

Client:

United Baking Co. Inc,
New York.

Business challenge:

Business growth outstripping capabilities of bakery software.

Solution:

Achieve detailed tracking of key production data with the GlobalBake production module.

Results:

Improve control of production and distribution, resulting in improved profitability per item and per line.



Muffin Bakers

Tradition mixed with technology is the best description of New York-based United Baking Co., Inc. the manufacturing arm of the Uncle Wally's brand of muffins.

While their muffins may look and taste like they came out of your grandma's kitchen, a sophisticated 24 hour manufacturing operation sits behind it all. In a 60,000 square foot manufacturing facility, three baking lines produce muffins distributed throughout the USA.

"We started with one line in 2001 and have enjoyed annual growth of 20% on average," says United's Financial Controller Tom Wolf.

"To accommodate the demand, we have just completed a 16,000 sq ft expansion and a third line."

Originally founded by well known entrepreneur Wally Amos, the company distributes its products to major food chains, retailers, and club stores.

COMMITMENT TO INNOVATION

United's success has been built on a strong commitment to smart production processes. "Production is highly automated, starting with our high speed ovens. It has been a strategy of the company to maintain state of the art production technology," says Mr. Wolf.

The only way United could have achieved its year on year growth is to constantly improve its production and support systems. "We started out with a focused plan in 2001 and have grown steadily since. We needed to put in place the systems to accommodate increased volume."

In 2003, United started to evaluate new software systems that could support the company's continued growth. "We had a system in place but we outgrew it, as it couldn't give us the efficiency measurement tools that we needed to control the growing operation."

United went through a process of evaluation with four software companies, and GlobalBake stood out. "GlobalBake was far superior to the other offerings and really attractive to us, because it could provide useful information for both the sales planning and manufacturing sides of the business," says Mr. Wolf.



Tom Wolf
Financial Controller
United Baking Company

"I believe any baker would be surprised at the increased efficiency they will get from GlobalBake. Actually, it is a great system for any manufacturer."

"Our savings from improved efficiencies has more than justified our investment in GlobalBake and we look forward to our continued partnership."



ABOUT GLOBALBAKE

GlobalBake is software purpose-built to give food service businesses a clear view of the key production, sales and financial information they need to control their business. Our clients use GlobalBake to achieve efficiencies in their operations in areas like plant utilization, order processing and stock control.

Organizations throughout the United States, Australia and New Zealand use GlobalBake, which is acknowledged for its excellent support and competitive pricing.



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TRACKING EVERY PENNY

United implemented GlobalBake to help manage the production side of its business, integrating it with an existing financial management system. GlobalBake has become central to the company's production operations. "It monitors the efficiency of our operations, tracking all relevant information on our production line, even the labor cost. It gives us the information about production that enables us to make the decisions we need to improve operations with better control of product waste and inventory."

Mr. Wolf says GlobalBake provides United with the necessary management information, "right down to basic levels, like shifts, so we can really monitor the operation. We've created a number of key reports in GlobalBake, such as profitability per item (which is a great benchmark) and profitability per line. We can see the progress we are making with GlobalBake."

"This is really important because baking is a penny business; you literally have to watch every penny - GlobalBake enables us to achieve that."

24/7 COMMITMENT

"Support is always an issue for a large bakery operation like United", says Mr. Wolf. "I like GlobalBake's reaction and response; they have been there for us 24/7. They are committed to United."

"Since we started with GlobalBake in 2003, I could count on one hand the number of times we have called on them - it's just so reliable."

ONGOING INNOVATION

"United is constantly looking for ways to improve the efficiency of its production lines," says Mr. Wolf. They have recently introduced a new module for tracking and distributing finished goods.

"We scan products into GlobalBake as they come off the line. It has given us tighter control over our finished goods inventory and improved the efficiency in our distribution. We have even become more efficient at loading our trucks. GlobalBake helps limit the inevitable mistakes that come from human error."

United has plans to extend the concept to the other end of the production system. "We intend to apply GlobalBake to scan raw materials and packaging as they come into the system - providing improved control of material movement and inventories."

Mr. Wolf says introducing new initiatives is seamless with GlobalBake. "With anything new GlobalBake is right there by our side."

RETURN ON INVESTMENT

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