



PIONEERING EXCELLENCE

Cronin Group and William Tracey & Sons – A Transformative Partnership Reshaping the Landscape of Cultural Relocation.

In the evolving landscape of corporate and cultural relocation, the acquisition of William Tracey & Sons by Dublin-based Cronin Group marks a significant chapter in the evolution of specialised logistics and moving services. The deal, finalised on May 16th last year, signifies not only a strategic alignment of two industry leaders but a commitment to fostering innovation, enhancing customer experiences, and propelling the relocation industry in Dublin and Ireland into a new era of excellence.

Cronin Group, headquartered in Dublin, has been a stalwart in Specialist Logistics, Machinery Moving, Workplace Relocation, and Global Mobility Services for over 30 years. This

acquisition, part of Cronin Group's holistic growth strategy, brings into its fold William Tracey & Sons, a family-owned business with roots dating back to 1947.

With highly experienced divisional teams and dedicated project managers, Cronin Group has the capability to deliver a comprehensive solution that covers the entire process from delivery, to offloading and positioning. The firm's complete service offering sets us apart, ensuring maximum efficiency and minimum disruption for its clients. The specialist divisions work together seamlessly to offer a full range of services for all industries. Cronin Group's support its client's growth and ambition by taking the



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services worldwide, and Cronin Group is proud to be their flagship location in Ireland, managing all elements of the entire relocation journey, from corporate moving, destination services, corporate immigration, compensation and expenses, through to full assignment management solutions.

STRATEGIC INTEGRATION

The acquisition of William Tracey & Sons is not merely a transaction; it's a strategic integration of legacies, expertise, and a shared commitment to excellence. The William Tracey & Sons brand, with its rich heritage and reputation in corporate moves for public and private sector organizations, will not only be preserved but seamlessly incorporated into Cronin Group's offering, ensuring continuity and trust in the eyes of their valued customers.

Miriam Foley, the Managing Director of Cronin Group, expressed her excitement about this strategic move. “We are delighted that the William Tracey & Sons business has become part of Cronin Group,” she stated. “They have an outstanding reputation in the industry, and their professional services are highly regarded by their customers. We are keen to build on that reputation and grow the corporate moving business, while leveraging shared services to benefit the whole group. Our vision is to create a new standard of excellence in specialist relocation, placing a strong emphasis on driving sustainability and cultivating profitability throughout the process.”

PRESERVING HERITAGE

William Tracey & Sons, founded in 1947 during one of Ireland's harshest snowstorms, has a story deeply embedded in the fabric of Irish history. Established by William Tracey senior and later incorporated in 1982 by his sons William and James, the business evolved from humble beginnings, delivering onion sets nationwide, shoes to Donegal, and aluminium to Wexford.

Over the years, William Tracey & Sons has transitioned into a highly successful moving and transport company, specialising in corporate moves, office relocations, library and archive transfers, fine art removal, and more. The company has a long history of working with Government departments and were

complexity out of their relocation requirements.

The firm's Specialist Logistics team support customers in taking care of the relocation, positioning, and storage of high value and specialist equipment. From warehousing and storage facilities to final mile delivery, Cronin Group tailors its solutions to your industry needs, and pride itself on a trusted, solution focused, and flexible service offering, that guarantees the security of your equipment during all stages of the project process.

When it comes to Machinery Moving, Cronin Group understands the changing nature of project schedules, and untimely deliveries, and that's why the firm is continuously adapting to its client's needs, providing solutions to ensure projects don't just succeed expectations, but exceed them.

Cronin Group also provides workplace relocation solutions for seamless moves, with minimum disruption. With its vast industry experience, the team is adept in supporting Facility Management companies take on large scale tech client moves, to catering for organisations seeking to rearrange their office spaces, hospital departments, museums, and more.

Cronin Group partners with Santa Fe Relocation to help people work, live, and thrive in new places around the world.

Santa Fe Relocation is a Global Mobility company specialising in managing and delivering high-quality relocation



more recently appointed as the successful tenderer for the Provision of Transport, Delivery, Office Removal and Storage Services for the Department of Social Protection.

“We are very happy with this new arrangement with Cronin Group,” said William Tracey. “The fact that the William Tracey and Sons brand will be maintained will ensure the continued trust and confidence of our customer base, but being part of a larger enterprise will strengthen the company’s ability to deliver a high-quality service and offer new services and facilities to all our customers. This is a very positive move for the transport sector in Dublin and indeed Ireland.”

The decision to maintain the William Tracey & Sons brand is a testament to the commitment to preserving heritage, instilling confidence in customers, and ensuring a seamless transition for the dedicated team under TUPE arrangements.

DIVERSE OFFERINGS

Cronin Group, formerly known as Cronin Movers Group, is a diversified service provider with five primary divisions: Specialist Logistics, Machinery Moving, Workplace Relocation, Cultural Institution Relocation, and Global Mobility. In addition to these five primary divisions, the company offers storage and crating solutions that are tailored to every client’s unique business need.

The acquisition of William Tracey & Sons enhances this diversity, bringing an additional layer of expertise in corporate moves and specialised logistics. The union not only widens the scope of services but positions Cronin Group as a one-stop destination for comprehensive moving and logistics solutions.

COMMITMENT TO EXCELLENCE

The art of moving is a craft that Cronin Group has mastered over its three-decade journey. With a team of passionate and experienced professionals, every project undertaken by Cronin Group reflects a commitment to delivering industry-leading solutions. The philosophy is centred around exceeding client expectations, fostering client satisfaction, and building enduring relationships.

Colin Fox, who now heads up the Cultural Institution Relocation Division as a result of the partnership said “We thrive on developing forward-thinking and innovative solutions for our clients. Every project reflects our commitment to delivering industry-leading solutions across all five divisions. We strive to exceed client expectations in every project, and we are motivated by client satisfaction and building long-standing client relationships. We hold the belief that great work stems from a great work environment and a firm foundation of values.”

LOOKING AHEAD

As Cronin Group and William Tracey & Sons embark on this transformative journey, the focus is not only on the present integration but on shaping a future defined by innovation and growth. The combined entity is well-positioned to leverage shared services, explore new avenues, and set benchmarks in the corporate relocation arena.

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