



**Honeycomb Creative**

print + web communications

## Media Release

### **Honeycomb Creative Solutions Develops New Website for Crown Architectural Sheet Metal & Wall Cladding Division Ltd.**

Vancouver, BC, March 25, 2010...Honeycomb Creative today announced the launch of <http://www.crownmetalltd.com>, a new website developed for Crown Architectural Sheet Metal & Wall Cladding Division Ltd., a firm specializing in the fabrication and installation of sheet metal roofing, wall cladding and flashing for residential, commercial and institutional buildings.

The print and web communications firm designed the site to communicate the quality of Crown's workmanship and the versatility of sheet metal.

"Typically, when people think of sheet metal, they think of traditional barn cladding. But sheet metal, especially when used for metal roofing, has evolved. It's such a durable and versatile material that it has many applications when it comes to building construction," said Shane Murphy, Crown's Chief Estimator. "The new website designed and developed by Honeycomb Creative does an excellent job of showing how sheet metal can fit into the design of any modern or custom building."

To showcase the range and versatility of Crown's sheet metal, Honeycomb Creative chose not to use any stock photography in the site. Instead, Honeycomb Creative used the client's own project images.

"We were very fortunate that Crown had many project photos. This gave us lots to work with when it came to selecting images for the homepage, landing pages and the Project's Photo Gallery. For images on the homepage and landing page, we chose ones that showed the quality and detail of Crown's workmanship and the dramatic impact metal roofing and wall cladding can have on the overall look of a building," explained Allen Haslinger, Honeycomb Creative's Marketing Projects Consultant. "Once the images were chosen, we began cropping, colour correcting and general clean up to make the images really shine."

To help homebuilders, architects and engineers considering incorporating a metal roof or wall cladding into their building design, Honeycomb Creative developed colour charts, FAQs and an electronic bid request form complete with an upload area for project files.

Not only can homebuilders, architects and engineers select metal colours and send their drawings from the website, but they can also view the many standard panel and flashing profiles, including measurements, that the company fabricates. Then they can request a bid on their project without every leaving the site. For more detailed product or fabrication information, they can visit the technical library. Access to the library's shop drawings and product specifications is limited to Crown's clients and staff. To view drawings and products specs, site visitors need to contact Crown for a username and password.

To ensure the site's content is always up-to-date, Honeycomb Creative developed a backend system for the website. The backend system is a quick and convenient way for Crown to add and update the website's content.

"Without any web development and design experience, Crown can now log in online to the system and update content. It will help Crown keep their product information, photo gallery, and announcement section up-to-date, which is very important from a marketing perspective," said Riley O'Rourke, Honeycomb Creative's Communication Designer.

With the website, Crown will now be able to promote its metal roofing, wall cladding, building envelope systems and flashing online, making it easier for the company to market to home builders and building supply companies.

"I am very happy with the site. At first, I didn't know what I wanted for the website, but Honeycomb Creative brought a lot of ideas to the table and developed a site that shows the design possibilities of our sheet metal roofing and cladding, and pushes the flashing and custom fabrication supply side of our business," said Murphy.



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## **About Crown Architectural Sheet Metal & Wall Cladding Division Ltd.**

Crown Architectural Sheet Metal & Cladding specializes in the fabrication and installation of sheet metal roofing, wall cladding and flashing for residential, commercial and institutional building projects located throughout the Lower Mainland, Vancouver Island, the Sunshine Coast and the Squamish–Whistler–Pemberton corridor.

Crown Architectural Sheet Metal Roofing & Cladding Division Ltd. is an affiliate of Crown Roofing, a company originally established in 1902. To learn more about Crown Architectural Sheet Metal and Wall Cladding Division Ltd., visit <http://www.crownmetalltd.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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