

 Microlise

# Fine Lady Bakeries

Case Study



# Trailer Brake Performance Monitoring – a fine choice!



“The service provided by Microlise is head and shoulders above what I’ve experienced with other suppliers. Our Account Manager knows our fleet operation inside out and is always on-hand to provide support, updates and ultimately makes my job that bit easier. Everyone we meet from Microlise, including customer service and install teams, always want to do a great job.”

**Adam Robson, Logistics Manager, Fine Lady Bakeries**



Reduced vehicle downtime through Trailer Brake Performance Monitoring



Improved fuel efficiency through improved driving styles and reduced harsh braking



Improved safety and reduced number of accidents and at-fault claims



Fine Lady Bakeries is a traditional, family-run plant bakery, proud of its heritage and even prouder of its quality products. With a commitment to making the best – better, Fine Lady Bakeries is a business that doesn't simply rest on its years of experience, but looks to strive forward and improve.

The same can be said about its logistics operation. Led by Adam Robson, Logistics Manager, the mission is clear: to deliver products to their customers as safely and efficiently as possible, whilst maintaining the highest service levels.

When it comes to their customers, Fine Lady Bakeries deliver into some of **the largest supermarket retailers in the country**. Their delicious fresh loaves and rolls are baked on site at their Banbury or Manchester bakeries, packaged up and delivered daily, 364 days a year, into stores across the UK.

As one of the largest commercial bakeries in the UK, they make 50 deliveries a day and cover around 5.15 million kilometres each year.

## The Challenge

All systems, under one provider – that's the goal for Adam and the Fine Lady Bakeries team. But like many of our customers, managing multiple fleet systems, across multiple platforms can be a real source of pain. Not only do you need individual log on credentials, but getting systems to talk and work together can be a significant challenge.

For Fine Lady Bakeries, not only was this causing headaches but poor customer service was also a concern. With disparate systems and different ways of working, being heard and getting the support they needed to move their operation forward, they felt was holding them back.

Back in 2021, they embarked on their journey to move towards one, integrated solution. And with Microlise's modular approach, it's made it easy to level up and take those next steps towards a smoother, more sophisticated way of working.



## The Result : A One-Stop Shop Solution

From improved fuel efficiency, to avoiding significant cost increases through new roller brake testing legislation, the more Microlise systems Fine Lady Bakeries bring within their fleet package – the more optimised they become. And with one single point of contact, they know their Account Manager is only ever a phone call away; helping move forward with new solutions or upgrades much simpler – and quicker.

In the early days it was about embedding **Fleet Performance**, giving them the vital fleet telematics data they needed to track vehicles and usage, to improve driving styles and maximise fuel efficiency. Progressing onto **Journey Management**, this provided visibility of the real-time execution of 50+ deliveries, every day, 365 days a year.

All management information is now consistent, in one place and provides Fine Lady Bakeries with a single source of truth – one that they can rely on to give them accurate and robust data, day in, day out.

Next up was **Tachograph Management (work diary and fatigue compliance)**, keeping track of driver hours and licence checks with the Trutac suite, alongside **Remote Tacho Download**, they could streamline processes and avoid clunky, manual downloads. More recently, all new vehicles are now fitted with Microlise's **Multi-Camera Systems** including forward, near, offside rear-facing cameras, providing the line of sight required and offering immediate incident video footage.

And finally, enter **Trailer Brake Performance Monitoring** – on-the-go trailer brake monitoring, significantly reducing the number of meaningful brake tests to just once a year.



## Trailer Brake Performance Monitoring

Following new trailer brake legislation, Fine Lady Bakeries' O-Licence requires that their trailers are serviced every eight weeks. Each **laden brake test** requires trailers to be loaded, tested, and then unloaded, meaning inspections take longer and drive higher labour and operational costs.

Adam calculated that his annual servicing cost would increase to over \$150k (£80k) per trailer, and across 82 trailers, they were looking at an additional \$150k (£80k) in service costs alone! Not only was action need to manage these escalating costs but also to tackle increasing vehicle downtime too.

Now, with the new, electronic monitoring devices fitted to their trailers, their brakes can be continually checked, removing the need to take trailers off the road for multiple tests throughout the year.

This, plus savings in **fuel from more efficient driving**, and a **reduction in insurance premiums** from enhanced camera safety systems, makes investing in safer, more streamlined fleet operation a winning business decision.

## What's Next?

With a few more projects in the mix, it won't be long until each of their 55 trucks and 82 trailers are fully optimised with the latest Microlise tech.

The install team are busy as we speak, upgrading camera systems and working on their extensive trailer fleet.

Up next, we'll be looking at installing new in-cab devices across the entire fleet and a new TruTac application to support with vehicle maintenance.

## Microlise's End-to-end Solution

Delivering so much more than just TBPMS, Fine Lady Bakeries make use of our full Microlise suite of solutions, including:



Fleet  
Telematics



Fleet  
Compliance



Fleet  
Safety



Journey  
Management



Delivery  
Management





Microlise Limited  
Level 15, 28 Freshwater Place, Southbank VIC 3006, Australia  
ABN: 614 956 133

 +61 3 9097 1628

 [enquiries@microlise.com](mailto:enquiries@microlise.com)

 [microlise.com/au](https://microlise.com/au)

Microlise Group plc  
Farrington Way, Eastwood, Nottinghamshire, NG16 3AG  
Registered in England & Wales with Company No. 11553192