

## SIMPLICITY AUSTRALIA

**Growing with Australia:** Simplicity Australia's seeding equipment is proudly made in Dalby, Queensland, specifically for Australian conditions.



# Simplicity Australia – proudly made in Australia for Australian conditions

With a staff of almost 100 people and based in the south-east Queensland town of Dalby, Simplicity Australia is a renowned manufacturer of agricultural machinery, specialising in air seeders and seeding equipment.



**New Parallelogram:** The Territory is the latest addition to the Simplicity Australia seeding gear range.

Owned by the Law family, the business prides itself on being able to design and fabricate high quality equipment that can cope with the rigours of Australian agriculture.

Simplicity Australia's range covers a comprehensive line up of seeding and tillage gear; from linkage and trailed seeders with liquid options to seeding kits as well as tined and disc opener options.

General Manager Troy Law said Simplicity Australia's links to manufacturing and agriculture go back a long way and started with his father David's affiliation with mechanics and welding.

"Dave was a motorcycle mechanic and loved racing and he eventually got a job as a welder," Troy said.

"He had an opportunity to buy a small firm which made seeders and with the support of other local businesses he started building his own version of the seeders in the early 1980s."

Since then, Simplicity Australia has steadily expanded and now has three branches of its business; Simplicity Australia, Simplicity Coatings and Simplicity Hydraulics.

While each branch plays an important role in the production process of a Simplicity Australia seeder, they are also able to function under their own steam and available to provide stand-alone services.

"Our paint shop in Simplicity Coatings contains one of the largest oven booths in Australia so it can handle a B Double trailer, for example," Troy said.

"And we offer a complete range of services from sand blasting to hydraulic supplies and components."

## A TRUE LOCAL

A fierce supporter of local industry, Simplicity Australia works tirelessly to ensure it and other manufacturers remain sustainable.

Troy said Simplicity is a part of a body of local manufacturers which actively works towards providing opportunities to locals through employment and training facilities.

"We are very supportive of trade-based activity whereby businesses maintain and expand their trade skills through apprenticeships," Troy said.

"This goes back into the schools where

for example, the local high school has a big, modern facility to train in. It's about making sure our industry's tradespeople have a viable future. We can create pathways which go from schools to apprenticeships and then to a career in a dynamic industry."

Simplicity Australia is also not afraid to re-invest in its own business, which Troy said has been steadily growing and changing in line with the needs of modern Agriculture.

"We are currently building new Research and Development and assembly facilities as part of our continued growth in infrastructure.

"Change is one of the constants here and we are investing millions into technology developments such as CNC and laser cutting. We might be based in Dalby but we realise we are competing in a global market," Troy said.

## EXPANSION AND NEW DEVELOPMENTS

As part of Simplicity Australia's continued growth and development, the Law family has made several recent investments and has

some exciting new products in the pipeline.

These developments follow the launch of the 30 series air seeders last year which includes the flagship 30,000 litre model – the largest ever built by Simplicity.

Aside from its huge capacity, the 30 series offers a 1500 litre small seeds box, fitted with new small seeds metering unit, dual blowers which supply dual, six-way metering systems on each bin combining for a 12 outlet distribution system, and a heavy-duty ground drive system designed to handle the loads of the 12-outlet metering.

Simplicity Australia has also purchased single disc seeding specialist Austil Equipment. Troy said it was important for Simplicity to cover both the tined and disc seeding markets and it made a lot of sense to purchase Austil.

"The opener had been developed over 14 years by Austil Equipment and since purchasing the company Simplicity has reviewed, documented and invested significantly into the refinement of this product."

Simplicity now markets the single disc as the SD-400 and it's offered on a range of toolbars, from linkage and trailed units in single or dual row configurations and narrow transport, single row, forward folding models.

## INTRODUCING THE TERRITORY

The latest addition to the Simplicity stable is the Territory ground following parallelogram unit. Like all Simplicity products, the Territory has been developed completely in house but has endured gruelling field testing around the country.

Features of the Territory's design are its ability to handle trash, ease of adjustment and incorporated, targeted build strength which allows the unit to flex.



**Local supporters:** Almost 100 staff are employed by Simplicity Australia.



**Big capacities:** The 30 Series Simplicity air seeder can be up to 30,000 litres capacity.

Underframe height in its central working position is a healthy 800mm with 530mm of clearance between the ground the bottom parallel arm.

The tine shank is set to a trailing angle of 102 degrees to assist the high trash flow capacity.

For ground contour following ability, the opener has 450mm of vertical travel (200mm down and 250mm upward) without altering the angle of soil engagement. This travel ability provides the capacity to operate in circumstances with deep wheel tracks, formed beds, or traversing undulating ground.

The Territory's opener system utilises two parallel arms that are clamped to pivot from the main headstock. The connection system uses low friction polyethylene pads to hold the arms in position and to travel vertically.

The parallel arms are sized with the ability to flex when side loads are applied, and therefore not transfer the high operational forces into a wearing pin/bush set. Instead, the arm and pivot system provides strength to control the tine and flexibility to significantly reduce wear and tear, ultimately reducing the long term cost of operation.

Depth control is via a clearly marked and easy to use depth setting system at the press wheel. This system allows for quick changes in 6mm increments and the tine break out force is controlled via a hydraulic cylinder.

Troy said another design feature is that the Territory can be serviced 'standing up'.

"With the height of the frame and the clearance, you don't need to bend over to replace boots or points and by using an Agrihub, it's one bolt to take that whole press wheel assembly off."

Troy said other exciting developments at Simplicity include sectional control.

"We will shortly be launching our new sectional control which is able to activate and deactivate the metering spools. And it will still be able to work as a ground drive, just in case there is a breakdown."

The Territory is a good example of Simplicity Australia's ability to adapt to market conditions and take on board customer feedback.

"Our aim is to be a sustainable and long term supplier to agriculture, working in partnership with farmers," Troy said.

"We are very lucky here in Dalby. We can travel 90 minutes and be on a huge broadacre property, irrigated cotton farm, or looking at dairy and beef cattle." **FA**

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