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Used equipment specialist becomes fully-fledged dealership with Landini tractors

An agricultural engineering business specialised in trading used equipment has 'come of age' by becoming a fully-fledged dealership handling the Landini tractor range and a number of farm equipment lines.

The new venture was launched at the Ashbourne Show with a colourful display of the new tractors alongside other farming equipment.

For Jason Bloor, it's the culmination of plans to develop and grow the business; he has already opened a well-stocked shop selling a wide range of parts, batteries, tools, protective clothing and farm toys to complement the established workshop services.

"We've put a lot of time and energy into improving the facilities here to provide a better and broader service to farmers and others in rural communities in Staffordshire and neighbouring counties," he says. "With everything from fencing materials, power washers and quad bikes to trailers, slurry equipment and new tractors, we've become a one-stop-shop for all things farmers need."

J A Bloor Agricultural Services is based at Overton Farm, Hollington near Uttoxeter, Staffs and now employs a staff of seven, with a young apprentice studying agricultural engineering at Reaseheath College joining the workshop team.

"He's a nice lad and I like giving people a chance to learn and show what they can do," says Mr Bloor, who developed a passion for farm machinery as a youngster himself working on the family farm.

Dealing in used tractors and equipment from an early age led to a thriving business based on a keen knowledge of the market, what farmers need and what they can afford.

"We export to Ireland and other countries in Europe as well as supplying locally and always have a stock of half a dozen used JCB telehandlers in the yard because they're often in demand," he says. "Our expertise in preparing and refurbishing equipment for sale has brought in a lot of workshop servicing and repairs for local farmers."

In addition to Jason Bloor himself, who maintains a very much hands-on grasp of the workshop operation, there are four experienced technicians – Trevor

Williamson, James Greene, Jim Broadhurst and Lee Walker. New Zealander Mathew Howell has started working alongside them part-time in preparation for his apprenticeship with the firm.

“The new stores and retail operation is managed by Jake Leedham, who is very experienced in this field,” adds Mr Bloor. “Since joining us last September, the parts department has gone from strength to strength.”

Signing up to new farm machinery franchises have also been part of the growth plan – the dealership now supplies Redrock slurry and silage equipment, Portequip trailers, feeders and cattle handling equipment, AG cubicle bedding and pasture machinery, TGB quads and JPM low-load, multi-purpose and cattle trailers.

The icing on the cake is the new partnership with Landini distributor AgriArgo UK, which enables J A Bloor Agricultural Services to provide parts, routine servicing and repairs to existing Landini tractor users, and to supply new tractors throughout Staffordshire and into Derbyshire and surrounding counties.

“It’s a professional tractor range with a keen following among livestock farmers in particular,” says Jason Bloor. “They’re invariably described as bomb-proof, in terms of reliability; I’ve traded a number of Landini tractors myself over the years and never had any trouble with them.”

Becoming a Landini dealer is timely just now because manufacturer Argo Tractors in Italy is rolling out its biggest ever collection of new models – from small tractors traditionally used on dairy and other livestock farms to high-spec machines with the sort of fingertip controls and technology that larger arable units – and a lot of young drivers – now expect.

Once complete, the range will start at 35hp with the popular Mistral compact and go to the all-new 7 Series with up to 212hp – and further new models are in the pipeline for introduction over the next two to three years.

“Apart from the tractors themselves, the best thing we offer is a dedication to customer service,” says Mr Bloor. “We’re not ‘nine ‘til five’ people here; the lads in the workshop start at 7am and finish at 6pm – or later if necessary to get the job done – and my phone is on 24/7.

“We do it because we know how critical it is to a farm’s daily routine that tractors and machinery are available for work,” he adds. “We’re now looking forward to new customers putting us – and Landini tractors – to the test.”

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Landini – JA Bloor 040.jpg

In front of the new Landini 6 Series (left) and 5-H Series tractors are Jason Bloor and administration manager Sharon Millington with (from left) workshop technicians Trevor Williamson, James Greene, Jim Broadhurst and Matt Howell.



Landini – JA Bloor 041.jpg

Jason Bloor with a new 5-H Series tractor: “We’re looking forward to new customers putting us – and Landini – to the test.”



Landini – JA Bloor 044.jpg

Jason Bloor with new 6 Series and 5-H Series tractors: “We’re looking forward to new customers putting us – and Landini – to the test.”

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