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The Words Workshop Limited
26 Swanwick Lane, Broughton Leys
Milton Keynes MK10 9LD
T: 01908 695500
F: 01908 690099
E: enquiries@thewordsworkshop.co.uk
W: www.thewordsworkshop.co.uk

Grain Marketing Company Installs Telematics Vehicle Management System To Help It Work Smarter

Lincolnshire based grain marketing company Grainfarmers PLC has recently installed Aerotrack telematics equipment, manufactured by Aeromark of Bedford, to track the position of its fleet of 36 delivery vehicles and help it work smarter.

Grainfarmers is the link between the farmers who produce the grain and the end users of the product, such as flourmills, feed compounders and maltsters. Grain is collected from the farms and delivered directly to the customer for processing.

The Aerotrack vehicle management system enables Grainfarmer's transport managers back at base to see, via the internet, the exact location of the whole fleet and to direct the vehicle best placed to deal with each job as it arrives.

National fleet manager Keith Hughes explains: "Before we installed the new equipment we had to rely on mobile phones to contact our drivers to see where they were and direct them to the next pick-up or delivery point. The new Aerotrack system means that we can manage the fleet much more efficiently, we know exactly where everyone is at a glance and that means we can work smarter".

Grainfarmers operates in every major grain producing region in the UK, so the delivery fleet



is deployed over a wide area. Having the ability to track the progress of every vehicle and to allocate work intelligently through the Aerotrack system enables the strict service levels demanded by the big mills to be met more easily and also results in lorries being turned round more quickly. Vital management data is recorded automatically and transmitted back to base.

"At present we're only using the system at a fairly basic level," continued Keith. "One of the reasons we chose Aerotrack was its ability to be easily upgraded and we're looking at ways of developing the system to improve our operations even further".

Aeromark manufactures, supplies, and supports a range of telematic systems that can be configured to suit any mobile workforce application.