

Expanding Visual Horizons with Roland Equipment



Sometimes in life, things just work out. In the early '90s, Charity Jackson interviewed for a production job at a sign shop with the man who would later become her husband, Gavin Jackson. In 1995, Charity and Gavin decided to start their own business.

Today Visual Horizons Signs is thriving in Modesto, California. Visual Horizons has always used Roland equipment, currently relying on a Roland SOLJET® Pro 4 XR-640 large format printer/cutter, a CAMM-1 GR-640 large-format cutter and an EGX-600 professional CNC engraving machine. "By keeping services in-house, we have more control over the quality and efficiency of our business," said Charity.

Growth Leads to New Clients

In 2005, Visual Horizons moved to a larger, 2,500 square-foot office/production facility with about 4,200 square-feet of installation space – enough to fit a bus. The additional space helped Visual Horizons land their city's bus fleet advertising account.

Charity and Gavin have three employees to help them handle design, production and installation for start-to-finish service. In addition to vehicle wraps and fleet graphics, Visual Horizons produces a wide variety of signage, banners, decals and engraved signage and plates.

“We’ve been very happy with the print quality and durability of the XR-640,” said Charity. They use Roland’s Eco-Sol MAX® 2 inks exclusively. To maximize production flow efficiency, all of Visual Horizons’ graphics are cut on their CAMM-1 cutter. “The GR-640 is fast, accurate, and aligns well with the prints coming off the SOLJET,” said Charity.

Keeping Services In-House

Visual Horizons is the only sign shop in the area that offers in-house ADA signage. They also produce engraved plates for local solar installation companies and for businesses that sell high-end car parts.

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Recently, Visual Horizons completed a 21’ tall by 77’ wide wall mural for a high school’s new gymnasium. “Our Roland printer did the entire job quickly and accurately,” said Charity. “We got all 19 panels installed, and the mural looks great. Our clients were very happy.

“Being a family-owned shop has been a big plus for us; we raised our two boys here. Roland has been with us throughout the whole journey.”