

Cornish Farm Machinery strikes deal with trailer manufacturer

A farm machinery company in Cornwall has clinched a deal to become a distributor for a European trailer brand.

Under the agreement, Cornwall Farm Machinery will become the official supplier of Ifor Williams Trailers (IWT) for central and southern areas of Cornwall, selling the products from its main depot in Truro.

Rob Hattam, general manager of Cornwall Farm Machinery, said the tie-up made “great business sense” because of the shared interests and overlapping customer base of the two companies.

He said: “Farmers’ livelihoods depend on the reliability of the machines we supply so it’s important that we provide them with the names they know they can trust. The addition of Ifor Williams Trailers range to our repertoire can only reinforce that confidence. We’re very excited to be working together with the IWT team.”

Formed in 2010, Cornwall Farm Machinery supplies tractors, walk-behind mowers, balers, fertiliser-spreaders, rakes, quadbikes and other farm accessories.

The company also operates a parts outlet for agricultural machines based in Longrock, Penzance, and it has a Country Store at the Truro depot supplying equine, pet, clothing and footwear, tools and hardware, garden and Stihl products.

Cornwall Farm Machinery will now be one of IWT’s 50-strong network of distributors across the UK.

IWT was established in 1958 and its product’s are made in its six factories in Denbighshire and Flintshire, North Wales.

They are sold in outlets worldwide, including in Europe, Australia and New Zealand.

IWT's sales manager Lois Wynne said: "We're delighted to be working with the progressive and positive sales team led by Rob Hattam at Cornwall Trailer Centre, the new subsidiary of Cornwall Farm Machinery. This is a flagship company in Cornwall, deservedly very successful and with an admirably professional approach to all that they do."

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