

# SIGN & Digital Graphics

For the Business of Visual Communications

## In This Issue:

- Sign Shop Confidence Index Highest in Four Years
- ADA Signage Regulations
- Wholesale Contracting

## Digital Graphics

- Outdoor Printing
- Perfect Window Perf



# EMCS

*Falling Prices  
Lead to Expansion*



SignMojo.com works with sign shops across the country to provide interior and exterior signs that are ADA compliant. (Images courtesy of SignMojo.com.)

of the size of the business or the age of their buildings.

“With that many potential customers out there, it makes sense for any business that works with plaques or signs to get its foot in the door and attempt to secure a piece of this expanding market. Companies that can produce ADA-compliant signage will do well,” he adds.

Rivera agrees. “With more strict enforcement of ADA laws this year, we believe the time is right for sign and engraving professionals to get into this growing market,” Rivera says.



Roland is offering two complete ADA kits that enable shops to meet state and federal mandatory compliance regulations. (Images courtesy of Roland DGA.)



**Roland’s ADA Sign Solutions**

To meet this growing demand, Roland recently introduced ADA Sign Solutions, a turnkey solution designed exclusively for use with the company’s EGX-350 and EGX-400/600 professional engraving machines. The package comes complete with everything needed to produce tamper-resistant ADA and raster Braille signage. Roland offers two complete ADA kits that enable

EGX users to meet state and federal mandatory compliance regulations.

“Roland’s new ADA Sign Solutions produce signage that complies with all new federal requirements,” Rivera says. “Offering ADA signage allows a sign shop to be a one-stop resource for its customers. To achieve even better ROI, sign shops can incorporate full-color digitally printed elements into engraved ADA signage for a higher-value finished product.”

Each Roland ADA kit contains a Roland EGX engraver (EGX-350, -400 or -600) with an engraving tool set, Braille and profile cutters, CADlink EngraveLab Expert software, Rowmark engravable ADA-compliant materials, adhesive sheets, a Raster Pen License Kit from Accent Signage, and a self-contained chip removal system.

**Virtuoso Graphics’ Thomas Wink is utilizing Roland’s EGX-600 bench-top engraver to design creative ADA solutions for his signage client base. (Image courtesy of Virtuoso Graphics.)**



# It makes sense for any business that works with plaques or signs to get its foot in the door and attempt to secure a piece of this expanding market.

“Roland has not had to change or modify its engraving products to support the new ADA regulations,” Rivera adds. “Current Roland EGX-350, 400 and 600 users can simply purchase the associated bundle for their product and be up and running in no time. Others can purchase a complete Roland system to get started. The revenue opportunity here is tremendous, and we encourage businesses to branch out into this market,” he concludes.

## Virtuoso Graphics

Virtuoso Graphics is a Houston-based full-service output provider that offers ADA signage created using Roland’s ADA package. Owner Thomas Wink is using Roland’s EGX-600 bench-top engraver to design creative ADA solutions for his existing signage clients and has found that having this capability is also bringing

new clients in the door as well.

“We started serving the ADA sign market about six months ago when we purchased the equipment,” Wink says. “We already had a couple of Roland wide-format printers in house so we were familiar with the company. Adding the system was an economical way to provide more services for my client base.”

He points out that acquiring the engraver has opened up business opportunities for plaques and awards in addition to ADA signage. “It’s definitely opened up doors to providing more for my clients. In this tough economy it’s all about reinventing your business and keeping your audience intrigued,” he adds.

A number of companies offer specialized ADA sign services not only to end-user clients, but to sign shops that want to offer ADA signs, but don’t have the ability to produce them in their shops.

## ADA Signage Online

Signmojo.com of Chattanooga, Tenn., is a sign shop specializing in ADA-compliant signage that offers an innovative concept in the form of an e-commerce solution.

“One of the biggest trends I’ve seen over the last few years are more and more local sign companies having a harder time gaining the knowledge and infrastructure to produce these types of products,” states Hank McMahon, the firm’s president. “That’s the real target market for our website.”

His company partners with sign shops across the country to provide interior and exterior signs that are ADA compliant. As a registered distributor with SignMojo.com, sign companies can expand their business and increase profits by providing a wide selection of ADA-approved signs to their customer base. “We are an online



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