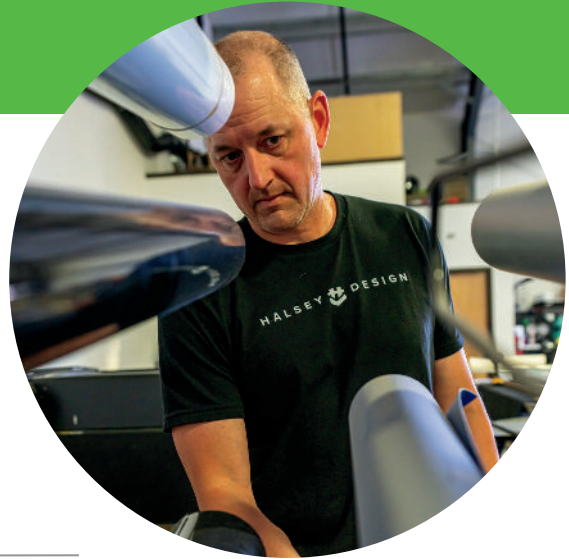


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**Jason Halsey, Owner, Halsey Design**



When your business is built on signs, you can't afford to misread them. Especially the ones that say "Printer Offline."

Meet **Jason Halsey**, founder and one-man powerhouse behind **Halsey Design**, a commercial signage company based in Bend, Oregon. Specializing in architectural signage for large-scale apartment complexes, Jason's work is less about walk-ins and more about walk-throughs. His projects often span years, not days. "We don't deal with the general public," Jason says. "We work with general contractors on big builds. One job can take two years from bid to install."

That kind of timeline demands precision, reliability, and a printer that doesn't tap out when the going gets busy. For a while, Jason relied on a smaller Mutoh printer. It did the job -- until it didn't. "It just couldn't keep up with the volume," he recalls. Worse, the company he bought it from was on the East Coast, and their support was... let's say, time-zoned out. "If the one guy who could help was on vacation, I was out of luck. That burned me bad once. I had to outsource a job because I couldn't get help for a week." Enter Kelley Create.

After reaching out to Mutoh directly, Jason was referred to Kelley Create and connected with Craig Stegall. "Craig's the real deal," Jason says. From the first call, Craig made it clear this wasn't going to be another faceless transaction. He invited Jason to see the larger Mutoh printer in action at **Icon 3D** in Portland. "I wasn't going to drop that kind of money without seeing it run," Jason says. "Craig made it happen."

From there, the Kelley Create experience only got better. Craig helped Jason prep his space, ensuring the new printer had a clean, dust-free home. "I built out a whole new room in the warehouse before it even arrived," Jason says. "When Kelley Create technician, Brandon Bussard, showed up, we were ready to roll."

Brandon, by the way, is now on Jason's speed dial. "He always answers. Always helps. That's huge for me."

Why? Because in Jason's world, timing is everything. "You can't print signs six months in advance. Things change. You wait until it's go-time, and if your printer's down, you're calling the superintendent to say you're going to miss your install window. That messes up the whole project."

When a part failed earlier this year, Jason was down for three weeks. But thanks to the relationship he'd built with **Icon 3D** during that initial visit, he had a backup plan. "They printed for me. Saved my bacon."

And when the part failure turned out to be due to a misunderstanding about the printer's capabilities, Craig went to bat with Mutoh. "He got them to send me free ink to offset the cost. Then he drove from Portland to Bend to deliver it himself. Who does that?"

Today, Jason's back to doing what he does best: crafting ADA-compliant signage that meets code and looks sharp. He's even printed on bourbon barrel heads for a local distillery. Because why not?

So, what's Jason most proud of? "Still being in business," he laughs. "I've been doing this almost 30 years. I've kept the same two major clients the whole time. One of them is 80% of my business. That kind of relationship doesn't happen by accident."

Neither does great support. With Kelley Create, Jason found a partner who gets it. And gets it done.

**Have a challenge for your organization we can help tackle? We'd love to set up a consultation to see how we can help find a solution that helps grow your business.**



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