



Company Facts

- ▶ Location: Lazonby, Penrith, Cumbria, United Kingdom
- ▶ Industry: Food Manufacturer
- ▶ Web site: www.bellsflazonby.co.uk

Success Highlights

Challenges

- ▶ Lack of visibility, support management and access to real-time data across the entire business

Solution

- ▶ Epicor Tropos ERP

Benefits

- ▶ Reduction of stock levels by 50 percent
- ▶ Enhanced visibility across company processes to improve efficiencies and boost profitability
- ▶ One system to operate its three lines of business: Village Bakery, OK Foods, and the traditional Bells of Lazonby bakery



Epicor Tropos brings a powerful enterprise resource planning (ERP) solution to Bells of Lazonby, a leading UK independent bread and cake maker. Now for the first time, Bells of Lazonby will have full visibility and control of its three lines of business through a single, integrated solution with applications designed specifically for the unique requirements of food manufacturers. The system will help Bells of Lazonby achieve its goal of reducing levels of held stock by up to 50 percent. The wide range of management information from Tropos is used to enhanced forecasting, production variances, order processing and cost efficiency across the entire business.

Tropos gives Bells of Lazonby management information in real time, so the company can make instant decisions, which otherwise could cost the business.

Empowering managers with this information helps to support the dramatic expansion of its two new brands: Village Bakery (organic recipes), OK Foods (gluten, wheat, and dairy free goods), as well as the sustained growth of the traditional Bells of Lazonby bakery. The Tropos solution also makes it easier for Bells of Lazonby to continue its business with supermarkets, as a real-time traceability and regulatory audit compliance is now quicker and easier across its entire range of products.

“We previously used a specialist bakery system for our order processing, but it could not give us the visibility or adequately support management control



across our rapidly expanding business,” commented Dave Simmons, business systems

manger, Bells of Lazonby. “Tropos gives us real-time insight into stock levels, order flows and fulfilment. This information on processes, as they’re happening, makes it easier to eliminate any waste throughout the business and makes our future business development easier and more profound. We are able to streamline not only production and stock levels, but also many administrative processes—we are able to reduce the burden of multiple and often duplicated forms of paper work.

“We have a strong reputation for quality and excellence in our field. In fact we recently won an award from Sainsbury’s for Bakery Supplier of the Year and won the Bakery category at the Food Manufacturer Awards as well. We will now be able to deliver that excellence of quality through excellent processes. In the past we have held excess stock levels to ensure every job will

be fulfilled. We can now be sure of that without over-crowded stockrooms because our forecasting production variances are so accurate and up to date”, continued Simmons.

As the organic and specialist foods industries rapidly expand, Tropos helps to deliver successful operations, optimise stock holdings and improve production process; and Bells of Lazonby is taking full advantage for future growth.

About Bells of Lazonby

Bells of Lazonby is a family business that has been producing and supplying bread and cakes for over 60 years. The company bakes organic recipes through its Village Bakery brand; its OK Foods brand produces gluten, wheat and dairy free recipes and the Bells of Lazonby bakery continues with its traditional baking. The organisation also produces goods for private label companies. The company was recognised with the Queen’s Award for innovation in Enterprise in 2006.

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers’ unique business processes and operational requirements is built into every solution—in the cloud, hosted, or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit www.epicor.com.



Contact us for more information on Epicor Products and Services

+1.800.999.6995 info@epicor.com www.epicor.com

Corporate Office
804 Las Cimas Parkway
Austin, TX 78746
USA
Toll Free: +1.888.448.2636
Direct: +1.512.328.2300
Fax: +1.512.278.5590

Latin America and Caribbean
Blvd. Antonio L. Rodriguez #1882 Int. 104
Plaza Central, Col. Santa Maria
Monterrey, Nuevo Leon, CP 64650
Mexico
Phone: +52.81.1551.7100
Fax: +52.81.1551.7117

Europe, Middle East and Africa
No. 1 The Arena
Downshire Way
Bracknell, Berkshire RG12 1PU
United Kingdom
Phone: +44.1344.468468
Fax: +44.1344.468010

Asia
238A Thomson Road #23-06
Novena Square Tower A
Singapore 307684
Singapore
Phone: +65.6333.8121
Fax: +65.6333.8131

Australia and New Zealand
Suite 2 Level 8,
100 Pacific Highway
North Sydney, NSW 2060
Australia
Phone: +61.2.9927.6200
Fax: +61.2.9927.6298

The contents of this document are for informational purposes only and are subject to change without notice. Epicor Software Corporation makes no guarantee, representations or warranties with regard to the enclosed information and specifically disclaims, to the full extent of the law, any applicable implied warranties, such as fitness for a particular purpose, merchantability, satisfactory quality or reasonable skill and care. This document and its contents, including the viewpoints, dates and functional content expressed herein are believed to be accurate as of its date of publication, October 2013. The usage of any Epicor software shall be pursuant to the applicable end user license agreement and the performance of any consulting services by Epicor personnel shall be pursuant to applicable standard services terms and conditions. Usage of the solution(s) described in this document with other Epicor software or third party products may require the purchase of licenses for such other products. Epicor, the Epicor logo, and Tropos are trademarks or registered trademarks of Epicor Software Corporation, registered in the United States and certain other countries. All other trademarks mentioned are the property of their respective owners. Copyright © 2014 Epicor Software Corporation. All rights reserved.