

# Whiteboard Animation Script (V3)

How HC's fiber products are made

FADE IN:

*On-screen appears the HC stacked logo, phone number and website. Draw a young man and woman standing at the far left and far right (from the waist up) wearing "HC" t-shirts. Instrumental music plays softly in the background.*

CROSSFADE:

*Draw the word "sustainable" on-screen.*

V.O.

The word sustainable seems to be popping up everywhere today.

*Draw a billboard with the word "sustainable" in large, cartoonish letters; the young man and woman from above each holding up a sign - one says "sustain" and the other says "able"; cell phone and computer screens reading "sustainable"; cardboard boxes and shopping bags with the word "sustainable".*

CROSSFADE:

*Draw a pie-chart infographic.*

V.O.

In fact, in a recent study, 88% of respondents demanded companies provide more sustainable product offerings.

*(Add in small letters at the bottom of the screen: Futerra's new survey of over 1,000 consumers in both the US and UK - December 2018)*

CROSSFADE:

*Draw dozens of question marks.*

V.O.

But what does it really mean for a product to be sustainable?

CROSSFADE:

*Draw large whiteboard with the same young man and woman from above looking at the board from either side as the definition is written.*

V.O.

In short, a product is "sustainable" when it

"satisfies the needs of the present without adversely affecting the future" *(use imagery here)*.

CROSSFADE:

*Draw imagery of the items below on-screen as they're mentioned.*

V.O.

A few popular examples include, "reusable grocery bags and coffee filters"; "rechargeable batteries"; "stainless steel water bottles"; "compostable cutlery"; and even "LED lightbulbs".

CROSSFADE:

*Draw young man with lightbulb from above hovering over his head as an idea.*

V.O.

Speaking of lightbulbs, one went off with the folks at HC when our facilities in *(draw states)* Ohio, Florida and Nevada started cranking out black containers for greenhouses and nurseries *(draw black pots running down an assembly line)* made exclusively from nearly 100% recycled materials *(draw imagery of 100% recycled)*.

CROSSFADE:

*Draw large dump truck, young man driving with hard hat, carrying resin pellets. Young woman stands to one side waiving him on wearing a hard hat.*

V.O.

Even our resin is comprised of post-consumer, post-industrial recycled materials *(draw imagery of post-consumer, post-industrial)*.

CROSSFADE:

*Draw young man and woman with one hand on their chin thinking surrounded by question marks.*

V.O.

But how could HC make even more of an impact with a line of products that are truly sustainable and environmentally friendly?

*Draw stacks of paper surrounding the pair who are now smiling.*

V.O.

The answer was found in these pages.  
Thankfully, we didn't have to read them all.

CROSSFADE:

*Draw curtains that open to reveal the "fiber" logo.*

V.O.

Introducing, The HC Companies "fiber  
production process". (create imagery/logo)

CROSSFADE:

*Young man and woman facing each other. The man looks confused. A text bubble appears over the man's head asking, "what's so great about fiber?"*

V.O.

You're probably wondering why fiber products  
are such a great alternative. We're glad you asked.

CROSSFADE:

*Draw large #1; recycling symbol.*

V.O.

Number one - there's no recycling required.  
It will harmlessly break down in the soil in  
less than a year (draw imagery).

CROSSFADE:

*Draw large #2; imagery of rows of fiber containers being buried  
in the ground by the young man and woman.*

V.O.

Number two - it can save you time and money  
on transplanting for the entire container  
can be planted into another pot or the  
ground to decompose naturally.

CROSSFADE:

*Draw large #3; imagery of a large pile of garbage; a school of  
dolphins happily swimming in the ocean.*

V.O.

Number three - it's great for the  
environment. No more clogging up landfills  
or harming wildlife in the ocean.

*Draw large #4; imagery of arrows moving in a circle with a fiber pot in the middle and waves below.*

V.O.

*And number four - it's truly sustainable.  
Created in a closed-loop water recycling facility  
to eliminate waste and save on energy emissions.*

CROSSFADE:

*Draw young man and woman wearing lab coats and goggles working  
with test tubes and beakers.*

V.O.

*We've scientifically created a fiber slurry  
that is: (draw as callouts) biodegradable;  
durable; available in many sizes and  
configurations, and in some cases,  
Certified for Organic Farming.*

CROSSFADE:

*On-screen draw a large binding reading "Instruction Manual".*

V.O.

*Here's how it works.*

CROSSFADE:

*Draw imagery of printed newspaper stacks.*

V.O.

*It all starts out with recycled paper  
products like uncirculated newspapers.*

*Draw callout note.*

V.O.

*Unless we're making organic products,  
then we use blank newsprint.*

CROSS-FADE:

*Draw giant mixing bowl. On one side stands the young woman in an  
apron tossing in tons of newspaper; on the other side is the  
young man wearing an apron stirring the pot.*

V.O.

*It all gets mixed together with (draw large  
recipe card with the words "Fiber Slurry" on top*

*and list "ingredients") water; fungicide to prevent mold; and a binding agent to create the slurry used to make our fiber products.*

CROSS-FADE:

*Draw young man pouring the mixture from a jug and the young woman "molding" a variety of sized pots that are then spit out onto a conveyer belt.*

V.O.

*Molds help re-form the slurry into a variety of shapes, sizes and applications.*

CROSS-FADE:

*Draw young man and woman standing with aprons using a pizza peel to load pots into large ovens to bake them.*

V.O.

*Ovens are used to make sure the products are nice and dry and ready packaging.  
(draw pots being stacked and boxed)*

CROSS-FADE:

V.O.

*This slurry can be used to create all kinds of things like growing containers (draw image); hanging baskets (draw image); protective packaging (draw image); even consumer products (draw image).*

CROSS-FADE:

*Draw young man and woman working on blueprints.*

V.O.

*Plus, our process is fully customizable based on your unique plans and needs.*

CROSS-FADE:

*Draw young man and woman accepting an award.*

V.O.

*The HC Companies is doing its part to utilize more sustainable solutions in its manufacturing, which trickles down to you...our valued customers (draw the pair sharing the award with another man wearing a shirt that says "customer").*

CROSS-FADE:

*Young man and woman planting plants in fiber containers.*

V.O.

Our fiber products offer your customers a  
sustainable solution for their business.

*Large globe with what appears to be hundreds of people all  
around it.*

V.O.

So, from grower to gardener to consumer  
and more, we're improving our world together.

CROSS-FADE:

*HC stacked logo with phone number and website; © 2019, The HC  
Companies. All rights reserved.*