

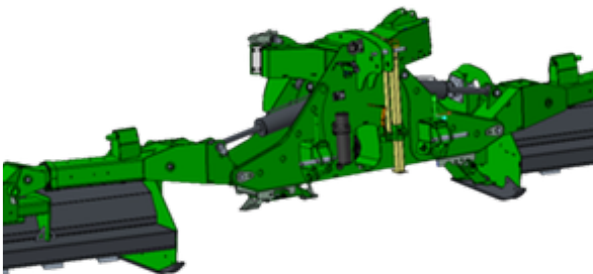
Malone Farm Machinery Ltd

Introduction - Malone Farm Machinery Ltd is a County Mayo based manufacturer of agricultural machinery, employing 38 staff and operating from a purpose-built facility. The company designs and produces a range of machinery for domestic and export markets, including self-loading wagons, toppers, log splitters, and mowers, and is well regarded for robust design, build quality, and customer support.



Challenge - Mowers account for around 20 percent of Malone’s sales, but existing designs were limited in cutting width, weight optimisation, and suitability for larger tractors and expanding farm operations. Feedback from dealers and farmers highlighted inefficiencies linked to narrow cutting widths, heavier machines, and limited protection on uneven terrain, while a lack of in-house digital design capability made development slow and costly.

Solution - Through an InterTradeIreland Innovation Boost project, Malone developed a new Agri Butterfly mower while establishing in-house digital design capability. The introduction of 3D CAD, Finite Element Analysis, and Design for Manufacture and Assembly enabled the mower system to be digitally designed and optimised, reducing weight, development time, and reliance on physical prototypes.



Impact - The project delivered a next-generation Agri Butterfly mower with a cutting width of up to 11 metres, reduced weight, and improved safety and terrain performance. It also established a permanent in-house digital design capability, improving development efficiency, reducing reliance on external consultants, and strengthening Malone’s competitiveness in domestic and export markets.

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