



Case Study: Baynes Bakery

Desktop Printing Solution

Thriving Scottish bakery chain, reduce costs, lower wastage and improve efficiency with Toshiba labelling solution from barcode specialists Progressive ID.



Baynes Bakery cuts label costs by over 70% with in-store product printing, all while seamlessly meeting the full legislative requirements of Natasha's Law.

Established as a family business in 1954, much may have changed since John Bayne Snr started out, but the customer is always at the heart of what they do. The bakery is now run by Stanley and his son John, and they are pleased to say that there is a fourth generation of Bayne's waiting in the wings to grow the business into the future. Baynes believes in using traditional baking methods and processes where they can, focusing on product freshness and quality of ingredients. They invest in their people, bakery and shops, building close relationships with communities in which they serve. Their signature product is the morning roll, known to many customers simply as the Bayne's Roll. They have been making the morning roll to the same slow-fermented method since the bakery opened in 1954.

A war on waste

Baynes Bakery, a growing family-run business, is always seeking innovative ways to minimise waste and reduce costs, whilst delivering exceptional service to customers across their 70 locations in central Fife.



Traditionally, they sold and wrapped products off-the-shelf, but when the pre-packed labelling legislation came into play for Natasha's Law, they began to use pre-printed labels, ordered from Head Office and despatched to each store. Ross McDermott, IT Manager, spoke about the process, "When I joined Baynes a couple of years ago, we were ordering thousands of pre-printed labels, shipping them to each store for labelling pre-packed products, like filled rolls. The problem arose whenever there was an ingredient change—the labels would become completely useless, forcing the stores to discard them and us to reorder with updated information. As a result, we were wasting tens of thousands of labels. On top of that, the entire process was not only incredibly time-consuming but also costly for the business."

Auto-ID experts

Ross's background was in food production, and he had previously worked with, Progressive ID, who were specialists in barcoding and packaging solutions and could recommend appropriate printing products. Ross talked about his experience, "In my previous role, we relied on durable, high-performance Toshiba printers to label products on the production line. These machines were workhorses, consistently printing thousands of labels each day with unwavering reliability. They were recommended, implemented, and supported by an incredibly knowledgeable team—one that was open, honest, and a pleasure to work with. So, when it came to finding a solution for on-demand labelling in our bakery stores, I knew exactly who to turn to." The team at Progressive was able to recommend a compact, desktop Toshiba solution that would be a perfect fit for each of the shops and enable them to print labels as and when required.

Daniel Briggs, General Manager at Progressive ID, explained why they proposed a printer at each site. “When Ross approached us, it was evident that Baynes Bakery was losing a considerable amount of money due to the waste from their pre-printed labels. Their current system was inflexible, making it difficult to respond quickly to the specific needs of each store. On top of that, the head office team was spending a significant amount of time managing the despatch, ordering, and storage of label stock. With every shop having a small, durable Toshiba desktop printer, they could become more agile, printing only what was needed, exactly when it was needed.”

Progressive ID supplied a “turnkey” solution, including the supply of the printers from Toshiba as well as the labels. Progressive ID is a “barcode systems specialist” division of the Reflex Labels group and therefore has direct access to products manufactured by the biggest privately owned label manufacturing business in the country—they can provide a label for every application you can imagine, from the humble plain white label to complex multipart multi-colour specialist products used in manufacturing of every kind.

Substantial savings

The transition was handled by Ross and his team with the assistance of Progressive, all printers configured at the head office, linked to the database of allergens and integrated into the companies POS (point-of sale) software, so at the store they simply select the required label and print. Ross commented on the process, “This has been one of the most straightforward large-scale IT projects we’ve ever undertaken—and we’ve worked on quite a few.

The support from the Progressive team was exceptional. They’re not only highly knowledgeable and patient but also incredibly easy to collaborate with. They set the standard for excellent service, and there was nothing we couldn’t turn to them for advice on. “With the new Toshiba printers installed at each store, Baynes Bakery has achieved significant savings across its entire estate. The label cost has dropped from £11 per 1,000 labels to just £3.20. Wastage has been eliminated as staff can now print labels on-demand, allowing them to quickly adapt to daily requirements. If there’s an ingredient change, it can be addressed swiftly, avoiding delays and disruptions. Additionally, the shops now have the ability to generate extra sales by labelling slow-moving items at the end of the day, which would have previously been thrown away.

Daniel continued, “It doesn’t just end with the supply of the printers and labels. A comprehensive support package was also supplied, offering 3 years RTB workshop cover with next-day replacement available via “floating spare” units held at head office. By supplying the printers and manufacturing the labels in-house we have full control over every element involved in producing the labels and can therefore guarantee results, and the support package ensures minimal downtime on what is now a business-critical resource used throughout the Baynes bakery business.”

The logo for Bayne's The Family Bakers is displayed on a dark red rectangular background. The word "BAYNE'S" is written in a large, bold, white sans-serif font. Below it, the words "THE FAMILY BAKERS" are written in a smaller, orange sans-serif font.

BAYNE'S
THE FAMILY BAKERS

This has been the most well-received project implemented across the stores, and the durability of the printers has left a lasting impression. So much so that Baynes is now exploring other areas of the bakery and manufacturing process that could benefit from barcoding solutions. Ross concluded on the project, “Beyond the significant cost savings, this project has greatly enhanced efficiency across the business and helped us become a more sustainable organisation. Our IT team no longer spends an hour each night managing label deliveries or 3-4 hours a week coordinating with label suppliers, allowing our shops to operate independently. The Toshiba printing devices are user-friendly, durable, and exactly the high-quality standard I’m accustomed to. They’ve far exceeded our expectations, especially with the long-lasting print heads and platen rollers. We expect a full ROI in under 18 months and wouldn’t hesitate to recommend this solution.”

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About Toshiba Tec

Toshiba Tec UK Imaging Systems Ltd is part of the globally operating Toshiba Tec Corporation.

Their services include managed print services, business process optimisation and effective document management software solutions, managed IT services, innovative digital signage solutions and label printers with a wide-range of industrial, logistics, trade healthcare and service sector applications.

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