

SCRIPTING	PRODUCTION
<p>ANNOUNCER - V/O: RUNS: 12 SECONDS The wheel is a simple invention that is often taken for granted. But this fundamental technology has enabled the movement of material throughout history.</p> <p>Think about it: a cart without wheels, is a real drag.</p>	<p>Graphic: Show a wheel made out of stone (a potter's wheel), then logs used as wheels to roll stone blocks in ancient Egypt and then a wheeled cart for a horse.</p> <p>Graphic: The horse cart's wheels disappear in a pop and it falls onto the ground (bonus points if the horses can struggle in an attempt to pull it)</p>
<p>ANNOUNCER - V/O: RUNS: 16 SECONDS In 1896, the wheel was joined by a bracket to create a new innovation - the caster.</p> <p>The complete caster includes the wheel itself, bearings and swiveling or braking options.</p> <p>Over time, casters have evolved to take many forms and suit many needs - but one thing remains the same.</p> <p>An object becomes easier to move when it's mounted on casters.</p>	<p>Graphic: Show a dolly with heavy packages on it and then zoom in on the wheel/caster at the bottom</p> <p>Graphic: Show a wheel popping up into a caster and then imply the action of rolling</p> <p>Show arrows leading to the caster that say - axel, swivel options, brake options</p>
<p>ANNOUNCER - V/O: RUNS: 3 SECONDS Wheels and casters are everywhere and can move nearly anything with less effort, more rapidly and more safely.</p>	<p>Graphic: Move to a supermarket with wheels on the shopping cart</p>
<p>ANNOUNCER - V/O: RUNS: 3 SECONDS Indeed, there is a wheel or caster for every industry.</p>	<p>Graphic: Move to a hospital with wheels on a gurney</p>
<p>ANNOUNCER - V/O: RUNS: 12 SECONDS Many are specially tailored to a specific application with their own features, design, materials, and advantages.</p> <p>Whatever the requirements of the situation demand, the right wheel or caster can improve the overall design of the cart</p> <p>Giving you a competitive advantage.</p>	<p>Text/graphic from infographic: Versatility Ergonomics Strength & Durability Mobility Time & Cost Savings Design & Innovation</p>

<p>ANNOUNCER - V/O: RUNS: 9 SECONDS Wheels and casters move the world. But with so many options to choose from - who do you go to determine your optimal solution?</p>	<p>Graphic: A turning globe transitions into a turning wheel</p>
<p>ANNOUNCER - V/O: RUNS: 15 SECONDS Established in 1933, the Institute of Caster and Wheel Manufacturers - or ICWM -</p> <p>is comprised of the industry's leading manufacturers of casters; wheels; and industrial trailer, platform and towline trucks.</p> <p>These experts not only supply wheel and caster solutions to virtually every major manufacturing and distribution sector worldwide -</p> <p>they also set global standards for caster quality and specifications.</p>	<p>Graphic: ICWM logo</p> <p>Graphic: Show a hand-truck wheel or/and a trash can wheel - then show that truck moving around the world</p>
<p>ANNOUNCER - V/O: RUNS: 9 SECONDS With more than 900 years of combined manufacturing, design and application experience - they are your best resource for navigating the complex world of wheels and casters.</p>	<p>Text/ Moving Word Cloud (engineered to look confusing and daunting): Polyurethane Rubber Metal Polypropylene Elastomer Phenolic Steel Epoxy Cast Iron</p>
<p>ANNOUNCER - V/O: RUNS: 8 SECONDS Contact an ICWM manufacturer to find the best wheel or caster for your application. They will create a solution that moves you.</p>	<p>Graphic: Video opens on wheels under an office chair. Zooms out to reveal the person is watching a facsimile of this video on their computer. Text on computer: mhi.org/icwm/members</p>