About Dey’s:

**February 2000:** Surrounded by severe competition a small repair business emerged in a small 40' x 40' shop just east of Tillsonburg, Ontario. They struggled to find a niche in the marketplace. What began as a Welding, Fabrication, and Refinishing Equipment Service, needed to adapt, and grow to include all sorts of equipment repairs to make ends meet. This was the emergence of Dey’s Equipment Service

**2003:** Dey’s Equipment Service had grown to an established Agricultural Repair Centre. Business was growing rapidly, and demands were getting higher. It was around this time, that AGCO Corporation had also expressed sincere interest in Dey’s. Discussions were held with regards to expanding our business into a franchise dealership, to sell and service Massey Ferguson Products which also included White Planters, Hesston Hay Equipment, and Sunflower Tillage & Seeding. In June of 2003 a partnership with AGCO Corporation was realized, and the first expansion was underway. A 60’ x 80’ shop was added to the existing 40x40 shop. Dey’s Equipment Service had evolved and accepted the responsibility to continually grow to meet our customers ever-changing needs. Dey’s had found their “Niche” in the marketplace.

This was the beginning of Dey’s Equipment Centre Inc.

Logo, company name

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**2005:** Dey's selects Kongskilde to help meet the perfectionists (Your) needs. Kongskilde came with the lightweight and perfect cultivator for farmers in the Sand ground. It was accompanied by the Overum brand of Ploughs. The Kongskilde line up was expanded in later years to include Vertical Tillage & Stonebear Rock Pickers.

**2008:** Dey's takes on the Challenger (CAT) brand to meet the needs of the high horsepower industry. In doing so, Dey’s becomes the first Non-CAT dealer in North America to carry the Challenger lineup of Track & Articulated Tractors. Montag Fertilizer Carts were also incorporated in our product line as an accessory to meet the needs of dry fertilizer application with large planters.

**2009:** With the addition of the Challenger line up, it became very apparent that Track and Articulated equipment needed a lot more room to be worked on. So, a new 80' x 125' steel structure is built with Dey’s expanding their sales and needing to accommodate the larger equipment. Parts warehousing is moved into the original repair shop to provide more room for parts storage. The old parts area is turned into an extension of our current showroom.

**2010:** Dey's Equipment takes on the Fendt and Gleaner lines from AGCO. Making Dey’s Equipment Centre Inc. a Full Line AGCO dealer.

**2011:** Time for a facelift. The original “Vintage Logo” is modernized and given a facelift to the current logo.

Logo

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**2013:** The AGCO Corporation announces that they are moving their Eastern Parts Distribution Centre (PDC) to a new location. This announcement becomes a very important event for Dey’s Equipment. Together with AGCO we combine ideas and agree that a new PDC should have a training facility in it to help ease the expense of sending employees all over the US for training. A new location for the Eastern PDC is found in Woodstock, Ontario. With AGCO’s Master PDC located in Batavia Illinois, the new Woodstock location is perfect as it is located just off the 401. Making it possible to have almost any part the next day, as orders come from the US warehouse the next day and Dey’s Equipment goes to Woodstock to pickup orders everyday.

**2014:** Dey's Equipment adds Massey Ferguson Lawn & Garden equipment to our Lineup. This gives Dey’s another solution to help meet the needs of our amazing customers.

**2015:** Woods/ MF Implements are added to the Massey Ferguson line-up. Wood’s carries a huge line up of small to large implements. They offer Batwing mowers, Rotary cutters, Finishing mowers, Flail shredders, Seeders, Rear-mounted Snowblowers and endless landscape equipment options. In an agreement with AGCO Corporation all Woods Implements are painted to match Massey Ferguson Colours. Giving Dey’s Equipment a vast selection of implements that blend perfectly with AGCO’s equipment.

**2017:** In our constant need to become the perfect solution for all your farm equipment needs. Dey’s Equipment becomes a dealer for the GEHL & Manitou brands. Telehandlers, Skidsteer, Track, & Wheeled loaders are added as well as Mini Excavators to meet the customers ever growing needs. With added brands comes more demand for space, the Main Yard is expanded to make room for all the endless equipment options that will meet your needs.

**2018:** With the addition of new Gehl & Manitou as well as the Full line of Equipment from AGCO it was time to expand. A 60’ x 70’ addition was built to create an open and welcoming showroom for our customers. Complete with new main entrance, Parts & Service area, along with several new offices for Sales & Accounting. A 40’x20’ addition was added to the back of the parts department to accommodate growing needs for parts supply. A new Technician office was built inside the 80’x 125’ shop.

**2019:** Still Growing. As part of the plan in 2018 to expand, a new 85’ x 80’ building with Parts Warehousing & Detailing Bay inside, along with a large 80’ x 163’ Combine & Planter Shop added to the property to help provide the Fast & Efficient Service our customers have come to expect. Dey’s became a dealer for Macdon Draper heads, which fell in line with Harvestec Corn heads as they are both owned by Linamar. We also added Precision Planting to our lineup (which is owned by AGCO) to make sure that we can provide all the “State of the Art” options available for Planting.

**2021:** New updated Website & Rebranding

Now is the time for a Facelift. We have Re-designed the website and have modernized our logo. Fear not as we are still the same people just a new look…

(Insert Awesome Logo here)

**Present Day:**

Over all the years Dey’s has added several different brands to make sure that all the customer solutions can be covered by coming to Dey’s. Some of those brands include Kinze Planters & Grain Carts, Trimble GPS, Harvestec Corn heads, along with many others.

As we look back, we can only be thankful for the many blessings on our labours over all these past years.

However, at Dey’s we also sincerely recognize and greatly appreciate our very important customers and fellow employees, who have so unwaveringly supported our business over they years. This support has made it possible to grow and enjoy what is ours and yours together at your service.

Thank you for all your support,

Dey’s Equipment Centre Inc.