



ApexFA Announces Rich Sales and MMS as New Representatives for the Mexico SMT Market

SMT equipment and process specialist Apex Factory Automation (ApexFA) is proud to announce the addition of the Rich Sales team for the AZ/NM and Mexico borders area, and the MMS Sales team for the Mexico interior area.

Rich Sales was founded in 1978 by Marshall and Richard Rich. The company has grown from a 2-man organization to a 20-person manufacturer's representative company encompassing 12 outside salespeople, 4 inside salespeople, 3 service engineers and two 2 support personnel. Rich Sales is headquartered in Phoenix, AZ, with sales reps covering the ApexFA product line in AZ/NM as well as all of the northern Mexican states on the US border. Rich Sales has a long track record of success in serving their valued customers in the Greater Southwest.

MMS (Mexico Maquila Services) is located in Guadalajara, Mexico and their staff has more than 25 years of SMT equipment sales and service experience. MMS covers all of Central and Southern Mexico for ApexFA, and they also supply local Applications Engineering and Service for their products. Additionally, they stock mission-critical spare parts in their Guadalajara warehouse for quick delivery to the Mexican customer base.

Will Crist, National Sales Manager for ApexFA, explained, "Rich Sales and MMS are really an impressive addition to our sales network. There is a tremendous amount of electronics manufacturing in Mexico, and we are very excited about the future development of that market."

Bob Drake, Product Marketing Manager for ApexFA added "The extensive network and experience of these two firms will allow ApexFA to expand our footprint in these territories. Having Service and Applications Engineering capabilities locally backed up by our staff of engineers in the U.S. really adds value for their customers."

For more sales information, Rich Sales may be contacted by phone at 480-433-9255 or by email at info@richsales.com and MMS may be contacted by phone at +52 (33) 3121 4935 or by email at info@maquilaservices.com.mx.

About Apex Factory Automation:

Apex Factory Automation and their team of advanced surface mount technology experts deliver thoughtfully tailored and reliably supported manufacturing solutions to meet client requirements. Their highly scalable solutions include the comprehensive range of Mirae and DIMA pick and place machines, SJ Inno Tech Printers , XAVIS X-Ray and TSM reflow ovens. The ApexFA team partners with its clients to establish best-value and optimized SMT production solutions for every manufacturing requirement – from low- to high-volume lines. For more information about Apex Factory Automation, visit www.apexfa.com.

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