



*“ We needed to source clothing from a reputable company that could supply us with great service, with robust clothing, which is cleaned correctly and our laundry provider has to have the necessary accreditations in place for us to use them. CLEAN came out on top. ”*

Adrian Maccelari (Director) - Director at Sally Clarke Bakery

## Sally CLARKE BAKERY

### Industry:

Food Distribution

### Location:

London W10 5YG

### Service type:

Supply and Launder  
to 65+ wearers

### Delivery Frequency:

Once a week (Friday)

### Serving Laundry Site:

Cheltenham

### Results:

Reliable collection, laundry,  
and delivery service.  
Flexibility essential.

### Number of garments:

600+

### Type of garment:

Chefs Elastic Waist Trousers  
Bakers Tops with Meshed Back  
Bib Aprons

## Introduction

Established in 1989 to meet the growing demand for their top-quality, hand-shaped artisan breads, Sally Clarke Bakery produces a full range of traditionally baked products and artisan breads. Although traditional baking remains their primary focus, they now also produce a wider range of baked goods, including a seasonally changing range of cakes, sweet and savoury tarts, muffins and cookies.

Operationally the business started from humble beginnings with only 10 people fulfilling an ever-growing order schedule. Today, Sally Clarke Bakery is one of the top artisan bakeries in London, its workforce is 65 people strong and serves restaurants and trade customers throughout the capital and beyond. Adrian Maccelari who oversees the operations of Sally Clarke Bakery explained why workwear supply is vital to their daily operations, why they need a service they can rely on and why they chose CLEAN.

## Why choose CLEAN?

As a food producer Sally Clarke Bakery must adhere to the strict BRCGS Global Food Safety Standard and have stringent Hazard Analysis and Critical Control Point (HACCP) plan in place. This is important for any food business as it allows them to identify and manage any biological, chemical or physical hazards that could make the food produced unsafe to eat. Any workwear service failure in supply from their laundry services supplier could result in non-conformance with the regulations. Unfortunately their previous supplier was letting them down frequently, many of the garments collected for cleaning weren't being returned with the next delivery and were frequently going missing completely. Also the bakers uniforms that were supplied were not comfortable to wear. Baking bread is a hot business as a result the bakers can be working in extreme temperatures that require the right workwear clothing.

## The Solution

The move to CLEAN as their preferred workwear supplier was largely due to our consultative approach to solving workwear challenges in the workplace. Our dedicated account manager was able to offer a much more flexible and reliable solution to the bakery's changing workwear requirement than their incumbent supplier. Due to the extreme temperatures that the bakers at Sally Clarke Bakery work in they needed a smart looking that is both comfortable and robust. The team at CLEAN assessed the working environment and any workplace hazards before suggesting easy fitting chef trousers with

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an elasticated waist and a specially made bespoke bakers tops with a CoolMax meshed-back for all day comfort. CLEAN were easily able to solve the frustrating and costly missing garment issues experienced with the previous supplier. Uniforms are tracked throughout the laundry process, using RFID technology and a unique 4 point scan barcode system, to ensure they are returned clean and ready to wear. Sally Clarke Bakery were assured to know HACCP procedures were in place, along with adherence to BRC Global Standards and quality management system that is certified to ISO9001 standard. Using our high care barrier plant facility all food trade workwear is hygienically cleaned and thermally disinfected, before being neatly packed to each customers' requirements ensuring safe and clean workwear clothing is available at all times.

## The Result

CLEAN's dedication to understanding the workwear requirement Sally Clarke Bakery and desire to understand their needs and build a strong relationship of has resulted in a strong partnership. Sally Clarke Bakery has continued to grow from strength to strength, as both businesses look to the future, everyone at CLEAN is looking forward to supporting them for years to come along every step of the way.



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