

case study

Setting a new global standard with collaborative sustainability

The background

Bakkavor Group plc (“Bakkavor”) is a leading manufacturer of fresh prepared food with offices in the UK and the US. Headquartered in London with 20 factories and four distribution centres in the UK, Bakkavor appointed Kinly on a support and management contract in 2020 which is still in place. Kinly was tasked with rectifying teething issues with Bakkavor’s new AV equipment. With a successful completion, the trust and partnership grew.

Bakkavor then approached Kinly with a need to migrate to Microsoft Teams Rooms (MTRs) and upgrade traditional video conferencing systems with a user-friendly alternative. Our experts specified Logitech MTR room solutions, a standardised configuration for small, medium and large meeting rooms. This set a new global standard for Bakkavor and Kinly was appointed to integrate the technology across four US locations.

This extended in the UK with an additional 74 Logitech MTRs installed at 20 locations in 2021. By 2023, an extra 15 deployments were completed with QSC and Sennheiser technology for an elevated experience. In 2024, Bakkavor engaged Kinly to upgrade its reception video wall and a further eight meeting rooms in London to maximise collaboration, minimise travel and optimise uptime.



The solution

Operating during the pandemic, the AV solutions provided by Kinly enabled Bakkavor to streamline its operations for maximum business results. Formerly not a big video conferencing solution user, the flexibility provided by the Logitech MTR solutions enables Bakkavor to communicate across its global locations. Chefs that previously had to travel worldwide to showcase new recipes are now able to do so from the comfort of the Bakkavor head office kitchen through reliable, secure and dynamic real-time video conferencing capabilities.

The 2024 project comprised the upgrade of an additional eight meeting rooms with Logitech MTR technology across its London, Newark and Harrow offices. In addition, our expert integration team oversaw the replacement of Bakkavor's existing multi-display LCD video wall which had become dated and unable to colour balance.

We specified and integrated a state-of-the-art Absen KLCV2 0.9mm LED video wall within Bakkavor's reception area. This came with the challenge of being restricted by the existing recess. Our team put their heads together and refilled the recess within the wall, meaning that Bakkavor didn't have to engage or pay an additional contractor to change the joinery work. The result is an innovative solution that enables Bakkavor to greet clients and employees with quality content and additional use cases including branding, messaging and additional apps that integrate scrolling text display to convey real time information such as news and travel updates.

Now into 2025, we have already delivered an additional six meeting rooms. With these recent deployments, this has now taken the current estate to 95 Logitech and MTR enabled meeting spaces that are all supported under a Kinly Managed Services contract for maximum dependability, performance and uptime.



SECTOR
FOOD
MANUFACTURING



LOCATION(S)
LONDON, UK



SOLUTION
UNIFIED
COMMUNICATIONS
& COLLABORATION

The result

The project was completed on time with zero snags. Having a globally standardised AV technology estate enables Bakkavor's team to streamline their communication channels while speeding up the deployment of new recipes. Whether a member staff is logging on from a UK location or the US, they benefit from the same look and feel regardless of location. This inspires confidence of use while removing any frustrations of complicated technology for maximised cross-office collaboration.

In addition, the flexibility provided by the Logitech MTRs has allowed Bakkavor to minimise its air miles, resulting in saved time, lowered costs and a reduced impact on the environment. In addition, the impressive Absen video wall works to create an improved sense of unity for Bakkavor staff and strengthened relations with clients.

Since 2020, we have bolstered Bakkavor's AV estate with global next business day response support, centrally managed by our expert UK team. Any issues are responded to within 24-hours via phone or email, with any unresolved issues promptly attended to by our globally positioned team of specialist engineers. With Kinly managing the entire AV estate, this significantly reduces the need for Bakkavor's IT team to travel to fix faults, freeing their time and focus for core deliverables.

Moving forwards, Bakkavor continues to grow its requirements for video conferencing and support with Kinly positioned as its trusted AV technology advisor.

Why Kinly?

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.



The testimonial

Aldrin Barter, AV and Executive Support Manager, Bakkavor:

"Our relationship with Kinly has grown from supplier and client to partners. Kinly consistently provides value for money solutions that meet our specific needs and I very much look forward to sharing our journey with them."

