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Simplicity Names Collazo III as New General Manager

(Westfield, MA – May 25, 2022) Due to the growing business over the past two years, Simplicity Equipment and Service has promoted Joe Collazo III to General Manager. The New York native joined Simplicity in February 2021 and was the Northern Territory Sales Manager covering Maine, Vermont, and New Hampshire. The announcement was made by Simplicity’s owner Ryan Cullen.

“Besides Joe’s vast experience in the industry, he has spent his entire career in the Northeast so he knows the challenges New England municipalities, private material processors, and large corporate material handling companies have to deal with,” said Cullen. “When Joe joined us last year and he hit the ground running and never looked back. In this climate of uncertainty and changing issues in all our individual states, Joe became a trusted advisor to our customers in selecting equipment and streamlining processes.”

The 38-year-old Collazo will join the senior management team and will be working on all aspects of the business. His focus will be on sales management but will also be scheduling services. He has more than 16 years’ experience in the material handling industry and specifically in large Northeast-based equipment dealerships.

“I am really excited to enter my new position and begin leading the sales organization. We are a young and growing dealership and our customers have really supported us which is great to see,” said Collazo. “We have great brand partners and looking to add more to our portfolio. It is an exciting time to be in this business.”

Simplicity Engineering, now Simplicity Equipment & Service, was founded in 1997 with Cullen acquiring ownership in 2020. The Westfield, Massachusetts firm offers name-brand equipment such as Komptech, R. D. Olson, Indeco Breakers, Corrosion Engineering, Dymax, and MGL Engineering. Besides also renting heavy 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.

More information on all the Simplicity Equipment & Service staff, products, and services can be found on www.SimplicityNE.com or by calling (413) 562-8653.

About Simplicity Equipment & Service:

Simplicity Equipment & Service, 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., Indeco Breakers, Corrosion Engineering, 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



*Joe Collazo III Named Simplicity
Equipment & Service General Manager*