



**Honeycomb Creative**

print + web communications

## Media Release

### **Honeycomb Creative Solutions Gets Total Control Systems Inc.s' Radio Remotes Online**

Vancouver, BC, October 19, 2009...Honeycomb Creative today announced the launch of <http://www.totalcontrolsystems.ca>, a new website developed for Total Control Systems Inc.

Total Control Systems Inc. sells and services the complete line of Fomotech industrial radio remote systems commonly used by forestry, manufacturing and mining companies to give traveling crane operators a safe vantage point away from and a commanding view of moving equipment and its precarious loads.

The new website was developed to promote the company's products and this meant including a main Radio Products area stocked with photos, details and general product information. "When you are trying to sell a product like industrial radio remote systems, it's necessary for your company website to have informative product descriptions, specifications and photos. Honeycomb Creative strategically incorporated all of these components into my new company website, making it easy for online visitors to quickly find information about our products and services," said Jan Skrzypczak, Total Control Systems Inc.'s owner.

Industrial radio remote systems range from simple hand-held two-pushbutton systems to more advanced software-programmed systems and even tandem/dual crane operation systems. "Every so often there will be a new radio remote model with different features and functions, so it was important that Total Control Systems' staff be able to easily add new products as they become available. To help them keep their product lines up-to-date, Honeycomb Creative developed a simple backend content management system," explained Allen Haslinger, Honeycomb Creative's Marketing Projects Consultant.

"In a few easy steps, Total Control Systems' staff can upload a new product photo, specifications and details and then publish the information to the website," adds Riley O'Rourke, "Honeycomb Creative's Communications Designer. Using the same backend content management system Total Control Systems Inc. has even more control of its website. From the backend, staff can publish news, such as a new product launch or client, and view an archive of all contact requests sent via the website's Contact Us form.

Heavy industries throughout British Columbia have regularly called upon Total Control Systems for traveling crane safety inspections, parts and service, but now they can also rely on the company to provide industrial radio remotes systems that make crane operation safer and more efficient. All the information about Total Control Systems' complete product line and service offerings are now online thanks to the new website developed by Honeycomb Creative Solutions.

"Working with Honeycomb Creative was the most stress-free working relationship I have experienced. They took care of everything from developing the product descriptions to web hosting and right through to search engine submission. "The website is everything my business needs to market industrial radio remotes systems online," said Skrzypczak.

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#### **About Total Control Systems Inc.**

Since 1979, Total Control Systems Inc. has been servicing and maintaining the safe operation of overhead traveling cranes for clients in a number of industries throughout British Columbia.

Total Control Systems Inc. is managed by Jan Skrzypczak, an experienced overhead crane and industrial radio remote control systems expert.



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## 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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