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Simplicity Equipment & Service Adds New Product Line to Its Portfolio Of Products

(Meriden, Connecticut – February 24, 2023) Simplicity Equipment & Service (SES) has been tapped by Portafill USA to represent its complete line of mobile aggregate line of heavy equipment including crushers, screeners, and conveyors. Based in Ireland, Portafill manufactures a full range of rugged mobile screening equipment that is distributed worldwide. Over the years, the Portafill brand has become synonymous with quality, reliability, and durability. All Portafill equipment is designed to be easily transportable. SES will represent Portafill USA in Connecticut from its Meriden, Connecticut location.

“With the addition of Portafill, we now have a full range of both compact and large aggregate equipment to offer customers,” said Joe Collazo, Simplicity’s General Manager. “We are excited about this addition which will help us broaden our customer base and allow us to establish relationships with smaller contractors and suppliers that could potentially grow into needing larger and higher volume equipment.”

Founded by Desmond Rafferty in 1993 and celebrating 25 years in business, Portafill is still a family-run and managed business now employing over 70 employees. Focusing primarily on compact crushers and screeners, Portafill has developed a versatile product range that has a superb reputation worldwide.

Simplicity Engineering, now Simplicity Equipment & Service, was founded in 1997 with Ryan Cullen acquiring ownership in 2020. The firm offers other 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 at www.SimplicityNE.com or by calling (800) 553-6190.

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, SES offers a variety of heavy equipment and parts including shredders, separators, turners, crushers, and screeners. As an authorized dealer for Komptech, R. D. Olson, Portafill, MGL Engineering Inc., Indeco Breakers, Corrosion Engineering, and Dymax Incorporated, SES markets and distributes in all New England states including New York and New Jersey. SES 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.