





# Company Introduction

### Meet Simplimatic Automation:

For over 50 years the Simplimatic brand has been synonymous with quality and longevity throughout the manufacturing and packaging sectors. This has been a direct result of Simplimatic's commitment to developing material handling and automation products that *Keep it Smart. Keep it Simple.*<sup>™</sup>

Over the years, the products and services Simplimatic provides to its customers have evolved based on industry demand and ever changing market trends. At its core, Simplimatic still designs, manufactures, and integrates simple and smart material handling and automation solutions. The industry base Simplimatic serves expands each year as demand for their knowledge, experience, and unique solutions grows around the globe.

### A Foundation In Bottling:

Simplimatic began operations in 1965 in Lynchburg, VA as Simplimatic Engineering Company, a business that specialized in the design and

manufacture of conveyor and automation systems for the bottling industry. From its initial product offerings of simple flat belt conveyor, Simplimatic grew to become an industry recognized leader in bottling automation and material handling equipment which would provide a strong foundation for future differentiated product growth.

### New Material Handling For New Markets:

As brand recognition and product notoriety continued to grow for Simplimatic, so did sales of personal computers throughout the mid-to-late 80's. Under new ownership, Simplimatic launched its first line of SMT conveyor and board handling equipment to accommodate for the huge growth in the new PCB board and chip manufacturing market.

This new market and new product line proved to be an extremely successful move for the now diversified material handling provider, but as segment growth continued, it became apparent that electronics handling was outside the core business of the new parent company, Crown-Simplimatic®.







### A Diversified Future:

In 2000, the Simplimatic brand that the public knows today began to take shape. No longer limited to exclusively serving the beverage industry, Simplimatic has been able to expand its product offerings to serve an increasingly diversified global customer base.

Simplimatic Automation, now a part of Simplimatic Engineering Holdings, LLC., has been able to achieve this product expansion and diversity through significant R&D investment and complementary business acquisition to include Puck Manufacturers, Robotic Integrators, and Pallet Transfer Manufacturers.

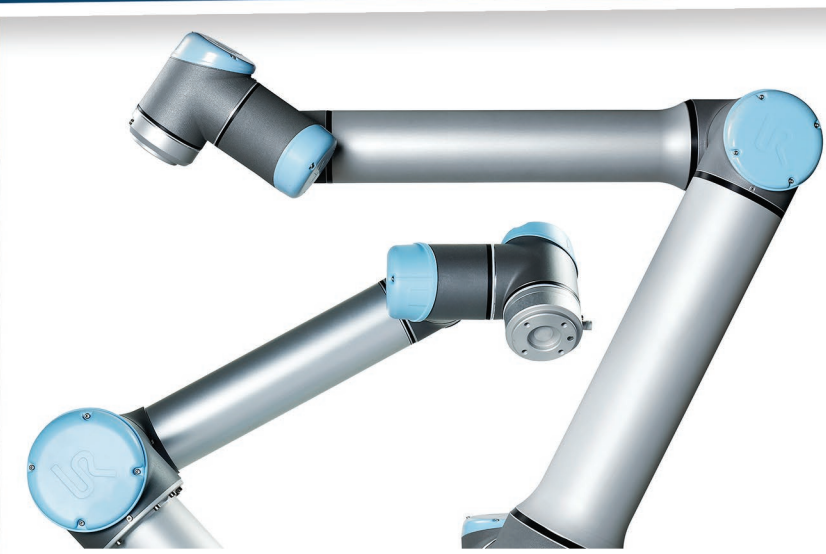
Simplimatic's commitment to delivering simple and smart products to a diverse set of customers has proved to be a winning formula. Simplimatic Automation has seen tremendous growth in nearly all sectors of manufacturing and packaging and to accommodate this increasing workload a new 60,000 ft<sup>2</sup> facility was built in Forest, VA to position the company for continued growth in the future.



1965	1989	1995	1997	2000	2015
 <b>SIMPLIMATIC ENGINEERING CO.</b>	 <b>SIMPLIMATIC ENGINEERING CO.</b>	 <b>CROWN-SIMPLIMATIC</b>	 <b>CROWN SIMPLIMATIC</b>	 <b>SIMPLIMATIC ENGINEERING HOLDINGS</b>	 <b>SIMPLIMATIC AUTOMATION</b>
Simplimatic Engineering Company is founded as a beverage conveyor manufacturer based in Lynchburg, Virginia.	SECO., is purchased by Carnaud Metal Box, and becomes part of the 3rd largest packaging company in the world.	Crown Cork & Seal acquires CMB to become the largest packaging company. Crown-Simplimatic is formed.	Crown Simplimatic becomes an independent business unit and acquires Ortmann & Herbst in Germany.	Simplimatic is acquired by SEH from Crown Simplimatic. Operations are consolidated in Lynchburg, Virginia.	The descendant of the original SECO., opened an expanded manufacturing facility to celebrate 50 Years of Simplimatic.

