



Honeycomb Creative

print + web communications

Media Release

Honeycomb Creative Develops New Website for Premier Envelope

Vancouver, BC, November 1, 2011...Honeycomb Creative Solutions today announced the launch of www.premierenvelope.com, a new website developed for Premier Envelope Ltd., a commercial, custom and specialty envelope manufacturer. The new website was developed specifically for the convenience of the commercial and specialty envelope manufacturer's clients.

With Premier's clients in mind, Honeycomb Creative set out to include functionality that first served the needs of Premier Envelope's corporate, government, and commercial clients and, second, served the needs of Premier and its sales team.

To do this, Honeycomb Creative included a Customer Area link on the site's homepage. The link seamlessly integrates with Premier Envelope's online order desk system. From this link, Premier's clients and its sales people can place an order, view an order's status, and check on inventory.

Corporate designers and commercial printers can easily find and download a dieline PDF or send an email to request a dieline from the Dieline section of the website. This section of the website is divided first into British Columbia and Alberta dielines and then second into open-end and open-side dielines. Clients can further sort dielines into ascending or descending sizes or dieline number.

"Our challenge with the dielines section of the website was to make it easy for clients to find what they needed within a substantial list of dielines. To do this we added the sorting functionality and displayed the list neatly on the page. We eliminated any distractions that would frustrate the client," explained Riley Haslinger, Honeycomb Creative's Web Developer and Graphic Communications Specialist.

For clients with custom orders, Honeycomb Creative developed a File Upload area. From the File Upload area, clients can quickly and securely upload large design files. The upload area incorporates Box.net, which uses Akamai technology for accelerated upload speed.

Any of Premier Envelope's clients who are not familiar with the multitude of envelopes it produces, will appreciate the site's Envelope section. It contains a list of every type of envelope Premier produces along with envelope specifications and sample product photos.

"The envelope section of the site is essentially a product catalogue, which is much more helpful to clients than a list and generic illustrations of envelopes. It helps clients and purchasing agents to not only read about a product but to also see samples of the product," said Allen Haslinger, Honeycomb Creative's Marketing Projects Manager.

To help Premier Envelope promote its products, Honeycomb Creative made adding new envelopes, dielines or anything else to its website very easy by including Sitemanager, Honeycomb Creative's proprietary content management system, to the website. In a few clicks of a mouse, Premier Envelope can add a new envelope, dieline or news announcement to the site without the risk of damaging the site's layout or design. We not only customized the website, but the site's backend as well. This will ensure that the website efficiently serves Premier Envelope Ltd's clients, sales team and business for many years to come.

To view Premier Envelope Ltd's new website and to learn more about its products, visit <http://www.premierenvelope.com>

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

###



Honeycomb Creative

print + web communications

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.

Contact:

Allen Haslinger

Marketing Projects Consultant

Phone: 604.904.6622

sales@honeycombcreative.com