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High Tech Training for the Next Generation of Signmakers Blackstone Valley Tech | Upton, Massachusetts

Tom Lamont is proud to be an instructor at one of the top 25 high schools in the U.S., Blackstone Valley Regional Vocational Technical High School, or Valley Tech, in Upton, Mass. Each year, more than 1,000 students from 13 towns apply for 320 spots.

Lamont worked for many years in the sign business. When his son was accepted at Valley Tech in 2014, Lamont offered to help teach the Painting & Design Technologies class. As he toured the facility, he noticed a 30-inch Roland printer/cutter in the corner.

“With our Roland equipment, we can compete with the best schools.”

“Of course, I knew right away what it was - I've had very positive experiences using Roland inkjets,” said Lamont. “The instructor said they were looking for someone to teach the kids digital printing.” Lamont applied, and the rest is history.

Growing with the Latest Tech

To update the school's production platform, Lamont brought in a 30-inch Roland TrueVIS SG-300 digital printer/cutter. “Rolands are the best - you can't beat the quality,” he said. “The TrueVIS has amazing speed and accuracy, and the print/cut feature streamlines our workflow.”

Hands-on Training

To introduce the benefits of digital printing, Lamont has students download images from which he then prints and cuts decals that students use to personalize notebooks or cell phones.

Later, Lamont teaches students the sign trade, including printing banners, floor graphics and safety signs. Junior and seniors at the school handle all aspects of project production, lamination and installation for signs, banners, t-shirt transfers and wall and floor graphics. Lamont also takes his students on field trips to the nearby Roland Imagination Center in Wilmington, Mass. There, the students get to experience the latest in printing technology.

Last year, Lamont's students took part in the SkillsUSA Promotional Billboard competition, placing 4th out of 12 schools. Lamont is already prepping his students for this year. “With our Roland equipment, we can compete with the best schools.”