



Honeycomb Creative

print + web communications

Media Release

Honeycomb Creative Solutions Develops New Website for A&F Printers Ltd.

Vancouver, BC, November 24, 2009...Honeycomb Creative today announced the launch of <http://www.afprinting.ca>, a new website developed for A&F Printers Ltd., a Vancouver-based trade printer.

A&F Printing Ltd. is a well-established trade printer operating for over 40 years in the same Vancouver location. Because of its central location and long history in the area, the printing company never had to do any marketing to help bring in clients. That all changed early in 2009. The printing industry was hit hard by the recession. But instead of taking a wait-and-see approach, A&F Printing decided to take proactive measures.

“Most printers focus all their attention on production. They never worry about marketing until there’s no work coming through the door. By then, it’s too late,” said Cam Dunnett, A&F Printing Ltd.’s PrePress Manager. “So even though I was skeptical that a website could help improve business during this slow economy, I decided to go ahead with development.”

During the entire web development process, Honeycomb Creative actively sought out A&F Printing’s input. It was during one discussion with Cam and others in the print shop that Honeycomb Creative discovered that most of A&F Printing’s clients have never set foot in the shop. Files were sent via email or FTP and instructions were, for the most part, conveyed over the phone.”

“We knew then and there that in order to make it easier for its client to do business with A&F Printing, we needed to create an online presence that catered to its clients’ specific needs and simplified the whole production process,” explained Allen Haslinger, Honeycomb Creative’s Marketing Projects Consultant.”

To help streamline the process, Honeycomb Creative integrated a file upload area for the website. The upload area incorporates Box.net, which uses Akamai technology for accelerated upload speed.

“It was Allen’s idea for the upload file area. His experience helped us a lot,” said Dunnett. “Before the new website, clients had to phone us to get a password and some of them were not familiar with FTP, so we would have to walk them through the entire process,” said Dunnett. “Now in two steps, they can send us files up to 1GB. Our clients love this new functionality.”

To further benefit A&F Printing’s clients, Honeycomb Creative also added a Quote Request Form to the website. The form includes drop-down menus and fields to ensure that clients provide all the project information needed to create an accurate quote, right down to whether they prefer glossy or matte paper.

Other features, such as a Printing Terms Library, a printing Hints & Tips section, and a list of useful printing and design links, were added to the website. These features were incorporated to help communicate the high level of professionalism and extensive experience that A&F Printing brings to every project.

“We took great care to include functionality and features that help A&F Printing serve its clients better,” said Haslinger.” But we didn’t neglect design.



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“A large percentage of A&F Printing’s clients are designers, making it imperative that the website was not only functional but attractive as well,” explains Riley Haslinger, Honeycomb Creative’s Communication Designer. In order to make a favourable impression with this demanding group, we added Flash and sound to the homepage, and created a look for the site that makes it feel as if it was handcrafted.

Now that the website is launched, all the attention to the website design, function and features are paying off for A&F Printing Ltd.

“At first I was skeptical about how a website could help improve my business, but now I know. Client response has been overwhelmingly positive. They love how easy the site is to use, the eye-catching design and the integrated functionality that makes it simple and fast to upload large files. I appreciate the backend site manager, which lets me easily update website content. But overall, I really appreciate how the website serves the needs of both my clients and me, and helps A&F Printing stand out in a very competitive industry.” said Dunnett.

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About A&F Printing Ltd.

A&F Printing Ltd. is a fourth-generation family owned and operated trade print shop established in South Vancouver in 1954 by Archie Rawson and his son Fred. Today, Archie’s grandson Rod Rawson and his two daughters manage the shop’s day-to-day operations.

From pre-press to press, A&F Printing Ltd. works with clients on a one-to-one basis, making them an integral part of the print process. It is this kind of personal attention that results in a print project that truly captures a client’s vision. To learn more about A&F Printing Ltd., visit <http://www.afprinting.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>.

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