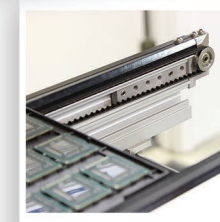


# Industry Overview



“ Every solution that Simplimatic develops is intended to be smart and intuitive for our customers. In everything that our team does, we always **Keep it Smart. Keep it Simple.**™ ”

**Tom DiNardo**, Simplimatic CEO



**Electronics Manufacturing:**  
As the preferred supplier for Fortune® 100 PCB and Semiconductor manufacturers, Simplimatic's Cimtrak® conveyor systems are the most reliable in the industry.



**Consumer Packaging:**  
Simplimatic's custom controls and modular conveyors provide the packaging industry with the flexibility necessary for continually changing production requirements.



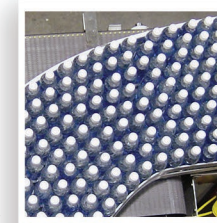
**Ophthalmic Laboratories:**  
Simplimatic offers modular material handling, automated tray management systems, and custom line controls to safely transport optical trays throughout production.



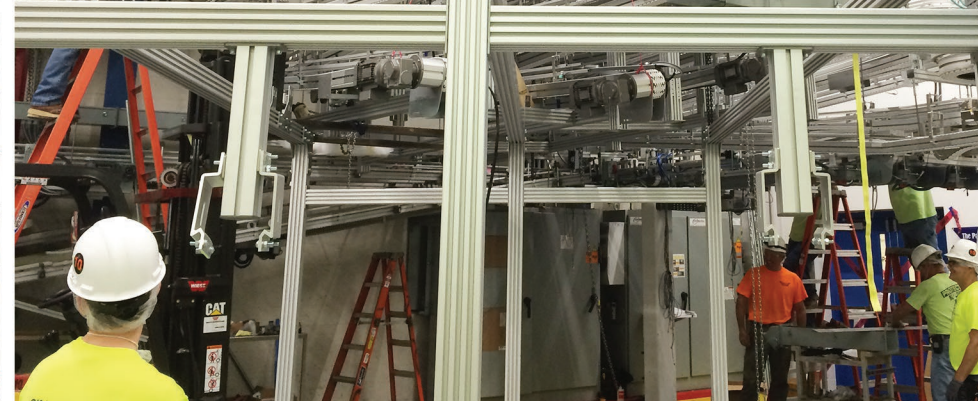
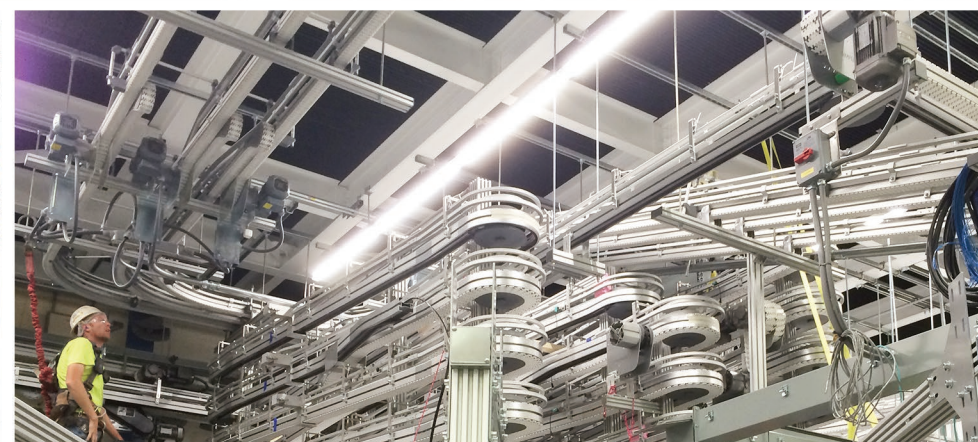
**Medical Device Manufacturing:**  
Simplimatic supplies the medical device industry with conveyors, robotics, controls, and custom automation to simplify the assembly of Durable Medical Equipment .



