

CASE STUDY

MARCO Delivers Factory-Wide Traceability for Grupo Bimbo

Grupo Bimbo is one of the world's largest bakery companies, supplying millions of baked goods daily through its global network of production facilities.

At its UK site near Rotherham, home to New York Bakery Co., the company produces over 60,000 bagels per hour while maintaining a strong focus on quality, traceability and operational efficiency.

CHALLENGE

Grupo Bimbo needed complete visibility and traceability across its high-volume production facility while supporting its Six Sigma approach to quality and waste reduction.

The site needed a scalable solution capable of supporting high-volume manufacturing, strict quality processes and complete traceability across the value chain.

The solution also needed to integrate with existing business systems and future factory expansion plans.

SOLUTION

MARCO installed the first stage of a MARCO Manufacturing Execution System (MES) to complement the existing MARCO Recipe Formulation Module (RFM) at their Rotherham facility, providing end-to-end material tracking from goods-in through to production.

The system automates supplier approval checks, use-by date validation, barcode labelling, FIFO stock management and traceability reporting with seamless ERP integration.

RESULTS

Grupo Bimbo gained a stronger foundation for traceability, stock control and production visibility at its new UK plant.

The results:

- Complete traceability from raw materials to dispatch
- Automated supplier and date validation
- Improved inventory control through FIFO management
- Barcode-driven product tracking throughout production
- Foundation for future weighing system and ERP integrations
- Reduced time between order placement and production start-up

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HOW IT WORKS

LOAD

Raw materials are received, checked and labelled

PORTION

Automate stock control, supplier approvals and date validation

PACK

Achieve end-to-end traceability across your production operation

GRUPO BIMBO - "As all MARCO software is written in house, the system is able to seamlessly integrate with any higher-level business system (such as Grupo Bimbo's Enterprise Resource Planning system) ensuring total traceability from when the order is placed to when it leaves the production facility."