

# Upper crust business

SUE OSBORNE

IF you've eaten a pie recently, chances are it was made on Lindsay Pie Making equipment.

The Emu Plains manufacturer has been nominated in the regional excellence category of the Western Sydney Industry Awards for outstanding products.

Proprietor Tom Lindsay said he had dedicated 20 years to making the perfect pie equipment.

His machines can do everything from big factory production to making gourmet pies or pies for kiosks.

He supplied the pie machines used to make pies for the corporate boxes during the 2000 Olympics.

His pies machines, called Simple Simon and Simone, are now being exported to the US, New Zealand and Canada.

Mr Lindsay (an ex-pat American) has made it his mission to wean Americans away from hamburgers and hotdogs and on to the good old Aussie pie.

"It's like making a tailor-made suit," Mr Lindsay said.

"Each machine is designed to suit the customer.

"We talk about what kind of case they want, the size of the pies.

"The gourmet market is the future and we've gone with that."

"Our customers are the 'who's who' of the pie world."

Operating in Emu Plains for 15 years, and employing five people, the business has just started picking up awards.



**HOT TOPIC:** Tom Lindsay with some state of the art pie making equipment.

**Photo:** DAVID HILL

“The gourmet market is the future and we’ve gone with that. Our customers are the ‘who’s who’ of the pie world”

“I think that is because we’ve moved over to the latest in technology.

“We are now using laser cutting for everything.

“It is extremely precise, it gives the machines something extra.”

The business won the Australian Technology Showcase

award of an Australian manufacturer three months ago.

Now Mr Lindsay is hoping they have a good chance in the Western Sydney Industry Awards.

“All our supplies are from Western Sydney.”

Visit [www.simplesimon.com.au](http://www.simplesimon.com.au) for details.

■ Other finalists in the awards are ASP Plastics, St Marys; CIES, South Windsor; JK Williams, Penrith; Jim Aitken and Partners, Regentville; Acoustica, Penrith; The Complete Basketcase, Penrith and Loxley on Bellbird Hill, Kurrajong. Young entrepreneur of the year finalist is Brett McVea of SamBurt Services Locksmiths and entrepreneur of the year finalists are Jim Aitken and Colin Fisher of Clearwater Technology Ltd.