



Hot Cross Buns and Chilled, Happy Customers Potts Bakery ... an AccuBake Case Study

Background

Over the last 26 years Potts Bakery Pty, based in Melbourne, Australia has become famous for its sourdough and speciality loaves. A recent, carefully considered expansion strategy means Potts now produce a full range of the finest traditional and contemporary breads, including rustic European-shaped jumbo loaves, with new ranges of speciality buns and morning goods added in the last 12 months

Using only the best quality natural ingredients and recipes, Potts and their commercial and international customers share a critically important belief

- an absolute commitment to product quality.

Early in 2010, Chief Executive Claude Gretch set out to further expand Potts' sales to major supermarket retailers in Australia and as key element of this expansion he specifically targeted hot cross buns.



Confidence, Consistency and Quality ... The Key To Sales Growth

Claude recognised that he faced two key challenges if he was to breakthrough with the major retailers in Australia;-

1. To demonstrate a proven track record of consistent delivery of stringent, high quality standards demanded of major retailers, across all baked products produced - positively sustainable during periods of significant volume growth. Giving major retailers the confidence in Potts to produce high volumes of high quality products, to exacting specifications, consistently.
2. The need to drive a step change internally in both manufacturing quality performance and quality focus within the Bakery Unit.

Enter AccuBake

When seeking a solution to these issues, an internet search landed at www.accubake.com. It quickly became clear that AccuBake offered a simple and unique solution to Potts' challenges. Following detailed discussions with the AccuBake team Potts purchased their first AccuBake in August 2010. This was installed and commissioned in October 2010, complete with a bespoke software option specifically designed to assist with the hot cross bun project.

AccuBake – A quality focal point ... driving quality performance, building confidence

Even prior to delivery, Potts introduced the unique benefits of AccuBake as part of their proposition to the major retailers. This built confidence in the systems and processes they intended to use to assure quality and consistency, even with a significant step change in volume.

Once AccuBake was delivered, Potts used it to create a quality focal point in the business, for the whole site team. This was used as the key driver for change in quality performance using AccuBake's accurate and consistent measurable data and trends as the basis for baked product quality, consistency and operational performance improvement.



AccuBake also allowed Potts to positively and accurately compare their quality against their competitors with their target customers.

AccuBake helps achieve the objective - 44x times increase in sales !

On the back of the AccuBake installation and the confidence this then provided the key target customers, Potts succeeded in winning an order in the following year for 15 million buns compared to 340,000 the previous year.

In addition, by providing accurate data on manufactured quality standards AccuBake has significantly reduced the incidence of customer returns and return claims.

Based on their success Potts anticipate further increases in their hot cross bun sales in 2012 and are using AccuBake across their product range as part of their ongoing quality assurance and development programme.

Chilled, Happy Customers ...

One, almost overlooked, but significant and important outcome for Potts during this period of gaining new customers and increasing volumes is the "AccuBake effect" on customer relationships. Using accurate and consistent data has given Potts the confidence to handle any quality issues, quickly, decisively and efficiently using proven, recorded data, facts and logic – keeping customers confident and relaxed.

This makes it easy for customers to do business with them and builds strong, long-term relationships with ...

Chilled, Happy Customers.

Claude Gretch - Potts Chief Executive commented ...

"AccuBake has given us the edge!

It has positively influenced our own confidence when approaching new customers, our customer's confidence in us as quality suppliers and the confidence in our team to produce consistent quality and significantly grow volumes ...

I think the beauty of AccuBake is its simplicity, it's simple to install, simple to use and the power of the data it produces makes it simple to quickly take control of your product quality...

"AccuBake has not only helped us significantly improve our product consistency and control but also enabled us to prove to existing and potential customers that we can meet their high standards - AccuBake has been a key element of our success in gaining our recent major new contracts"

AccuBake ... The best thing since sliced bread?

Contact AccuBake NOW for more details or to arrange a FREE 5 Day Prove & Improve Trial

Telephone: 0117 903 1106 www.accubake.com