



BÄKO supplies bakeries in the region with absolutely everything a craft business needs.

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Proof of freshness: BÄKO relies on intelligent telematics

- Fleet of 55 vehicles equipped with seamless temperature documentation for a secure cold chain
- Telematics solutions from idem telematics provide stable real-time data and automated alarm functions
- Fleet manager Robert Siegl: 'I'm always there live – it's like I'm riding along in the truck.'
- BÄKO is responding to changes in the baking industry by investing in modern logistics, digitalisation and services

BÄKO München, Altbayern und Schwaben eG supplies bakeries in the region with absolutely everything a craft business needs – supported by telematics solutions from idem telematics.

Munich/Ulm 19.03.2026 -- To ensure that fresh rolls, bread and pastries can be sold in bakeries in southern Bavaria in the morning, operations at BÄKO München, Altbayern und Schwaben eG in Taufkirchen near Munich run at full speed at night. While the first ovens are already being heated up in many bakeries, here pallets are being picked, vehicles are being loaded and journeys are being prepared. Whether it's butter, flour, yogurt or pretzels, but also complete bakery and salesroom equipment: "We offer everything for bakers and confectioners – really everything," says Robert Siegl. He is the fleet manager and safety officer of the regional cooperative and knows the requirements of the trade from daily operations.

Cooperative with a system

BÄKO has been a partner of the industry for more than 100 years. Organized as a cooperative, regionally rooted and networked nationwide, the BÄKO organization combines purchasing, logistics and services for bakers and confectioners. The cooperative group now comprises 25 regional cooperatives, 24 of them in Germany and one in Austria. More than 3,000 suppliers, around 20,000 products and a total turnover of 2.5 billion euros in 2024 demonstrate the scale of the network – and at the same time the responsibility that comes with this role.

The regional cooperative's main warehouse in Taufkirchen is complemented by branches in Augsburg and Straubing. Bakeries and confectioneries throughout southern Bavaria are supplied from here: from Ulm to the Bavarian Forest, from Pfaffenhofen to Lake Constance and to Vorarlberg. The journeys are spread throughout the week. "We cover the entire southern Bavarian region," says Siegl. "Not all in one day, but we cover this entire region in one week."

55 vehicles for dry goods, fresh produce and frozen goods

Approximately 55 vehicles are used for this purpose. More than a third of them transport dry goods such as flour or sugar. The majority of the fleet

consists of temperature-controlled vehicles for fresh and frozen products. The demands are particularly high here. As an IFS-certified company, BÄKO must be able to prove at all times that the cold chain has been maintained – from the pre-cooled vehicle through transport to delivery to the customer. "I need reliable, complete documentation," says Siegl. "If a customer wants to see a temperature report, I have to be able to deliver it at the push of a button."

That is exactly what idem telematics' solutions make possible. The temperature data is transmitted every five minutes. This allows us to track exactly when a vehicle was stationary, moving, being loaded, or when the door was open. Defrost cycles, switching on the cooling system, and longer periods of inactivity are also documented. "I can show what happened and when, down to the minute," said Siegl. This creates security – for BÄKO itself, for quality management and for the customers who need to rely on the cold chain being maintained.

One platform for all data

The automatic alarm functions are particularly helpful. If the temperature in a chamber deviates from the setpoint, a signal is triggered immediately. This allows for action to be taken before goods are damaged. This real-time monitoring is crucial, especially on city tours with many stops, short driving distances and frequent opening of the loading areas. "If something goes wrong, we can intervene before it becomes critical," says Siegl. If in doubt, it is also possible to determine whether a vehicle is stationary, moving, or whether the cooling system is active.

The switch to a unified telematics solution was also a strategic decision for BÄKO. Previously, the company had several systems in use, but these could not guarantee stable data transmission. "Why split everything up when you can bundle it together?" is how Siegl describes the approach. Today, all relevant information is gathered in one portal – accessible from the office or via mobile app. "I have live information at all times," he says. "As if I were driving the truck myself."

Stability and reliable support

For him, one thing is crucial above all: stability. "It has to work." And if something does go wrong, support is quickly available. "I write an email or make a phone call, and it will be looked at." This makes it easy." And it is also important for colleagues at the other locations, regardless of whether they work in Taufkirchen, Augsburg or Straubing.

BÄKO's customers have fixed ordering schedules. Some receive deliveries several times a week, others weekly or every two weeks – depending on the size and structure of the business. Orders are picked during the day, and the goods are shipped out at night. Around midnight, the drivers start their routes, load their vehicles with pallets and roll containers and drive off. "This ensures that the goods arrive at the customer's location exactly when they are needed," says Siegl.

Crafts in Transition

The demands on service providers are growing – not least because the baking trade is changing. Small family businesses are increasingly disappearing, while larger structures are gaining in importance. At the same time, the demands on product range, processes and traceability are increasing. Organic products, frozen goods and complete shop and bakery concepts are now a standard part of the product range. The shortage of skilled workers is also having an impact: frozen products are increasingly taking over work steps that were previously labour-intensive and done manually.

"Our managing board consists of bakers," says Siegl. "We are closely connected to the craft and the trends." That is precisely why BÄKO invests not only in products, but also in structures that support their customers – and ensure that the baking trade can work reliably even under changing conditions.

About idem telematics GmbH – connecting all road transport

As Europe's leading telematics partner, idem telematics supports forwarders, fleet operators and shippers in using data to continuously improve their core business, and thus to increase their profitability, customer satisfaction and competitiveness.

Our systems are uncomplicated, independent, cross-fleet and cross-manufacturer, and adaptable to any company size and business model. The service: individual on-site process consulting – combined with the Europe-wide market-leading all-in-one cargofleet telematics platform for trucks, trailers, freight and logistics. Consolidating and summarising the data sets of vehicles, drivers and freight, idem telematics provides a complete system for increasing the transparency and economy of the entire logistics process. Benefits include unique customer proximity and flexibility for individual telematics requirements based on more than 25 years of telematics, transport and logistics expertise. idem telematics is a subsidiary of the BPW Group and employs around 75 staff at its locations in Munich and Ulm. www.idemtelematics.com

About the BPW Group

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