

A New Ingredient for Success

From the bakery to the warehouse: BAKO adopts Pick-by-Voice

The BAKO Group, one of the leading suppliers of baking ingredients and baked goods in the United Kingdom, is driving the digitalisation of its warehouse logistics with the voice-directed solution LYDIA Voice from EPG (Ehrhardt Partner Group). By introducing this innovative pick-by-voice technology, the company is modernising its order-picking processes and laying the foundation for sustainable growth, greater efficiency, and future-proof logistics. The roll-out began at its largest warehouse in Preston, where more than 74,000 items are processed each week across the categories of ambient, frozen, and chilled goods. Shortly after implementation, it became clear: LYDIA Voice impresses with its ease of use, high flexibility, and noticeable efficiency gains. Following the successful first weeks, the solution has already been extended to additional sites, including the newly acquired warehouse in Northern Ireland.

With its nationwide presence and ongoing expansion, most recently through the acquisition of a site in Northern Ireland, BAKO's need for a modern, scalable solution grew significantly. The goal was to make picking processes more efficient while ensuring seamless integration with the new ERP environment. The voice system previously in use could no longer meet these requirements: while it had been a reliable tool for many years, it reached its limits as volumes increased and processes became more complex. Cumbersome voice templates, error-prone recognition, and limited flexibility meant the solution was increasingly seen as an obstacle. To continue meeting its high delivery standards in the future, BAKO opted for a more powerful system.

Success Straight from the Oven

BAKO chose LYDIA Voice, a solution that impressed from the outset. The AI-powered speech recognition works without prior training and performs reliably even in noisy warehouse environments. For on-site users, this means simply putting on the headset and starting straight away. "With LYDIA Voice, there's no need for setup or worrying about background noise. Staff can get going immediately, just like in a normal conversation. That's what convinces the team the most," explains Dan Oxley, Assistant

Warehouse Manager at the Preston site. This instant usability not only cuts training times for new staff considerably but also boosts acceptance among the workforce.

The Right Blend for Growing Needs

As part of an extensive market evaluation, BAKO reviewed various providers. The clear choice was LYDIA Voice, thanks to its seamless integration with the existing warehouse management system and its high adaptability. The flexible support provided during the project was particularly well received. "Whatever requirement we raised, the answer was always: yes, that's possible. That flexibility really won us over," says Oxley. EPG also highlights the strength of the partnership: "BAKO recognised that their previous voice solution was no longer offering innovation. With LYDIA Voice, we are setting a new standard for intuitive operation, rapid onboarding and high ergonomics. We are delighted to have BAKO as a strong partner," says Gavin Clark, Country Manager, EPG UK.

From Batch to Series

Following the successful launch in Preston, LYDIA Voice was introduced at two further sites, including the newly acquired warehouse in Northern Ireland. The rollout required minimal additional effort, as the system is immediately ready for use and does not demand lengthy training phases. Around 75 employees are currently working with the solution, with a further 20 to 30 users due to come on board shortly. Close cooperation with EPG is another key factor in success: "If we have a question, one call is enough. Within minutes, we have a solution. There is no waiting days for an answer," Oxley emphasises. The quick response times and collaborative support underline the importance BAKO places on dependable logistics.

A Recipe for Lasting Success

For BAKO, the introduction of LYDIA Voice represents far more than a technical upgrade. It lays the foundation for consistently efficient, accurate and flexible logistics. New employees can become productive within a very short time, picking errors are significantly reduced and process quality improves. At the same time, better data availability in the warehouse enables more targeted control and optimisation of workflows. With LYDIA Voice, BAKO is well placed to maintain its service levels in the future while meeting the growing demands of the dynamic food supply chain.

Date: 2025-09-02
Characters: 4.511 Characters including spaces
Pictures: 3

EPG – Smarter Connected Logistics

EPG is a leading international provider of a comprehensive supply chain execution suite (EPG ONE™) and employs 1000+ people in 23 locations across the globe. The group of companies offers its more than 1,600 customers WMS, WCS, WFM, TMS and voice solutions for optimizing logistics processes – from manual to fully automated logistics environments. EPG's solutions cover the entire supply chain: from warehouse and road to ground and cargo handling solutions at airports. Logistics consulting, cloud services, managed services and logistics training in the company's own academy round off EPG's comprehensive range of solutions.

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