

## Inlon celebrates 40 years with new brands and commemorative logo

Australian family business Inlon Pty Ltd is celebrating its 40<sup>th</sup> anniversary. Established in 1984 by Joe and Lolita Jardim, Inlon first imported, assembled and distributed Universal Farmliner tractors from Romania. Forty years later, Inlon is a major importer and distributor of 15 brands of farm machinery from across Europe, Korea, India and Japan.

Although Joe's legacy is Inlon, it was founded on an entire working career in the farm machinery business from the 1950s with his own business in what was then British Guiana, South America. Immigrating to Australia with his family in 1970, he worked for Massey Ferguson and Dalgety before starting the Inlon company.

### A real family business built on people

Like many of its dealers and farming customers, Inlon is very much a family business built on people.

Joe's son, Jim Jardim, is the current Managing Director, and third generation Levi Jardim heads up business development, while other family members hold critical positions in the company. Andrew Cheong, General Manager, has served the company in this role for 34 years, and Gary Surman, Sales & Marketing Manager, for 26 years. At the recent company function celebrating the 40-year milestone, three more employees were recognised for over 20 years' service, and another 14 for over 10 years' service.

Jim says, "It is this enduring commitment of key people with many years of service to this business that has given it the capacity to survive through the difficult periods, grow and succeed in good times, and be stable and sustainable."

### From humble beginnings

Jim Jardim reflects on the company's history. "Inlon started from humble beginnings in 1984 with the Universal Farmliner tractors

from Romania. Romania was a communist country with all the complications of travel and access when Joe started working with the UTB (Universal Tractors Brasov) factory.

For many of those early years, the Universal Farmliner was the best-selling 45hp tractor in the Australian market, according to Tractor and Machinery Association (TMA) reports. "Thousands of these tractors were sold in Australia," Jim said.

"Through the 1990s, Inlon expanded into several categories of tractor attachments and machinery, including hay tools, rotary hoes, power harrows, mulchers, transplanters, feed mixers, spreaders and tractors for specialist applications. This year sees the launch of Ferrari tractors from Italy plus Tulip speed tillers from the Netherlands as we continue to grow our complementary portfolio of products.

"We are delighted to bring our 15 quality brands, primarily from Korea and Europe, to Australian farmers. We never lose sight of our customers' needs for higher productivity and efficiency plus the tough conditions our products must withstand."

### Working closely with suppliers

Inlon has worked with Korean companies for over 20 years, including TYM tractors. The ancient Korean culture with its great traditions is also a modern and innovative hard-working one. Inlon and TYM delegates visit each other regularly to discuss future product development. This close working relationship has led to Korean-made tractor products that are well-suited to Australian farmers. TYM has proved to be a great fit for lifestyle and farming applications with its tractor strength, features, performance and quality.

### Family synergies

Inlon works with many family-owned businesses. The Strautmann company from Germany is an inspirational family-owned and led business. Wolfgang Strautmann is the classic hands-on business owner and leader who has formed the company into one that enjoys a reputation for quality, durability,

performance and leadership in its product segments.

“The family connections to many of our suppliers are key to the relationships we form”, said Jim. “Whether it is the Yu family from Taesung, Korea, the Zama family from Falc, Signorelli from Sitrex, Checchi from Checchi e Magli in Italy or the Turkey family from Minos Agri in Turkey, the founding families have continued to build and work in them, create enduring relationships and enjoy mutual success.”

Italy is famous for its food, wine and style, so it is no surprise that Landini tractors are renowned for their vineyard and orchard tractors. Inlon first introduced Landini to Australia in the early 1990s and recommenced distribution in 2016. This year, the Landini company celebrates 140 years, with the last 30 years being owned and led by the Morra family.

## **First commercial remote-controlled slope mower in Australia**

In 2006, Lubimor Dvorak introduced Inlon to his innovative Spider remote-controlled mower from Czechia. This led to Inlon selling the first commercial remote-controlled slope mower in Australia and a journey in understanding how innovative technology could improve safety and productivity in commercial mowing tasks. The result was the emergence of our Civiline brand with quality innovative mowing products from several leading suppliers.

The Agria remote-controlled track mowers from Germany, and Hymach from Italy, extend the envelope of what can be safely and productively maintained.

The Civiline range of clearing, mowing and grounds-care machinery includes brushcutters, verge mowers, wheeled and tracked slope mowers, as well as hybrid and electric mowers for commercial applications. This specialist range is well suited to contractors, councils, public works and defence applications, as well as complex or niche private applications such as solar panel farm maintenance.

## **Commemorative logo**

The new 40-year anniversary logo incorporates the design of the original Farmliner tractor. Inlon’s Marketing Coordinator Rachelle Stewart came from a graphic design background and immediately saw the potential to blend the old and the new.

“The logo reflects our business perfectly with the blend of traditional and modern,” said Jim. “We offer a range of traditional easy-to-use mechanical tractors as well as modern auto throttle/power shuttle/power shift tractors. Similarly, our commercial mower range covers everything from tractor-mounted mulchers to the latest remote-control slope mowers.”

## **The next forty years**

Jim talks about the future of Inlon. “We will continue to embrace new farm machinery products, innovations and technology that improve the lives of our employees, dealers and customers. With so many loyal members of the Inlon family, our established suppliers and those yet-to-be discovered, I am confident that the next forty years will be exciting for Inlon.”

Distributed by dealers Australia-wide, Inlon’s full range of farm machinery can be viewed at [www.inlon.com.au](http://www.inlon.com.au) or call 1800 945 090 for more information.

