

- 1.1 The wheel is a simple invention that is often taken for granted.



GRAPHIC: Stone wheel animates in. Sparkles.

- 1.2 But this fundamental technology has enabled the movement of material throughout history.



GRAPHIC: Stone wheel rolls past pyramid scene. Stone block is being pulled and rolled along logs.

- 1.3 Think about it: a cart without wheels, is a real drag.



GRAPHIC: Scene transforms in horse and cart. Wheels “pop” off and cart falls to the ground. Horse’s head slumps down in despair.

Section	Scripting	Visual Production	Production Notes
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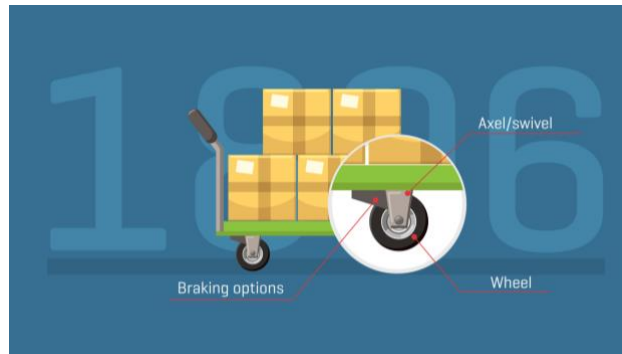
2.1 In 1896 the wheel was joined by a bracket to create a new innovation - the caster.



GRAPHIC: Wheel and caster merge together with a “click”

BACKGROUND: 1896 text low opacity

2.2 The complete caster includes the wheel itself, bearings and swiveling or braking options.



GRAPHIC: Dolly animates on attaching itself to the wheel and caster. Magnified circle focuses in on wheel and caster. Show arrows leading to the caster that say - axel/swivel, brake options, and wheel.

2.3 Over time, casters have evolved to take many forms and suit many needs - but one thing remains the same.

An object becomes easier to move when it's mounted on casters.

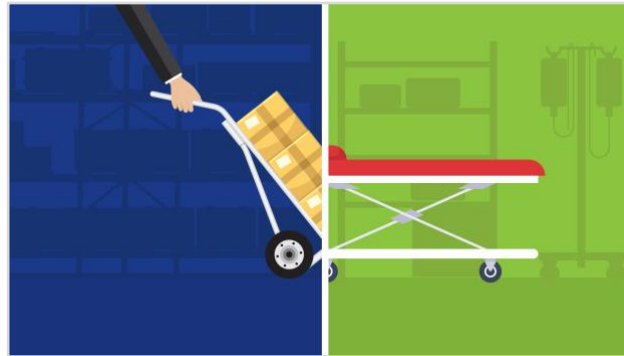


CAMERA: Zoom out

GRAPHIC: Dolly is moving along the path

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3.1 Wheels and casters are everywhere and can move nearly anything with less effort, more rapidly and more safely.



CAMERA: Scene will be moving from left to right following the various application of wheels/casters through different industries.

GRAPHIC: DC with dolly → Hospital with gurney → Grocery store with cart.

3.2 Indeed, there is a wheel or caster for every industry.



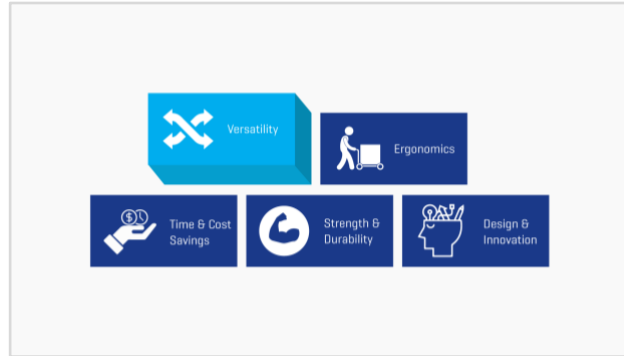
3.3 Many are specially tailored to a specific application with their own features, design, materials, and advantages.



GRAPHIC: Boxes animate in. Shows benefits.

