



## Simplimatic Automation

*Bedford County manufacturer supplies equipment worldwide*



Simplimatic's conveyor and automation systems can be found in manufacturing facilities across the United States as well as worldwide.

"Keep it Smart. Keep it Simple." That is the trademarked motto of Bedford County-based Simplimatic Automation. Much like the systems shown on the popular show "How It's Made," Simplimatic makes a large array of conveyor and automation systems used in manufacturing.

Simplimatic began operations in 1965 in Lynchburg, specializing in conveyor systems for the beverage industry. From this modest start, Simplimatic continued to grow and expand to become one of the industry leaders in conveyors and automation. As the years went on, Simplimatic had to adapt and change its offerings to match the advancement of technology.

During the mid-to-late 1980s with the increase in personal computer sales, Simplimatic launched its first line of conveyors built to handle circuit boards. The demand for computers and technology along with Simplimatic's notoriety in the manufacturing field has only grown since that time, allowing the company to find a niche in the electronics industry.

This growth and success led Simplimatic to relocate in 2015 to its current location, a 60,000-square-foot facility served by Southside Electric Cooperative (SEC) and located in the New London Industrial Park in Forest. "We were in several different buildings before the move; now everyone is under one roof allowing for even greater productivity," Kevin Welsch, Simplimatic marketing manager, says. The new facility, which houses approximately 100 employees, has room to grow and expand as the market demands.

From this location, Simplimatic manufactures and ships automation equipment, not only to companies in the U.S., but worldwide. "Each machine is made right here in Virginia," Welsch adds. "Our customers appreciate that we are 100 percent American made since 1965."

Over the years, Simplimatic has expanded its product line to cater to customers' constantly changing manufacturing processes. "In the last few years, we have seen the largest growth in robotics among our customers," Welsch explains. "Therefore, we are building robots to handle some of the more mundane tasks on an assembly line, which not only increases productivity, but also allows companies to retain and utilize employees for other tasks."



**Simplimatic has a workforce of approximately 100 employees who help design, build, program and market its automation equipment.**

Simplimatic not only caters to its worldwide customer base, it also works hard to embrace the local community by providing support to many groups and organizations. Simplimatic often hosts tours and field trips for local schools, and partners with Liberty University and Virginia Tech to provide internship programs for college students. "Simplimatic is committed to developing STEM-related programs in our region," Welsch says "This focus on science and math is great for our region and the area businesses who will one day employ those students."

This reliability and focus on improving people's well-being has made Simplimatic a well-known name among the locals and a preferred automation-machinery provider for many household-name companies. "Companies approach us to supply them with robots and machines to help make the products we buy each day," Welsch notes. "It is exciting to walk down the aisle in a store knowing a high percentage of the products on the shelf were made or packaged utilizing one of our machines."

For more information on Simplimatic, please visit the company's website, [www.simplimatic.com](http://www.simplimatic.com).

---

**Navigation: [Back to Newsletter](#)**