



Hurd FeelSafe

Scriptwriter: *Rucinski & Reetz Communication*
 Hurd Windows tradeshow video Length: 5:00

• Video • Pictures • Graphics •	• Narration • Audio •	
	Up From Black With Music Narrator:	1
Fast moving storm clouds rolling through the sky.	NARRATOR: The NOAA, National Oceanic & Atmospheric Administration predicts a 25-40 year weather pattern of more frequent and violent storms.	2
Graphic images of hurricane winds and the resulting aftermath. [Allow viewers to take in the power of the images before beginning voiceover.]	NARRATOR: One hurricane expert described a hurricane as a boiling mass of steam swallowing up tens of thousands of square miles.	2
Stock footage of wind and debris from hurricane.	NARRATOR: Winds can reach in excess of 120 miles per hour—turning debris into bullet-like projectiles that can put lives at risk and cause major damage to your home.	3
Window and/or door damage from hurricane—shots of total home collapse.	NARRATOR: Window and door failure is the leading cause of building collapse during high windstorms.	4
Map from brochure showing coastal area requiring code protected window and patio doors.	NARRATOR: A new category of window and patio door products, commonly referred to as “impact resistant” is now required by code in all coastal areas from Texas, around the Gulf of Mexico and Florida and up to Maine.	5
Beauty shot of Hurd FeelSafe windows and doors in a coastline home.	NARRATOR: Considering coastal populations are expected to double by 2010, Hurd developed FeelSafe impact resistant windows and doors with KeepSafe Maximum glass to offer increased protection for these populations.	6
Pounding rain from a hurricane.	NARRATOR: Hurd FeelSafe products meet the most stringent structural codes for any coastal region. They’re built to perform in hurricane conditions from heavy winds to pounding rain and flying debris.	7
Spit screen show Floridian preparing windows for a storm. FeelSafe maintenance free window.	NARRATOR: They’re practically maintenance free with no need to attach, close, remove or store shutters or plywood.	8

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Beauty shots of FeelSafe window and patio doors featuring customization options.	NARRATOR: But, homeowners don't have to sacrifice beauty for safety. Hurd FeelSafe windows and patio doors offer the same wide range of "Total Window Control" options our other windows receive to allow you to customize the way your home looks and feels.	9
Family enjoying their home—image gives a sense of safety, and well being.	NARRATOR: Windows that not only look great in your walls but do great things for your life!	10
Total Window Control montage of window types, materials, styles, colors, accessories from previous video.	NARRATOR: Total Window Control means you're in control of window types, materials, styles, colors, and accessories.	11
Glass options featuring gray, green, bronze and tints.	NARRATOR: Glass is available in Low-E, gray, green or bronze tints, and durable extruded aluminum clad colors to match your home.	12
Grill options with laminated insulated glass.	NARRATOR: Grilles in airspace are also available when you choose Hurd FeelSafe with laminated insulated glass.	13
List building codes.	NARRATOR: FeelSafe windows and patio doors with laminated insulated glass meets or exceed building code requirements for all coastal regions.	14
Energy Star rating on window.	NARRATOR: They achieve an Energy Star rating for energy efficiency.	15
Graphic showing laminated glass on the outside—tempered glass on the inside.	NARRATOR: In fact, Hurd FeelSafe windows and patio doors offer so much protection, Hurd is considered one of few manufacturers that installs the stronger laminated glass on the outside, where it can provide the most benefit--and tempered glass on the inside.	16
Airspace configuration—possibly use animation from "Total Window Control"	NARRATOR: This configuration optimizes the airspace between the panes for maximum strength protection and energy efficiency.	17
Visual showing PVB layer being placed on glass.	NARRATOR: Laminated glass is produced by bonding a special polyvinyl butyral (often referred to as PVB) layer between two panes of glass to create a single sheet of durable impact glass.	18

