



FOODLOGIK
FOOD SOFTWARE SOLUTIONS

FL

A part of the Affinitus Group **AFFINITUS**
SOFTWARE SOLUTIONS

For SJB Foods The Customer is King

The Berisford family have been in the food business for over 150 years in one guise or another and the current business **SJB Foods Limited** was launched in 1993 MD Steve Berisford.

SJB specialise in supplying a growing range of ambient, chilled, and frozen products throughout the West Country to schools, universities, retailers, pubs and restaurants. Products are delivered by SJB's own fleet of modern dual-temperature-controlled vehicles.

The business has grown substantially from those early days, more so in recent years, highlighting the need to source professional dedicated software and not rely on home-grown, error-prone spreadsheets.



Foodlogik Benefits for SJB

- **Strong Project Management by Merit**
- **Foodlogik Live in a few Weeks**
- **On-line software support**
- **Automation and Accuracy**
- **Interface with Financial Systems**
- **Improved cash-flow**
- **Optimised Rounds and Routes**
- **Supplier Buying Lists**
- **Emailed documents**



SJB Foods Ltd
Unit 7 The Old Sawmills
Hawkerland Rd, Sidmouth
EX10 0HP
Tel : 01395 568918
email : info@sjbfoods.com

Merit Technology UK Limited

www.Foodlogik.co.uk

(+44) 1795 508750

sales@foodlogik.co.uk

Powerful cost-effective systems for industry



Foodlogik Live in a Few Short Weeks

Steve Berisford says, "I always had a vision of what a system like FoodLogik could do to transform our business. It was about finding the right supplier and software and also making the time available to concentrate on getting it working. The business pause imposed by Covid gave us space to get Foodlogik fully up and running well in time for the recovery. Thankfully with Merit's project management skills and staff training the system was live in just a few weeks and our customers were totally oblivious to the changeover in systems. Several even commented the paperwork was nicer and they liked the fact invoices were now emailed – pretty good!"

Automation and Accuracy

Ops Director James Berisford is also delighted with the new system. "Now orders are processed so much faster, and I'd say more accurately! We're really motoring, the business has expanded rapidly to levels well over those of pre-Covid. Automation and accuracy of things like buying lists, picking lists, delivery notes and emailed invoices have freed up capacity to cope with new vans and routes. Also, Foodlogik is interfaced with Sage accounts, so the first quarter figures have been less of a hassle to produce even though volumes are much higher".

Foodlogik Key to Future Growth



Not content to rest on his laurels, James is already keen to expand the system further and take advantage of Foodlogik's other modules. "The next phase will be to create and email POs to our suppliers, and also manage our stocks in real-time, which will make operations even easier.

"Phase 3 will be to roll-out Android Tablets to drivers, and instigate Web Ordering so our customers don't have to phone the orders in – they can do it on-line. I'm really excited about all this and looking forward to working with Merit long term, I see Foodlogik as an essential part of our future growth plans".

SJB Foods Ltd
Unit 7 The Old Sawmills
Hawkerland Rd, Sidmouth
EX10 0HP
Tel : 01395 568918
email : info@sjbfoods.com

Merit Technology UK Limited
www.Foodlogik.co.uk
(+44) 1795 508750
sales@foodlogik.co.uk

Powerful cost-effective systems for industry