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Discrete and Process Automation

Classic Automation marks 20 years in the industrial automation and control equipment space

Electronics360 News Desk

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Classic Automation, a provider of refurbished and surplus industrial automation and control equipment, is celebrating its 20th anniversary in 2023. Its journey is a testament to its employees' hard work and dedication.



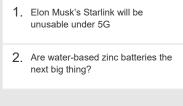
The company was founded in 2003 by Fritz Ruebeck, who identified a gap in the market for high-quality refurbished and replacement automation equipment. In 2003, Fritz left ABB realizing the space the company had left behind for many engineers like himself and took the opportunity to start a one-man operation in his home. His business model was based on a website supplying parts for existing control systems. The company started small, operating with a few employees in Fritz's Webster, New York, home. The founder's vision and commitment to excellence soon paid off and Classic Automation quickly gained a reputation for providing reliable and cost-effective automation parts and repairs.

Over the past 20 years, Classic Automation has grown rapidly, expanding its product lines and customer base, and was featured multiple times as a Rochester, New York, top 100 company. Today, the company offers one of the largest selections of manufacturers and parts of industrial automation equipment in the industry. This includes programmable logic controllers (PLCs), human-machine interfaces (HMIs), DCSs, panel controllers, industrial PCs and variable frequency drives (VFDs).









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Source: Classic Automation

Classic Automation has made significant strides within the Rochester/Webster community, where it has been rooted since its inception. The company has experienced tremendous growth over the years and now boasts a team of over 65 talented employees. What is particularly noteworthy is that over half of the staff are from the local and surrounding areas, which highlights commitment to supporting the community and providing job opportunities for locals.

Classic Automation has also invested heavily in technology and infrastructure to ensure its customers receive the best possible service. In 2022 the company introduced its own line of powerful process panel controllers called Panelicity — a 3x6 controller designed to simplify new installations and provides updated technology for upgrades of older panel controllers. The company is outfitted with over 100 system-specific testing fixtures with a 3D printer, thermal guns, an X-ray machine and ball grid array reading stations. The company's state-of-the-art repair facility and testing lab are staffed by experienced technicians who can diagnose and repair almost any type of automation equipment.

Classic Automation's commitment to quality and customer service has earned it a reputation as a trusted partner for some of the world's leading manufacturers and system integrators. By refurbishing and repairing parts their goal is to extend the lifecycle of existing systems. With this mindset, the company hopes to cut back on the need for manufacturing and materials and move toward a more sustainable plan. With customers in over 110 countries, the company is well-positioned for continued success in the years to come.

Valued customers, partners and friends are invited to commemorate this important milestone on June 8, 2023.

To contact the author of this article, email GlobalSpecEditors@globalspec.com



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