

Meeting Customer Needs

At Rocal, Inc. our goal is to provide highway sign products that serve the motoring public, are designed and fabricated within the specifications of the controlling authority, and provide service to the installation contractors.

Design

The engineering/design team at Rocal is experienced in designing highway signs with the appropriate federal and state specifications. CAD drawings are prepared for each non-standard sign and include layout and message design, substrate and mounting details, and bill of materials.



Coordination

Highway signs are only a part of a highway project and must be scheduled to meet the needs of the project. Highway construction schedules, sign structures, and approvals determine sign fabrication and deliveries.

Schedule changes and external events require flexible planning to meet customer needs.

Specialized internal planning programs permit flexibility within Rocal to meet the demands of each project.

Highway Signs

Rocal produces a complete product line of FHWA MUTCD highway signs from large overhead guide to small no parking.

Guide Signs

Guide Signs show route designations, destinations, directions, distances, services, points of interest, or other geographical, recreational, or cultural information.



Signs are typically larger and contain internal/external supports. Extruded or extrusheet panels, sheet increment, laminated or formed sign products are available.

Rocal is capable of producing all of the various reinforced sign panels specified throughout the country.

Specialty Signs

Welcome/ Boundary, Airport, Color Coded Destination, Specific Service and other informational signs.

Signs typically require additional graphic design and production. Digital printers and plotters enable our staff to meet the expectations of designers.



Regulatory/Warning Signs

These sign messages typically are defined by the MUTCD. Each state may have changes in design for certain signs and/or additional messages not found in the MUTCD.

Materials and fastening methods differ between State DOT's. Substrate thickness, mounting procedures, fasteners, stiffeners and reflective sheeting types vary depending on specifications.



Sign Components

Rocal offers a full line of materials for highway signs; including reflective sheeting, substrate, and fasteners for public and private sign shops



Maintenance Programs

The highway maintenance group offers highway sign, pavement marking, and guardrail maintenance programs to agencies. A program is designed around the needs of the agency and ranges from an initial one-time inventory and condition assessment to multi-year maintenance programs.

Rocal's programs include:

- Site survey
- Video mapping
- Data collection and recording
- Needs assessment.
- Asset management software and hardware.
- On line data sites (cloud computing).
- GIS Project planning
- Long term upgrade programs.
- Contract outsourcing support
- Maintenance of highway signs and structures, pavement markings and guardrail.



Pavement
Markings

Signs and structures

Guardrail

History

Rocal, through its commitment to quality and service to customers, has achieved a prominent position in its industry. Founded in 1962 by Leo Lightle as a barricade rental company, it has achieved a leading role in highway sign fabrication. Product lines include standard message flat sheet signs, guide signs, specialty signs, sign blanks, reflective sheeting, brackets and posts.

With facilities in Frankfort, OH and Ft. Pierce, FL, the company supplies highway signs and sign products nationwide. Currently it has over 200,000 SF of manufacturing space and employs more than 130 staff.

Working with leading contractors throughout the country, the company has participated in several State DOT maintenance programs.



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