

THE CLIENT

Total Produce are one of the world's largest producers and providers of fresh produce. Operating globally out of 30 countries, Total Produce grow, source, package and distribute over 300 lines of fresh produce to the retail, wholesale, and foodservice sectors. Safpro have enjoyed a longstanding relationship with Total Produce, supplying the business with Workwear and PPE since 2007.

THE CHALLENGE

Total Produce merged with Dole PLC, in July 2021, to form the world's largest fresh fruit and vegetable supplier. Having combined forces, the business was looking to centralise their uniform supplier; improve and strengthen their corporate image and re-brand their workforce.

THE SAFPRO APPROACH

Safpro, as the incumbent supplier, were ideally positioned to deliver on each of these objectives.

Through specifying our Onyx product range, we were able to guarantee brand consistency and continuity of supply, and hold the product range on the shelf for swift dispatch to 20+ branches located throughout the UK.

Each Total Produce branch manage and control their indirect categories through the Optimise portal. They have achieved full visibility of all order history, advanced reporting, and complete control over their Workwear and PPE requirements.



THE RESULT

"We wanted to centralise our uniform supplier and felt that Safpro would be able to accommodate this whilst still giving a personalised service to each of our branches. They offer a vast product range whilst maintaining very competitive prices.

Ordering is via a dedicated on-line account which is easy to navigate; all items can be customised with our branding. Supplying uniform that needs branding started to impact delivery times to our branches, which sometime caused issues for us, Safpro quickly addressed this and started to hold the more frequently ordered uniform items on the shelf, branded and ready to be delivered as and when ordered.

Recently we rebranded and this was managed seamlessly with the assistance of our account manager John Large, he took full control of the rebranding exercise liaising with our Head office on the finer details of the design.

I am happy to continue to choose Safpro as our preferred uniform supplier and would not hesitate to recommend the services and products they offer."

Kevin Whiteman, Group Transport Manager