TEXT: Choosing the right caster provides a variety of benefits

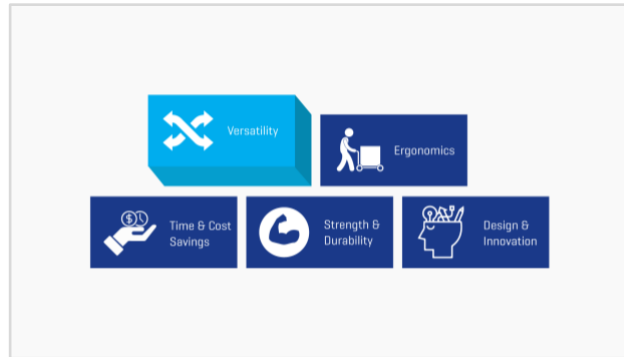
4.1 Whatever the requirements of the situation demand, the right wheel or caster can improve the overall design of the cart



GRAPHIC: Each box in turn turns blue and lifts up in space.

CAMERA: boxes shift up to center

4.2 Giving you a competitive advantage.



GRAPHIC: Animate heavy-duty wheeled bin and Autonomous Robot. Shows that applications range from classic to ultra-modern.

4.3 Wheels and casters move the world. But with so many options to choose from - who do you go to determine your optimal solution?



GRAPHIC: A turning globe transitions into a turning wheel. Smaller wheels circle globe.

5.1 Established in 1933, the Institute of Caster and Wheel Manufacturers - or ICWM -



GRAPHIC: ICWM logo animates in.

5.2 is comprised of the industry's leading manufacturers of casters; wheels; and industrial trailer, platform and towline trucks.



GRAPHIC: Logo shifts to the side. Text boxes and small examples of each of these areas pop in

Visual of each of the categories with an image at the text boxes animate

5.3 These experts not only supply wheel and caster solutions to virtually every major manufacturing and distribution sector worldwide -



GRAPHIC: Location markers with wheel and caster graphic drop down onto the world map

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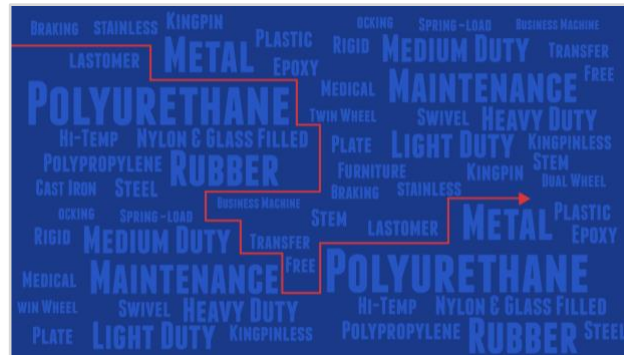
6.1 they also set global standards for caster quality and specifications.



CAMERA: Zoom into one of the American location markers.

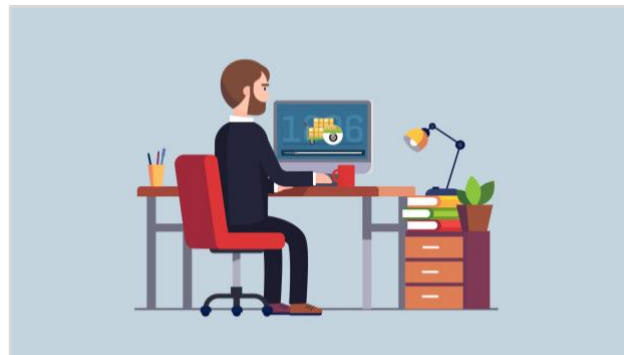
GRAPHIC: Animate on ANSI logo

6.2 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.



GRAPHIC: Word cloud of wheel and caster terminology. Arrow navigates through complex maze of words.

6.3 Contact an ICWM manufacturer to find the best wheel or caster for your application. They will create a solution that moves you.



GRAPHIC: Scene begins on close up of wheels under an office chair. Zooms out to reveal the person is watching a facsimile of this video on their computer.

7.1



URL: mhi.org/icwm