

Former Elders managers trade chemicals

AGRICULTURE chemical manufacturer and supplier Imtrade Australia is planning a major boost to the national market following the appointment of a high profile sales management team to expand the business.

Managing director and principal owner Ross Rainbird said Imtrade had made significant investments in production capacity, quality control, key molecules for the industry and a strong supply chain in its short history.

Mr Rainbird said the company was now investing in its "front-end" in sales and distribution by hiring former Elders WA general manager David Jones, technical and agronomy manager Bevan Addison and ag-chem manager Tim Boyes.

Mr Jones is now Imtrade's national sales manager, Mr Addison is the national technical manager and Mr Boyes has taken over the national product manager role.

"The addition of this new sales management team is a major shot-in-the-arm for the



□ Former Elders managers Bevan Addison (left), Tim Boyes and David Jones (right) have been welcomed to Imtrade Australia by managing director Ross Rainbird (second right).

business," Mr Rainbird said.

"With the major restructuring of Elders, David, Bevan and Tim opted to leave the company and have joined

Imtrade.

"They collectively bring 60 years of rural retail, distribution and ag-chem experience to our company."

Mr Jones said he and his colleagues were excited to be joining a well positioned company with a sound business base.

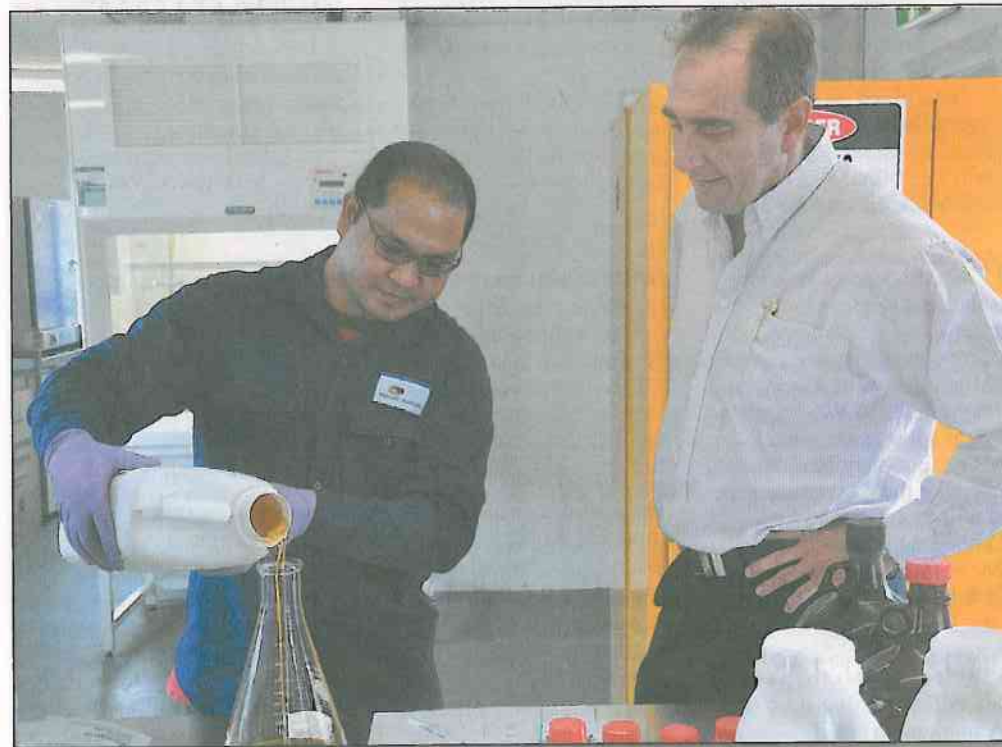
Mr Jones said they were looking forward to achieving its growth potential with distribution partners and industry to become a significant player in the Australian market.

"Our experience with Elders over many years was invaluable and we are excited by the opportunity to join Imtrade and work in a different part of the industry," Mr Jones said.

He said a strong, initial focus in his role for Imtrade would be establishing the most efficient distribution channel for the business and its partners to farmer customers.

Imtrade operates from a custom-built facility at Kwinana, follows world's best practice procedures and has an Australia-wide sales network, as well as offices in India and China.

The company has been operating for 15 years while supplying a growing range of



□ Chemist Flynn Gallardo (left), with Bevan Addison in the Imtrade Australia laboratory at Kwinana.

chemical products for the broadacre and horticultural markets.

It has achieved an annual 25 per cent growth.

Imtrade has more than 200 product registrations, with 40 more still pending.

There is a strong recognition of its ChemAg brand.

The majority of the products are created at the Kwinana facility.

This manufacturing capacity allows the business to achieve product quality and supply guarantees.

Imtrade's high-tech laboratories in Australia and India are in the process of obtaining GLP quality assurance accreditation.

"We have invested strongly and put a lot of work into the 'back-end' of our business in production, well-developed lab processes, quality-assured systems and our team to become a solid, responsible player to the Australian market



□ Tim Boyes with laboratory assistant Sokha Chea during an introduction to the Imtrade Australia team.

and farming industry, and we now look forward, with our supplier and distribution partners, to taking Imtrade to the next level," Mr Rainbird said.

"We are committed to Australian agriculture and bringing new people and skills into the business, and we will now be ramping up our technical, logistics and sales

and marketing support to the industry and farmers.

"The addition of this team brings a revitalised and stronger partner and service focus to the business."



□ David Jones (left), with WA sales horticulture manager Stirling Ross at the Imtrade Australia manufacturing facility at Kwinana.



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