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Media Release

Honeycomb Creative Solutions Develops New Website for Femo Construction Ltd.

Vancouver, BC, September 15, 2009...Honeycomb Creative today announced the launch of <http://www.femoconstruction.com>, a new website developed for Femo Construction Ltd., a supplier of architectural and engineered concrete formwork for multi-dwelling and residential construction projects.

The demand for concrete formwork has increased dramatically in Vancouver, British Columbia, over the last few years, and Femo Construction has kept up on all fronts in order to keep pace with this growing demand. "We've completed a variety of concrete construction projects over the years, and as a result, we have invested heavily in concrete pumping trucks, cranes, personnel training, and tools specifically for concrete construction. Our concrete construction experience and capabilities has broaden, but we lacked a way to let land developers and general contractors not familiar with Femo Construction know this," said Femo Construction's Controller and Office Manager Melissa Mattiazzo. "To help us get the word out, we contracted Honeycomb Creative to help us find a solution."

"Communicating Femo Construction's capabilities became the main objective for Honeycomb Creative as we began developing Femo's corporate website," said Allen Haslinger, Honeycomb Creative's Marketing Projects Consultant. "Femo has a long history in the industry, first as a wood framing company and later as a concrete formwork company. Their long history of successful projects speaks volumes about the company's reliability and construction experience and we needed to communicate this through their website," added Haslinger.

To let others know of Femo's long history and experience in construction, Honeycomb created a project list detailing the company's over 250 completed projects. "We designed the project list to be easily updated," said Riley O'Rourke, Honeycomb Creative's Communications Designer. Through the site's custom backend content management system, Femo Construction can easily add new projects as they are completed, including expandable project details such as the project's name, description, developer/contractor and even a project photo. "We made sure the content management system was very simple to use so that Femo Construction would have no problems keeping it up-to-date. Keeping the website content relevant and up-to-date is very important if it is to be an effective marketing tool for the company's experience as well as its capabilities," explained O'Rourke.

To showcase the concrete construction company's capabilities, Honeycomb Creative developed an updateable formwork gallery. In the gallery, website visitors can view photos of the company's formwork and even its crane erection process. As more projects are completed, Femo Construction can easily add more photos to the gallery and link the newly added photos to the corresponding project and its details in the website's Project List section. "Through the backend content management system, Femo can publish photos of their work. The photos help clients feel confident that Femo can get the job done because here is a gallery of examples showing just that," said Haslinger.

Land developers and general contractors can rely on more than pictures as affirmation of Femo Construction's capabilities. The website's Construction Services section includes detailed information about its specific services such as concrete pumping and concrete formwork. Those interested in contracting the company can request a project estimate by selecting the Bid Request link on the website's homepage and filling out the form that opens. All bid requests are archived in the website's backend.

The website not only meets Femo Construction's marketing needs, but also the needs of its own staff and employees. "While researching content for the website, we discovered that employees called frequently to request certain forms. To minimize interruptions for office staff, we developed a library section that includes an employee page with links to PDFs of medical and dental forms and other frequently requested documents. We also added a Safety Resource Section with links to safety training documents and a password-protected management section to store downloadable forms specifically for on site project managers' use," said Haslinger.



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Femo Construction Ltd.'s management team shares a very strong work ethic, so when it came to the corporate website, they wanted it to work equally as hard. "The new Femo Construction website has all the functionality and features we need to communicate the range of our construction capabilities and the extent of our experience in a professional, informative online package," said Emilio Dalla Zanna, Femo Construction's President.

Over the last 20 years, Femo Construction has kept up with industry development and trends and changed its focus from wood frame construction to concrete formwork construction projects, and now the company can get the message out through its new website.

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About Femo Construction Ltd.

Femo Construction Ltd. is a trusted supplier of quality concrete formwork for multi-dwelling residential and mixed-use construction projects. With each project it undertakes, Femo gives land developers and general contractors the advantage in any type of real estate market by delivering timely, professional, quality work at competitive prices. From experienced project managers to a fleet of concrete pumps and tower cranes, Femo has the manpower and the equipment to take on any large concrete construction project and keep it in budget and on schedule. To learn more about Femo Construction Ltd., visit <http://www.femoconstruction.com>.

About Honeycomb Creative

Creating Results through Creative Solutions and Services

Honeycomb Creative is a print and web communications firm that combines the disciplines of design, web development and marketing to create successful integrated marketing and communications projects. From strategy development to project execution, Honeycomb Creative helps clients derive the maximum value from any promotional initiative, whether print or online. For more information about Honeycomb Creative and its services, visit <http://www.honeycombcreative.com>.

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