

Automated Production Equipment Launches Fully-Redesigned Website, Expanding Digital Training, Media Library, and Social Engagement

Key Largo, Florida - Automated Production Equipment, or A.P.E, Automated Production Equipment (A.P.E.), a leading U.S. manufacturer of electronics rework and repair equipment, today announced the launch of its newly redesigned website, APE.com—delivering a more connected, content-driven experience for customers worldwide.

In making the announcement, Casey Scheu, CEO, said, “Our new platform features a modern interface, improved navigation, and expanded access to technical resources tailored to professionals across electronics manufacturing, aerospace, military, and industrial sectors.”

At the core of the redesign is a significantly enhanced content ecosystem, including integrated video demonstrations, step-by-step training materials, and a comprehensive archive of legacy catalogs and product videos. These resources are designed to support both new and experienced operators while preserving decades of product knowledge.

The site also introduces direct integration with A.P.E.’s growing social media presence, enabling users to seamlessly connect with ongoing content, updates, and training insights through YouTube, Instagram, and TikTok under the handle “@apesupportstaff.”

“Our vision for the new APE.com was to go beyond a traditional website,” said Dylan Cyrus, Marketing Director. “We’ve created a centralized hub where customers can access equipment, training, historical resources, and real-time content all in one place.” The new website is now live at www.APE.com.

About APE

With more than 50 years of manufacturing experience, APE continues to lead the industry in circuit board rework and repair solutions, combining proven equipment with accessible, evolving technical support. APE.com provides industrial electronics rework equipment known for reliability and consistent performance. APE products are built in the USA with durability and ease of use as core design priorities. For more information, visit www.APE.com, email Sales@APE.com, or call (800) 822-8646.

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