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## Simplicity Engineering, LLC Named New England Dealership for R. D. Olson Products

(Westfield, MA – February 18, 2021) Simplicity Engineering, LLC has been tapped by R. D. Olson Manufacturing to represent its extensive line of material processing equipment in New England, New York, and New Jersey. Simplicity Engineering owner, Ryan Cullen explains the value of the partnership with the Kelso, Washington manufacturer.

“We are extremely excited to represent R. D. Olson because of the quality of its equipment, strength of its brand, and compatibility of our current product portfolio,” said Cullen. “Our goal is to service the unique New England customer base with a total package of new and used equipment, rentals, service, and parts in which Olson fills in several gaps we had.”

Simplicity Engineering was founded in 1997 with Cullen acquiring ownership in 2020. The Westfield, Massachusetts firm offers other name-brand equipment such as Komptech, Terex Simplicity, and MGL Engineering. Besides also renting equipment, Simplicity has beefed up its mobile service department with two new professionals and two new mobile service vehicles. SE offers service on all makes and models including sourcing parts.

R. D. Olson Manufacturing is an American-made equipment manufacturer and believes in building machinery that is the strongest, over-engineered, best rock crushing, screening, recycling, conveying equipment available. Olson has been an exclusive fabricator for Original Equipment Manufacturers (OEM) for more than 30 years. Olson has fabricated more than 580 Jaw, Cone, Horizontal Impact, and Vertical Shaft Impact crushers, 1,200 portable-screening plants in both wheeled and track versions. Matt Gurney, R.D. Olson General and National Sales Manager, says Simplicity Engineering is a perfect fit for his company.

“Simplicity is a well-known dealer in the Northeast and the staff has made great strides in growing its customer base and services – even in such a trying year,” Gurney commented. “Ryan and his staff took the time to understand the market and the customers so they are now poised to be a leader in the market. We feel like our products will speed up the aggressive growth plans they have.”

More information on all the Simplicity Engineering products and services can be found on [www.simplicityne.com](http://www.simplicityne.com) or by calling (413) 562-8653.

### **About Simplicity Engineering:**

*Simplicity Engineering, LLC is New England's premier dealership for material processing equipment, service, rentals, and parts. Opening in 1997 Simplicity Engineering offers a variety of heavy equipment and parts including shredders, separators, turners, and screeners. As an authorized dealer for Komptech, R. D. Olson, MGL Engineering Inc., Corrosion Engineering, Terex Simplicity, and Dymax Incorporated, Simplicity Engineering markets and distributes in all New England states including New York and New Jersey. SE also has a full-service team of mobile service technicians and managers that work on all makes and models of mid-to-heavy material processing equipment. The headquarters is in Westfield, MA and the website is [www.simplicityne.com](http://www.simplicityne.com). The phone number is (413) 562-8653.*