

CASE STUDY MATTHEW CLARKE

Matthew Clark

THE CLIENT

Matthew Clark Bibendum Ltd (or Matthew Clark) are responsible for supplying bars, pubs, restaurants, and hotels throughout the UK. From 13 depots, they deliver over 1400 wines, 2000 spirits, 450 beers and endless soft drinks nationally in time for a good evening out.

THE CHALLENGE

As the company is part of C&C Group, who are a manufacturer and distributor of alcoholic drinks and soft drinks, they undertook a review of their corporate workwear and PPE following acquisition by C&C Group in 2018.

The group needed to improve the corporate image to their clients and ensure their drivers and operational staff were comfortable on their day-to-day routines. As a result, Matthew Clark included Safpro in a rigorous tender process. Their objectives were: a) To standardise their range, b) To strengthen their corporate image, c) To provide a comfortable, hard-wearing uniform for their operatives.

THE SAFPRO APPROACH

We have been partnering with Matthew Clark for all their uniform & PPE requirements since this project. Most of the workwear, footwear and hi-visibility products supplied to Matthew Clark are our own brand, Onyx, ensuring brand consistency for all their operatives and continuity of supply through ensuring volatile times.

Matthew Clark also has their own dedicated stock holding here at Safpro, for immediate despatch so that they receive delivery the next working day to any of their 13 depots. The Matthew Clark team are managing and controlling their indirect categories through the Optimise portal. They have achieved full visibility of all order history, advanced MI reporting, and ultimately released profitable time.



THE RESULT

"Working with Safpro and the team has been a seamless experience, they seem so on the ball and happy to accommodate our requirements at a time when our entire industry was in turmoil with Brexit and then Covid."

However, the Safpro team stepped up to the mark and went above and beyond sourcing new products so that we could keep our colleagues and customers safe, opening up portals for other parts of our business to be able to order products for their requirements, whilst maintaining our day-to-day product ranges.

There are a lot of companies out there that 'talk the talk' but Safpro can also 'walk the walk', supporting above and beyond."

Daniel Haddon, Group Purchasing Controller