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Gary Welch, Owner, High Performance Signs & Graphics



Sometimes, bigger business opportunities are just an equipment upgrade away. That’s how it was with Kelley Create partner Gary Welch, owner and operator of High Performance Signs and Graphics out of Hermiston, OR.

Originally founded in 1974, Welch joined about 22 years ago and has since focused primarily on serving businesses large and small with signage across all formats.

“I call us a commercial side shop,” Welch said, describing his business. “We make freeway signs, we make Real Estate signs, retractable banners, I just try to work with all businesses.”

Recent advances in technology mean he’s growing his business with businesses respectively. When Strategic Account Manager Rachel Ferrell (pictured above) reached out to Gary to assess his current and future business needs, she built a plan with her Kelley Create teammate and Mutoh Specialist Brandon Bussard. A quick equipment upgrade gave him a two-headed monster that can print on just about anything. The Mutoh XpertJet 661UF UV-LED flatbed printer includes a larger printable surface area, which is ideal for printing on acrylic, metal, and glass for directional signage or custom packaging. It can even print braille. Adding the MUTOH XpertJet 1641SR Pro meant he could now handle wraps - from vehicles to outdoor signage to giant trade show booth fixtures.

“Adding the one machine makes for a whole new market,” he said. “As I consider what’s next with my business, it’s fun to watch it grow.”

This spirit is aligned with Kelley’s goal to help our partners find creative ways to grow their businesses.

Who knows, maybe you have a need for braille name tags, which is something High Performance Signs and Graphics can make in a matter of seconds. “I’m not saying they would always be appropriate, but I could make them,” Welch added.

“With Kelley Create, they always do so many different things,” Welch said. “They’re always thinking about my business moving forward. It’s fun to have new opportunities come in all the time, and this lets that happen. Keeping things different for my current and potential customers is part of what keeps me in the business.”

Kelley Create would love to come in and take a look at your business to see how you are making the most of it and find ways to help you grow. We are here to help.

Have a business challenge 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.