



**Honeycomb Creative**

print + web communications

## Media Release

### **Honeycomb Creative Solutions Adds Business App Development Division and Launches [www.honeycombapps.com](http://www.honeycombapps.com)**

Vancouver, BC, June XX, 2012... Honeycomb Creative Solutions today announced the addition of a Business App Development Division to its print and web communications firm. To promote the new division and the services it offers, Honeycomb Creative Solutions launched [www.honeycombapps.com](http://www.honeycombapps.com).

Honeycomb Creative's Business App Development Division will focus on the development of apps that act as information-focused communication channels between businesses and their customers. The apps are developed to give businesses a one-on-one opportunity to build brand loyalty, to strengthen client relationships and to encourage repeat business.

"Our apps are not games. Instead, they provide businesses with a direct link to their customers through their customers' iPhones, iPads or Android smart phones, devices they almost always keep within reach," explained Allen Haslinger, Partner/Project Manager at Honeycomb Creative.

To develop the business app, Honeycomb Creative works with the business to determine what type of functionality the app will need and then designs the app. The apps are also set up to pull content from a company's website, Twitter feed or Facebook page. Once the app is developed, Honeycomb provides the business with a QR code they can display at their place of business or on marketing communications material. Customers are then encouraged to scan the code and download the app to their mobile device. Encouragement could come in the form of a discount on their next visit, an extra service, a sample giveaway, etc.

Once the app is downloaded, the business can begin engaging customers through push notifications announcing special offers, events, feature menus, new services, new products, new class schedules, etc. right to their customers' mobile devices, keeping the business in the forefront of customers' minds.

"Mobile device usage increases every day. In fact, The "Mobile Movement Study" reported that 22% of smart phone shoppers purchase via apps. The business apps we develop are another opportunity for companies to reach their customers and increase overall sales," said Haslinger.

To learn more about Honeycomb Creative's business app development service, visit [www.honeycombapps.com](http://www.honeycombapps.com). For those interested in viewing a demo app designed specifically for their business, contact [sales@www.honeycombapps.com](mailto:sales@www.honeycombapps.com).

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### **About Honeycomb Creative**

Honeycomb Creative Solutions works within the disciplines of marketing, design and website development to produce print and web communication pieces that effectively showcase a business' services and products to its clients, shareholders, partners and vendors. Since 1991, we have worked closely with our clients—helping with the strategy development and concept development of their projects right through to their projects' design and production—to grow their businesses.

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