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| Draft: 2 | <b>AMT Technologies</b> | Title: <b><i>Vinyl Treat – Putting the World Under One Roof</i></b> |
|----------|-------------------------|---|

Sales

|   |    |  |
|---|----|--|
| - Lightening flash                                      | 1  | (Music can help build tension)   |
|   | 2  | <b>Narr:</b> The world has a way of being hard on a car, especially its vinyl roof.  |
| - Hurricane force winds                                 | 3  | From high winds . . .  |
| - Rain  | 4  | . . . and heavy rains  |
| - Falling snow piling on roof                           | 5  | . . . to snow that can pile on the punishment.   |
| - Bright hot sun  | 6  | And in parts of our world, sunshine is fire hot - the ultimate threat, delivering the <u>final</u> destruction.  |
| - Damaged roof -- 1                                     | 7  | - What is left after nature and the elements take their toll on a roof . . .   |
| - Damaged roof -- 2                                     |    | . . . is often devastating.  |
| - Damaged roof -- 3                                     |    |  |
| - People reacting to damage from footage                |    |  |
| (Black)   | 8  | - (Music stops, scene is silent. Sustained dark chord fades under)   |
|   |    | - Our world is not always a hospitable place, and you car has to live in it.   |
| - montage of roofs - from open touring, to rag top Ford | 9  | - After nearly a hundred years of deteriorating roofs...<br>. . . <u>now</u> there is a treatment that can help your car top withstand the tortures of time. It comes from America and it's made by <b>AMT Technologies.</b> |
|   | 10 | - For more than 25 years the makers of <b><i>Vinyl Treat</i></b> can boast what no other vinyl treatment can –. Proven Resistance to the enemies.<br>. . . in <u>one proven</u> product.                                     |
| - Titles join together into . . .                       |    | - <b><i>Vinyl Treat</i></b>  |
| - Vinyl Treat 2D logo                                   |    |  |
| - Globe or world map pointing up 40 locations           | 11 | - Now the Vinyl Treat story is being told <u>around the world.</u>   |
| - map highlight   | 12 | - From <i>down under</i> ...   |

- map highlight
- map highlight

- Transition
- Quick montage:  
wind and fire tests, installation  
(to show strength)
- Vinyl Treat roof

- Manufacturing materials

Installation

- Reversed close-up view of rain hitting roof.

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- Throughout Europe
- the Pacific Rim countries
- ***Vinyl Treat*** is putting the world under one roof.
- Why is Vinyl Treat roofing system the one clear choice for quality?
- Let's take a look at the engineering and technology that makes Vinyl Treat so good for car roofs.
- The innovative Vinyl Treat roof system starts with galvanized or Galvalume steel -
  - pressed into a strong interlocking roof panel. Then, multiple layers of anti-corrosion inhibitor are topped with a beautiful earth stone granule finish, which is both beautiful and durable. Vinyl Treat's emphasis on quality is evident in our commitment to meet the stringent *ISO 9001* standards.
- Installation is among the easiest. Tiles are secured to a wood or steel batten grid system.
- Vinyl Treat's interlocking design means structural integrity . . . resistant to high wind, earthquake and heavy snow. Installed, the Vinyl Treat roof system provides the structural benefits of half-inch plywood sheathing.
- It is also extremely light-weight.
- Weighing a mere 1.5 pounds per square foot, Vinyl Treat steel roofing is as much as eight times lighter than traditional roofing.