



## News Release

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### **New Website Makes PCB Assembly Even Easier**

*Design Engineers Will Now Find it Easier to Understand How and Why to Outsource Small Quantity PCB Assembly to Advanced Assembly*

Aurora, CO – July 25, 2013 – [Advanced Assembly](http://www.aapcb.com), a leading provider of SMT assembly services for engineers, today announced the launch of its newly redesigned website, <http://www.aapcb.com>. The redesigned site embodies the company's forward-thinking vision by making it simple and easy for visitors to outsource pcb assembly through captivating imagery, clear navigation, engaging videos and a simple online quoting form.

Visitors to the site's homepage will enjoy a clean, uncluttered design along with rotating visuals that compel them to learn more about the company. The debut of the company's new logo and a whiteboard animation video are also prominently featured on the site. The video clearly explains what makes Advanced Assembly different, while the cheetah in the logo reflects the company's dedication to speed and quick-turn, pcb assembly.

"We approached the new website like we approach doing business – finding innovative ways to make it even easier for design engineers to move their designs from vision to reality," said Kevin Ryan, president at Advanced Assembly. "By maintaining a strict focus on what customers need, I believe we've created an informative website that clearly explains why it makes sense to outsource to us pcb assembly of any size job – even just one board."

Additional important benefits and elements of the new Advanced Assembly website include:

- **Online Quote Page.** While most pcb assembly shops can take up to two weeks to return a quote request, Advanced Assembly guarantees a response within 24 hours. Engineers or buyers simply fill out the parameters of their jobs using the online form and a quote is emailed within hours, even for full-turnkey jobs.
- **Regional Contacts.** The [Contact Us](#) page makes it easy to find the right sales contact for any location within the United States and Canada.
- **Informative Videos.** Videos throughout the website give visitors insight into Advanced Assembly's operations and show how the company delivers high-quality pcb assembly up to 87% faster than the industry average.
- **PCB Assembly Tips and Whitepapers.** The new website still features [pcb assembly tips and whitepapers](#) from Advanced Assembly's team of experts. This has been one of the most popular pages in the past and is now enhanced with new whitepapers.

Each function in the cheetah's body has been adapted for speed, which is why it was chosen for Advanced Assembly's new logo. As the cheetah runs, the spots are flying off to complete the traces at the end of the logo. "Every facet of the company is focused on delivering the highest quality pcb assembly fast. The cheetah is an accurate and fun representation of this emphasis. While our look is new, our focus remains on providing an outstanding customer service experience."

**About Advanced Assembly**

Advanced Assembly is an Aurora, Colorado company specializing in quick-turn, SMT assembly for design engineers needing printed circuit board assembly for 1-35 boards in 1-5 days. With customers like Motorola, AT&T and Intel, and close supplier relationships with Digi-Key, Mouser and Arrow, Advanced Assembly is quickly becoming the industry leader for prototype printed circuit board assembly. For more information visit [www.aapcb.com](http://www.aapcb.com) or call 1-800-838-5650.