



**Honeycomb Creative**

print + web communications

## Media Release

### **Honeycomb Creative Helps Fraser Valley Truck Parts Promote Used Heavy-Duty Truck Parts Online and at Industry Trade Shows**

Maple Ridge, BC, July 9, 2010...Honeycomb Creative Solutions today announced the launch of <http://www.fraservalleytruckparts.ca>, a new website developed for Fraser Valley Truck Parts Ltd. (FVTP), a used and refurbished heavy-duty truck parts supplier with a retail location in Maple Ridge, BC, and a robotic aluminum rim polishing facility located in Mission, BC.

The new website was created along with other marketing material to promote FVTP's used and refurbished heavy-duty truck parts and its new aluminum rim polishing service online and at upcoming transportation industry trade shows.

Honeycomb Creative first designed new business cards for FVTP. Both the truck parts retail and rim polishing facility addresses were added to the cards. After the cards were produced, Honeycomb Creative designed a doorknocker that incorporated the same image as well as before and after images of an unpolished and a polished wheel. As an incentive for visiting FVTP, a detachable coupon was added to the doorknockers.

"Because of their design, the doorknockers are easy to slip over the gear shift of a truck, serving as a reminder for FVTP's customers of the service they received and as an incentive to visit again," explained Riley O'Rourke, Honeycomb Creative's Communication Designer.

Each print material produced, included the website address of FVTP's newly designed site, so that dealers, mechanics, truck owner/operators and others interested in FVTP's heavy-duty truck parts and services could find the site and search the parts database, learn more about its aluminum rim polishing service or find out about the available dealer and mechanic discounts.

"A website is not enough to promote a business. To really get good value from any promotion, a business needs to use an integrated approach. It needs print and web communications that refer people to your website, and a website that educates site visitors about your products and services and then brings these people, ultimately, to the company's sales staff," said Allen Haslinger, Honeycomb Creative's Marketing Projects Consultant.

To ensure the site's content is always up-to-date, Honeycomb Creative developed a backend Sitemanager system for the website. Sitemanager is a quick and convenient way for Fraser Valley Truck Parts to add and update the website's content, including its Parts Gallery where buyers can look at more detailed photos of parts or even complete trucks offered for sale.

"With our new website, it has never been easier for our clients to find what they need. The new website incorporates a heavy-duty truck parts search on the homepage and other easy to find features and functionality, so anything our time-pressed customers need is only a click away," said Rita MacKenzie, FVTP's Office Manager, "which will ultimately help us sell more truck parts and complete trucks."

Visit <http://www.honeycombcreative.com> for more information about Honeycomb Creative's service offerings and to view its portfolio of work.

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**About Fraser Valley Truck Parts**

Used & Rebuilt Engines & Transmission and Installations & Repairs

Fraser Valley Truck Parts is a used heavy-duty truck parts supplier located in Maple Ridge, BC. Over the years, it has provided dealers, mechanics and truck owners/operators with refurbished and/or rebuilt parts as an option to more expensive new heavy-duty truck parts. Fraser Valley Truck Parts also operates an aluminum rim polishing facility located in Mission, BC.

As a member of the Automotive Recyclers' Environmental Association, Fraser Valley Truck Parts Ltd., follows the associations best practices for yard management in order to run an efficient and clean operation. For more information about Fraser Valley Truck Parts and its services, visit <http://www.fraservalleytruckparts.ca>.

**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>

Contact:

Allen Haslinger  
Marketing Projects Consultant  
Phone: 604.940.6622  
[sales@honeycombcreative.com](mailto:sales@honeycombcreative.com)