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Simplicity Engineering, LLC Named New England Dealership for Indeco

(Westfield, MA – April 24, 2021) Simplicity Engineering, LLC has been tapped by Indeco North America 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 Milford, Connecticut manufacturer.

“We are extremely excited to represent Indeco breakers, shears, and mulching heads because of the quality of its equipment, strength of its brand, and compatibility with 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 Indeco fills in the remaining 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, R. D. Olson, Corrosion Engineering, Dymax, and MGL Engineering. Besides also renting equipment, Simplicity has beefed up its mobile service department with several new professionals and a new fleet of mobile service vehicles. SE offers service on all makes and models in its shop and on job sites.

For over three decades, Connecticut-based Indeco North America (INA) has been a leading manufacturer of heavy-duty hydraulic breakers, mulching heads, steel shears, compactors, pulverizers, and pedestal booms for demanding demolition, scrap, recycling, mining, and road construction applications in the United States, Canada, and Mexico. A wholly-owned subsidiary of Italy’s Indeco Ind. S.P.A., the company was incorporated in 1990 and is widely known as a leader in its categories.

“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,” said Nick Davidson, Northeast Sales Manager. “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 both organizations are implementing.”

More information on all the Simplicity Engineering products and services can be found on 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. The phone number is (413) 562-8653.