



Leading European Bakery Group Enhances Efficiency and Market Share Through Strategic Automation

Group Level Automation Roadmap Case Story

HowToRobot

Bakery Group Unlocks £14M in Savings Through Strategic Automation Roadmap

A leading European bakery group, managing several factories across the UK and Poland, sought to overcome labor constraints, rising demand, and the need for cost efficiency to capture larger market shares. By partnering with HowToRobot, they developed a group-wide automation roadmap that maximized both local factory needs and corporate-level goals.

The challenge

- Despite having internal expertise and a corporate automation strategy, the company struggled to operationalize it effectively across multiple factories.
- They faced difficulties in identifying high-impact, low-risk automation opportunities that would align both strategic objectives and local requirements.
- Allocating funds for automation was challenging without a prioritized roadmap that could guide investments across all manufacturing sites.

The solution

- HowToRobot audited each factory, identifying automation potential in processes like ingredient handling, filling, decoration, and packing.
- The audits led to a prioritized roadmap of seven automation programmes, aligning local factory needs with corporate strategy.
- The roadmap provided investment guidance and outlined key opportunities for maximizing automation's impact across the company.

Value delivered

- **Cost Efficiency:** The seven programmes are projected to save £14.4M annually, with an average payback of 2.8 years.
- **Informed Decision Making:** The roadmap helped the company make data-driven investment decisions focused on the most impactful opportunities.
- **Enhanced Productivity:** Avg. productivity gains of 227% are expected per programme, with some offering a payback period as short as 1.5 years.