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FOR IMMEDIATE RELEASE

Horizon Sales Expands Consumables Portfolio with ROCKA Partnership, Bringing More Value to U.S. Manufacturers

BRIGHTON, MI — April 2026 — Horizon Sales, a leading manufacturers’ representative and distributor to the electronics industry, has been appointed as an official U.S. distributor for ROCKA Solutions, a North American manufacturer known for delivering high-quality, cost-effective consumables to the electronics manufacturing industry. The partnership strengthens Horizon Sales’ ability to offer practical, production-ready solutions that keep lines moving without driving up costs.



For Horizon Sales, the move is less about adding another product line—and more about solving a familiar customer challenge: balancing quality with cost in high-demand production environments.

“We’re always looking for ways to bring more value to our customers, especially when it comes to the consumables they rely on every day,” said Josh Casper, Owner of Horizon Sales. “ROCKA hits that sweet spot—solid quality, competitive pricing, and a product range that fits naturally into what our customers are already using on the floor.”

With more than 30 years of experience supporting electronics assembly and automation across the Midwest, Horizon Sales has built its reputation on being more than a distributor. The company works side-by-side with manufacturers to identify inefficiencies, recommend practical improvements, and ensure new products integrate seamlessly into existing processes.

That approach made ROCKA a natural fit.

Rather than simply expanding access to consumables, the partnership is designed to give customers a smarter path to sourcing critical materials—from stencil rolls and ESD supplies to splice tape, gloves, router bits, and inspection tools—without sacrificing performance or reliability.

“Horizon doesn’t just sell products— we understand how those products are used in real production environments,” Casper added. “That’s what makes this partnership work. We can bring in ROCKA’s lineup and immediately connect it to real-world applications that matter to our customers.”

With Horizon’s established inventory, responsive support, and same-day shipping capabilities, customers can expect faster access to the consumables they need—backed by the kind of hands-on guidance that helps avoid downtime and improve throughput.

As supply chains continue to evolve and manufacturers look for smarter ways to manage costs, Horizon Sales sees this partnership as a timely addition—one that reinforces its commitment to delivering solutions that work not just on paper, but on the production floor.

For more information, visit www.horizonsales.com.

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About Horizon Sales

Horizon is a manufacturers’ representative corporation and distribution group offering machinery and supplies to the electronics industry. For more information, visit www.horizonsales.com.

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