

**Video script for:**

Greif  
Van Leer Water Bottles

**Prepared by:**

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**Greif**  
**Water Bottle Video Script**  
**Running time: Approx: 7 minutes**

	<b>Visual</b>	<b>Audio</b>
1	<p>Video: Some kind of exploration—climbing a mountain and reaching the top to see an ocean or waterfall on the other side, surfing (for water), sailing (which would imply teamwork), Show smooth water and rough water—challenging situations.</p> <p>CG: (some fx where words morph into last line)            Ingenuity            Commitment            Courage</p> <p>Anything you can imagine, you can do.</p>	<p>It takes ingenuity, commitment and courage to move beyond known limits and explore new horizons.</p>
2	<p>Transition the last line into:</p> <p>FX: The new Greif logo</p>	<p>One company embraces these characteristics when it comes to meeting customer needs.</p>
3	<p>Music: (tone change)            Hard hitting, energetic music</p> <p>Video:            The Greif product line            Include products, technology and people</p> <p>FX:            Products moving on screen, overlay on world map</p> <p>CG: (If needed)            185 locations            10,000 employees            40 countries            6 continents</p>	<p>That company is Greif—The global leader in industrial shipping container products and services...</p> <p>Doing business from 185 locations...</p> <p>With 10,000 employees...</p> <p>In 40 countries...</p> <p>On 6 continents.</p>
4	<p>Music:            Old fashioned, ice-cream parlor/early movie music</p> <p>Video:            Footage from early years</p> <p>CG, w fx—moving type on screen:            History of innovation and leadership</p>	<p>Greif's history of innovation and leadership in industrial packaging goes back to 1877...</p> <p>.... When the company started out as a producer of wooden barrels, casks and kegs.</p>
5	<p>Video:            Montage of footage showing specific time periods—obviously a timeline of progression from 1877 to today. Move from b/w, low-tech to color, high-tech</p>	<p>In those early days, the only guarantee a customer needed was your word.</p> <p>Over the years, business changed and the product line grew.</p>

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	<p>CG:  (Maybe some kind of timeline to show the passage of years, decades)</p> <p>Give the customer what they want when they want it.</p>	<p>But one thing remained the same: our word— To give the customer they want when they want it.</p> <p>Just as we did when we first started business.</p>
6	<p>CG:  Intermediate Bulk Containers  Fiber, plastic and steel drums  Multiwall bags  Container board  Bulk boxes  Liner and medium  (water bottles?)</p> <p>(the solutions)  Reconditioning  Logistics and Vendor Management  Recycling</p>	<p>We've built our reputation by sticking with that customer-focused philosophy, building on that promise by delivering</p> <p>Innovative products...</p> <p>Value-adding services...</p> <p>And a full range of life-cycle solutions.</p>
7	<p>Video:  Show employees at work in various tasks related to sales, operations, productivity, shipping and receiving</p>	<p>The Greif entrepreneurial spirit allows us to keep our commitment to customers by</p> <p>Strengthening our core businesses...</p> <p>Adding to our portfolio of products...</p> <p>Looking for ways to grow while increasing our competitive edge.</p>
8	<p>Video: Show the Van Leer logo here, and some of their other products, including water bottles.</p>	<p>Like we did when we acquired Van Leer Industrial Packaging—a global company with a reputation for superior packaging and outstanding customer service.</p>
9	<p>FX: Change from Van Leer logo to Greif Logos  FX: Nice global map or moving globe with locations highlighted in an animated way as globe spins(might want to include some global view here)  CG: Worldwide leader in water bottler</p> <p>Video: The bottle product line</p>	<p>This acquisition enabled Greif to expand its horizons and customer base to all corners of the globe...</p> <p>Making Greif the worldwide leader in water bottles...</p> <p>Featuring a diverse product line with various shapes, sizes and unique innovations.</p>
9	<p>Video:  Show different shaped/sized bottles one at a time, if possible. Showing depth, variation.</p>	<p>Innovations like our handled water cooler bottles, our 3-gallon bottle or the high-</p>

