

PDM Produce (UK) Ltd – Case Study



About

PDM Produce UK Ltd is one of the UK's leading growers and suppliers of lettuce and prepared salads. Based in Shropshire, PDM supplies major supermarkets, wholesalers, and foodservice customers nationwide. They combine large-scale production with strict quality standards and sustainable sourcing. Their operations are greatly enhanced by an efficient workforce management solution.

With a workforce of over 900 employees during peak periods, including both on-site production staff and field-based teams, PDM depends on accurate workforce data to maintain efficiency. This helps protect and remunerate their employees appropriately. Their commitment to innovation, integrity, and reliability has made them a trusted name in the UK fresh produce sector.



Project Overview

PDM had been using a legacy Time and Attendance system, but support for their existing software and terminals expired in late 2024. They required a modern, cloud-based solution capable of managing a high-volume, seasonal workforce. It also needed to provide flexible clocking options for both site-based and field-based employees.

A key priority for PDM was the ability to onboard large numbers of temporary staff quickly, sometimes up to 300 in a single week at the start of the season, without compromising accuracy or control. They also sought a managed service model with direct access to an account manager. Additionally, they wanted a support agent to streamline implementation and onboarding.

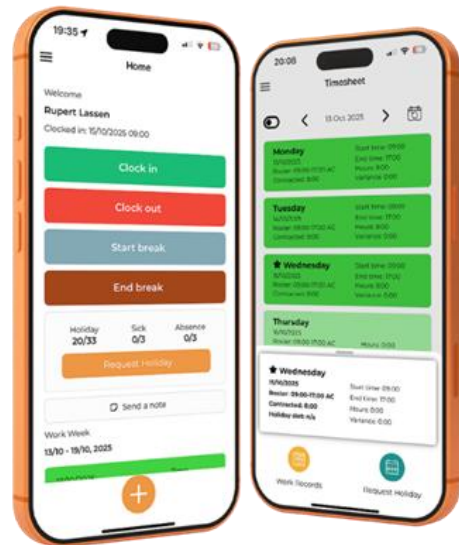
Project Team

PDM Produce: Josh Riley (Finance), Lorraine Blythe (Finance Director), Kyle Pritchard (IT Operations Manager)

Chronicle Computing: Ryan Jones (Sales Executive), Darius Govender (Project Manager), Samantha Mountjoy (Project Co-ordinator)

The Solution: Chronicle Online Workforce Management System

- Chronicle Time and Attendance Module
- Chronicle HR Module
- Chronicle Self-Service & Smartphone App
- Chronicle Managers App
- 1,200 Employees & Temporary Staff
- 15 Chronicle Online Users
- 12 GT8 Biometric Facial Recognition Terminals



Chronicle Implementation

Chronicle Computing delivered the Chronicle Online Workforce Management System to modernise PDM's time and attendance processes across multiple operational areas. The project included detailed planning, configuration, and training to ensure a smooth transition from the previous system.

The platform supports both permanent and seasonal staff with integrated HR and attendance tools. The introduction of GT8 facial recognition terminals enabled fast, contactless clocking for factory and packing teams. Meanwhile, tablet and smartphone clocking provided flexibility for field supervisors and remote teams.

“As project manager, my focus on the 1,200-employee grower rollout was to deliver a clean, controlled implementation. We worked closely with every department to map their workflows, configure the complex shift patterns, and ensure the system went live without disruption. The result was a smooth deployment that immediately strengthened their operational visibility.” **Darius Govender, Project Manager, Chronicle Computing**

Custom Development

In addition to system configuration, Chronicle delivered bespoke developments for PDM. These developments included Roster Change functionality to streamline shift adjustments. A Holiday Accrual report was also introduced for accurate entitlement tracking. Moreover, Working Hours Breach prevention tools ensure compliance with weekly hour limits.

Chronicle’s onboarding team also provides dedicated support during peak recruitment periods. This enables hundreds of seasonal workers to be onboarded accurately and efficiently without disrupting production.

Results & Impact

Since implementation, PDM Produce has achieved greater visibility and accuracy in timekeeping, improved onboarding efficiency, and reduced manual administration. The move to Chronicle Online has simplified payroll preparation. Furthermore, automated reporting and real-time attendance data have strengthened compliance and operational control.

“Working with the Chronicle project team has been a breath of fresh air. Their customer support is second to none—nothing was ever too difficult for them. They were always on hand to help, listened carefully to our needs, and suggested practical solutions that could work for us. Proactive in their approach, they delivered when they said they would. The experience has been seamless and truly impressive.” **Lorraine Blythe, Finance Director, PDM Produce (UK) Ltd**

Conclusion

By partnering with [Chronicle Computing](#), PDM Produce successfully transitioned from a legacy system to a powerful, cloud-based workforce management platform. The result is a more efficient, scalable, and transparent process that supports their seasonal operations. Additionally, it aligns with their commitment to integrity and excellence in UK food production.