**Pharmaceutical Fulfillment:**  
Simplimatic's conveyor, RFID line controls, vial carriers, and modular pill dispenser beds work in tandem to create a smart and efficient high-volume prescription filling line.



**Food and Beverage Packaging:**  
For over 50 years, Simplimatic has supplied the packaged food and beverage industries with conveyors, custom line controls, cap feeders, and robotic palletizers.



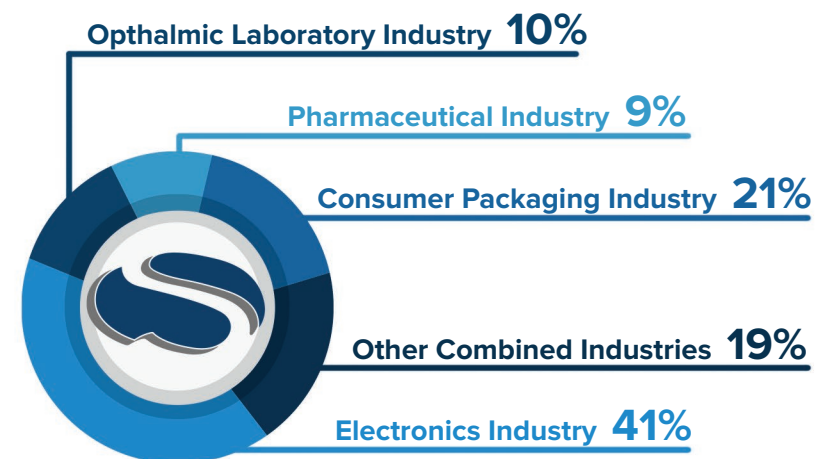
## Simplimatic Also Provides Products and Services to the Following Industries & Applications:

Contract Packaging  
Automotive Assembly  
Chemical Packaging  
Tobacco Packaging

Robotic Assembly  
Appliance Assembly  
Semiconductor Industry  
Order Fulfillment

OEM Assembly  
Confectionery Packaging  
Apparel Handling  
Cosmetics Packaging

Aerospace Sub-Assembly  
Defense Systems Assembly  
Consumer Electronics  
& Many Other Industries



## Unique Solutions for Unique Industries:

Simplimatic is a material handling and automation specialist that serves dozens of different industries around the globe.

Simplimatic simplifies complex manufacturing and production processes through the design, manufacture, and integration of smart and simple material handling and automation systems.

With customers on nearly every continent, Simplimatic has the skill, scope, and size to develop unique solutions for unique industries.





# Products & Services Overview



## Engineering & Integration Services

### Customized Design & Integration:

Simplimatic's team of electrical and mechanical engineers specialize in the design and manufacture of custom engineered solutions that can be expertly integrated for customers worldwide. Services Include:

- Factory Layouts
- Custom Controls
- Line Simulations
- System Integration



## Material Handling Systems

### Moving Materials Forward:

Simplimatic safely transports products of all types using its own line of fixed and modular material handling products and solutions which include:

- Simpli-Flex® Conveyor Systems
- Cimtrak® Electronics Products
- Optitrak™ Optical Handling Systems
- Simplimatic® Material Handling Products
- Advantage Puck® Products



## Robotics & Automation

### Intelligent Automation:

Simplimatic designs and manufactures automation to efficiently streamline repetitive, hazardous, or highly detailed manufacturing processes. Automation systems include:

- Multi-Axis Robots
- Collaborative Robots
- Gantry Mounted Robots
- Automated Mobil Robots (AMR)
- Custom Automation Systems



## Installation & Customer Support

### Superior Installation & Support:

Simplimatic's experts ensure line harmony after the integration of new manufacturing systems and conveyor. After installation, Simplimatic's trained team will support and service the equipment to ensure reliable long-term operation.

- Robotic Integration
- Controls Integration
- Line Integration

Simplimatic's products and services work together seamlessly to solve the many challenges faced by customers within the manufacturing and packaging process.



Each product and service Simplimatic provides is designed to increase productivity, decrease cost, and simplify manufacturing and packaging processes.





Connect With Us.



*Keep it Smart. Keep it Simple.™*



800.294.2003  
[www.Simplimatic.com](http://www.Simplimatic.com)

**Corporate Office:**  
1046 W. London Park Drive  
Forest, Virginia 24551  
United States of America