio warnings including handbrake not applied, seat belt not engaged, remote not stowed, boom not stowed, and legs not stowed.

Ultrasonic detection system: Truck detection sensors fitted to the side of the vehicle, seamlessly integrated into the OEM screen using Safetymax technology.

Safetymax integrated with MyGeotab: Enables automatic event-triggered camera footage capture and generation of detailed incident reports.

Geotab with tachograph integration: Motormax camera and safety system combined with Geotab telematics and tachograph data.

Geotab GO device: Provides live tracking, data capture, and connectivity for efficient fleet management.

Left-turn alarm: Alerts site teams when the vehicle is manoeuvring.

DVS PSS: Fully compliant system in line with TfL legislation.



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