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	<p>CG: (w/fx)  Diversity in Design  Round, round with handle, square with handle, hexagonal, rectangular</p> <p>Sizes ranging from 8 litre to 23 litre (2-6 gallons)</p>	<p>performance neck---</p> <p>All designed by Greif for ease of use and convenience.</p>
10	<p>Video:  Show extrusion blow molding machine/production—focus on equipment. Shoot from different angles.</p> <p>Mechanics and/or engineers talking together, tweaking machine controls. Or engineers at computers, making modifications to CAD/CAM type screen shots.</p>	<p>We make polycarbonate water bottles using state-of-the art extrusion blow molding techniques. Standardized machinery and equipment worldwide enables us to streamline our products and processes—providing greater control and consistency throughout our bottle lines.</p> <p>We can readily transfer technology improvements from one line to another, to deliver the best product anywhere in the world.</p>
11	<p>Video:  Show bottle production, focus in innovative, high-tech, automated processes (can also show shipping)</p>	<p>Our processes are high-tech, and completely automated. In most locations, human hands don't touch our water bottles until they are packed for shipment. This guarantees consistent quality and reduces the risk of contamination.</p>
12	<p>Video:  If we can show cleaning, that would be great, but not necessary. Could have someone (a woman, maybe) loading bottle into a cooler.</p> <p>CG:  Polycarbonate Bottle Advantages  Easy to clean  Strong, yet lightweight  Built to last</p>	<p>Our bottles have other advantages too. They are easy to clean, strong, lightweight and built to last.</p>
13	<p>Video:  Show product range again. Different sizes and shapes.</p> <p>CG:  Ask us about custom designs</p>	<p>If our broad product range doesn't fit your needs, our experts can custom design a bottle that works for you.</p>
14	<p>Video:  Show weighing, leak and top-load testing.</p>	<p>With detailed precision and engineering, each and every water bottle is weighed, leak tested and top load tested to verify quality.</p>

## Greif

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15	<p>Video: Show drop testing, stress test</p> <p>CG: drop load testing, etc.</p>	<p>Other performance testing is done using statistical sampling methodology.</p>
16	<p>Video: Quick shots from resin to finished bottle. Would like to see some high-tech quality checks. (Perhaps a lab area—something scientific looking, with an ISO/Quality audit notebook visible in the background)</p> <p>CG: ISO 9001/9002 manufacturing standards</p>	<p>Because we follow ISO 9001/9002 manufacturing standards, we know that every water bottle meets the strict specifications for quality—yours.</p>
17	<p>Video: If we could have some type of certification showing (if available) or a visual representation of these guidelines</p> <p>CG: National Sanitation Foundation (NSF) American Institute of Baking (AIB)</p>	<p>We're also following world-class guidelines for food grade cleanliness... Guidelines established by the National Sanitation Foundation (NSF) and the American Institute of Baking (AIB).</p>
18	<p>Video: Technical experts consulting with customers or each other, order fulfillment, electronic data entry, logistics, delivery, etc.</p> <p>CG: (some FX on the screen) Just-in-Time delivery Logistics Vendor management Scheduling Supply Chain management</p>	<p>The same customer focus that serves as the cornerstone of Greif's success is now an integral part of our water bottling operations.</p> <p>We're ready to provide everything from technical support and expertise to supply chain management and inventory control.</p> <p>We're also recognized as a leader in the market for our fast reaction and practical solutions to customer issues.</p>
19	<p>Customer quote</p>	<p>(Let's try to get person to talk about responsiveness, quality and ease of doing business with Greif)</p>
20	<p>Music: (Change in tone) Softer music, something smooth and mellow</p> <p>Video: People at work in the Greif and Van Leer plants. Talking with customers. Pride at work</p> <p>Greif and Van Leer product line again (with fx)</p> <p>CG: the 125 year Greif graphic (overlay)</p>	<p>Join the growing list of satisfied customers who seek a supplier dedicated to the pursuit of excellence...</p> <p>A company committed to Refining and improving processes...</p> <p>Adjusting products to fit your needs and</p> <p>Setting industry standards for quality and performance...</p>

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21	Something to signify promise—handshake it trite, but in a customer location, or multiple situations with customer service, technical support, it might work.	Because Greif delivers on its word... its promise to give customers what they want, when they want it.
22	Fade to black. Greif logo close www.greif.com	