Robinsons Wholesale Opts For Oporteo To Maximise Growth Opportunities

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Robinson Wholesale, an established wholesaler and sandwich filling manufacturer based in Cheshire, has chosen to implement the leading ecommerce package Oporteo to support their ongoing business growth.

Robinson Wholesale opted for Oporteo as it offers sophisticated backend integration and unique functionality for food and drink wholesalers.

Real-time integration with the existing Sage Line 200 ERP system will enable Robinson Wholesale to deliver an exceptional customer experience across all channels. The sector-specific functionality of Oporteo will ensure that Robinson has a solution that will support the business as it grows over the coming years.

Josh Robinson, Marketing and Business Development Manager at Robinson Wholesale said: “We needed an ecommerce system that delivers on functionality and gives our customers the best possible experience. Oporteo fitted the bill.”

Josh said: “The integration of the new ecommerce platform with our back-office systems will not only reduce time-consuming manual processes but increase the agility and scalability of our operations moving forward.”

Established for over 25 years, Robinson’s Wholesale has continued to grow and expand. Now offering a wide range of fresh, ambient, and frozen products to catering companies, cafes, schools and hospitals. Their investment in ecommerce technology comes at a time when digital transformations are accelerating across the wholesale industry.

Richard Marshall, Sales and Marketing Director for Oporteo, said “We’re delighted to be helping Robinson Wholesale embrace the power of ecommerce so they can continue to achieve long-term growth and provide the best service to their customers.”

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