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BAKE EXPECTATIONS FOR NEW BIBBY DISTRIBUTION TRUCKS FOR FRANK ROBERTS AND SONS

Bibby Distribution's transport contract with Roberts Bakery has risen to a new level, with the introduction of five new bespoke bread transport trucks.

The 7.5 tonne DAF LF rigid trucks were commissioned by Bibby Distribution in response to a custom specification requested by the Cheshire breadmakers, and will support Roberts Bakery's growth into new regions.

Bibby Distribution has already enabled Roberts Bakery to dramatically expand its reach outside of the North-West, by providing distribution across the Midlands and M1 corridor. The new vehicles incorporate a warm-air system that keeps the perishable goods in peak condition for as long as possible, meaning even the most distant customers can still enjoy oven-fresh bread.

Frank Roberts and Sons Ltd Logistics Director Mark Owen says: "As the only bread brand in the UK investing in third-party distribution, we've seen our market reach grow substantially thanks to Bibby Distribution. This creates an interesting challenge for us - with customers now buying from further afield, how can we ensure they can enjoy bread as fresh as our local customers have come to expect? The answer has been Bibby Distribution's flexibility in meeting our brief, and the company's commitment to innovation, meaning that customers in Northampton can buy bread that's as fresh as when it left Northwich."

The new trucks, which are on the road in Roberts Bakery's livery, incorporate a variety of custom features to improve driver comfort and performance, in addition to maximising product quality. A bespoke sectional racking system holds the product and allows the driver full access when selecting product during each delivery. Drivers also benefit from comfortable seats and a six-speed automatic gearbox.

Bibby Distribution has also invested in improvements that will boost driver efficiency, cutting the carbon costs of each delivery run. In addition to the telematics the 3PL

operates across its fleet, which helps develop tailored driver training, each truck is equipped with the DAF Driver Performance Assistant, which provides real-time feedback, so the operator can alter their driving style accordingly and use the smallest amount of fuel.

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Notes to editors:

As one of the top ten logistics providers in the UK, Bibby Distribution exists to enable other companies to drive value from their supply chain activities. The company specialises in providing contract logistics, warehousing, distribution, systems integration and added value services to a wide range of customers.

Bibby Distribution operates from 90 locations across the UK, employs 2,000 people and manages 2million ft² of warehousing space.

The majority of Bibby Distribution's business is based on long-term partnerships. Its diverse capability also means it can share best practice across the various industry sectors it operates in, from Automotive to FMCG.

Bibby Distribution is part of Bibby Line Group (BLG), a diverse and forward-looking family business with over 200 years' experience of providing personal, responsive and flexible customer solutions. BLG is a £1.7bn business, operating in more than 20 countries, employing 6,500 people in industries including retail, offshore, finance, distribution, shipping, marine based businesses, plant hire and woodland burials.

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