

ROLAND MASTERS. FOURTH IN A SERIES.



**MIKE RICHFORD**

DesignAir  
West Babylon, New York

**What Got Me Started:**  
I'd been an airbrush artist for years and was interested in outputting my artwork digitally.

**My Design Philosophy:**  
Exceed expectations.

**My Business Philosophy:**  
Get paid your worth!!

**My Favorite Expression:**  
Can you do better on the price?

**Cool Recent Projects:**  
46-foot Skater  
Custom goalie masks  
36-foot Nor-Tech racing boat

**My Dream Project:**  
Doing everything on a 40'+ powerboat with a blank canvas and tow vehicle would be cool.

**Why I Use a Roland:**  
When I first explored options Roland had the best marketing, the most versatile equipment, and their people are GREAT!

**Favorite Feature on a Roland:**  
Of course, PRINT & CUT.

**Favorite Media:**  
I love Roland GCVP Glossy Calendered Adhesive Vinyl. Great image quality and cost.

**My Roland Model:**  
VersaCAMP SP-300V



# Start Fast. Finish First.

## VERSACAMM PRINTS AND CUTS SO EASILY, YOU MIGHT AS WELL BE PRINTING MONEY.

It prints beautifully. It cuts accurately. And it performs reliably day after day after day. That's the simple story that has made Roland VersaCAMP the most popular signmaking device in the world. With engineering so user-friendly you'll be up and running on day one, and ink so durable your colors will remain vibrant for years.

It's why Roland Masters like Mike Richford of DesignAir rely on it for every kind of job imaginable. From durable powerboat and marine graphics to custom hockey jerseys and goalie masks. From large colorful banners to small detailed decals. "I'm an artist by nature," says Mike. "When I'm done, people don't know if my VersaCAMP graphics are printed vinyl or airbrushed art. They look that good!"

Want to become master of your own business? Get started fast with a VersaCAMP.



MORE PROFESSIONALS CHOOSE ROLAND

**Roland**<sup>®</sup>

CERTIFIED ISO 9001:2000

FOR PRODUCT SPECS, DEALER INFO OR A FREE PRINT SAMPLE, CALL 800-542-2307 OR VISIT [WWW.ROLANDDGA.COM/VERSACAMP](http://WWW.ROLANDDGA.COM/VERSACAMP)

All photos used by permission. All trademarks are the property of their respective owners.