



Honeycomb Creative

print + web communications

Media Release

Honeycomb Creative Develops New Website for SK Sanitary Specialties Mfg. Ltd.

Maple Ridge, BC, September 21, 2010...Honeycomb Creative Solutions today announced the launch of <http://www.sksanitary.com>, a new website developed for SK Sanitary Specialties Mfg. Ltd., a supplier of cleaning supplies and commercial cleaning equipment to the Metro Vancouver area.

The new website was created along with other print marketing material to promote SK Sanitary Specialties' growing line of Green cleaning supplies and equipment to property management companies, hospitals, educational institutions, and the sanitation and janitorial industry.

"SK Sanitary was an early adopter of the Green cleaning movement and wanted to make a statement with their print literature, which included newly designed business cards, a sales brochure and presentation folders. For this client, it was important for their image and their overall message that their new literature be printed on recycled paper using soy-based inks," explained Allen Haslinger Honeycomb Creative's Marketing Projects Consultant.

To ensure SK Sanitary Specialties Green cleaning message was consistent on all its marketing materials, Honeycomb Creative developed SK Sanitary Specialties' new website, <http://www.sksanitary.com>, at the same time as it worked on the print concepts and designs.

"Working on both SK Sanitary Specialties print and web material simultaneously ensured that all the marketing pieces we produced complemented one another and had the same look and feel, which is really important for reinforcing a company's professional image and their overall message, which for SK Sanitary is all about Green cleaning," said Haslinger.

The Green cleaning message was included throughout the website. Much of its content relates to Green cleaning information in order to educate those not familiar with the concept. The site also includes other essential information that cleaning professionals need, such as product material safety data sheets and training material. To keep all this content up-to-date, Honeycomb Creative implemented Sitemanager, its custom content management system.

"It's inevitable. Site information will need to be updated from time to time. Sitemanager is a quick and convenient way for SK Sanitary Specialties to do this. They can publish new product announcements, update manufacturers' lists, add new training material and anything else that site visitors might be looking for all from their web browser," said Riley O'Rourke, Honeycomb Creative's Communication Designer. "Not only does updating website content help improve search engine ranking, but it will also keep site visitors coming back for new information and products that help them maintain a clean and healthy workplace environment."

"With our new website, it has never been easier for our clients to find exactly what they need. The new website seamlessly integrates our online store, so customers can search for products online. It also incorporates email links to our salespeople on the 'Sales' page. Everything our customers need—from training material to green cleaning hints and tips—is only a click away," said Kim Karpinka, Owner of SK Sanitary Specialties Mfg. Ltd. "Honeycomb Creative did a great job of understanding our business and of creating sales literature and a website that truly reflects all that we have to offer."

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 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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