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<p>A normal looking Hurricane glass window in a test display about to go under a major impact hit.</p>	<p>NARRATOR: While it looks like ordinary glass,</p>	<p>19</p>
<p>A 2 x 4 is shot out of a cannon and rammed into the “normal” looking test window—the glass is broken at the point of impact, but remains intact in the window.</p>	<p>NARRATOR: ...it can stop a piece of concrete propelled by 130 mile-per-hour winds!</p>	<p>20</p>
<p>Cracked windshield from a car accident.</p>	<p>NARRATOR: When debris hits the glass, it will crack or shatter but the laminate holds the window similar to your car’s windshield.</p>	<p>21</p>
<p>Lab technician loads 2 x 4 and sets the cannon to fire the 2 x 4 into the test window.</p>	<p>NARRATOR: [SOUND OF CANNON FIRING UNDER VO] Hurd “FeelSafe” windows with KeepSafe glass withstand brutal testing that match testing done by the Building Code Compliance Office of Dade County Florida. The test consists of two impacts on windows and four impacts on doors by an 8 foot long 2 x 4 shot from an air cannon at 50 feet per second.</p>	<p>22</p>
<p>Cycling of window unit to negative and positive air pressure.</p>	<p>NARRATOR: [SOUND OF WIND CYCLE MACHINE UNDER VO] The entire window or door unit is then put in a chamber and subjected to 4,500 cycles each of negative and positive wind pressure. To ace the test, there must be <u>no</u> penetration of the glass, ...</p>	<p>23</p>
<p>Show window opening and closing.</p>	<p>NARRATOR: ... and the window must remain functional.</p>	<p>24</p>
<p>Testing of slugging window with hammer to show how difficult it would be to enter a KeepSafe window.</p>	<p>NARRATOR: Other benefits from Hurd FeelSafe Windows include:</p> <ul style="list-style-type: none"> • added security from break-ins. (While FeelSafe windows are not burglar proof, few crooks would risk making the kind of commotion it would take to bore a hole big enough to allow entry into a home.) 	<p>25</p>
<p>Golfer hitting ball with home in view.</p>	<ul style="list-style-type: none"> • Non-coastal areas such as buildings around golf courses, 	<p>26</p>

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Montage of shots including boys playing ball near a window, mowing the lawn near a window.	<ul style="list-style-type: none"> And many other areas can benefit from windows that can handle the blow of flying objects. <p>If your window does sustain minor damage, similar to stone chips in your car windshield, because our laminated glass is on the outside, your window is repairable and may not need to be replaced.</p>	27
Family leaving home with camper in tow.	<p>NARRATOR:</p> <ul style="list-style-type: none"> Offer 24 hour protection—if you're miles away from home when Mother Nature strikes. 	28
Interior shot of living room with rug on floor.	<p>NARRATOR:</p> <ul style="list-style-type: none"> Protects furniture, and valuable possessions from loss or damage. 	29
Exterior noise outside.	<p>NARRATOR:</p> <ul style="list-style-type: none"> Keeps home quieter by blocking out more exterior noise than ordinary glass 	30
Light coming in home.	<p>NARRATOR:</p> <ul style="list-style-type: none"> And protects from the harmful effects of ultraviolet rays no matter where you live. 	31
<i>TRANSITION TO CLOSE Return to Hurricane footage from Florida.</i>		32
Camera moves through a window to a family looking through a photo album.	<p>NARRATOR:</p> <p>A home is so much more than its structure. Hurd FeelSafe is doing its part to make sure your home is a safe haven for the most important people in your life, and the treasures you hold there.</p>	33
Studio shot or on location—desktop with letters from customers.	<p>NARRATOR:</p> <p>Here's what one of our customers had to say.</p>	
Photos from John and Ann and their home in Florida featuring stills of their new home. (Capture the casements, operative transoms, and French doors.)	<p>NARRATOR:</p> <p>John and Ann Sottile, Merritt Island, Florida Installed Hurd, FeelSafe, divided light casement windows, operative transoms and French doors for their new home. Recently, they were struck by three hurricanes Charley, Frances, and Jeanne. Ann wrote this...</p>	34

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<p>[Character generate homeowners name]</p> <p>Still pictures showing “after” effects of the storm on the family home in Florida as the homeowner talks about how well the windows worked to keep them safe.</p>	<p>FEMALE VOICEOVER REPRESENTING ANN: “Winds struck our home that approached 120 miles per hour. All the Hurd products performed flawlessly—none were shattered. There were NO leaks, No flaws, No broken weather stripping and NO swelling on any of the French doors, screen doors or transoms throughout our entire home.</p> <p>Thank you Hurd for the superb products and excellent installation! After this experience we truly “feel safe”!!</p>	<p>35</p>
<p>Camera floats through a beautiful yet “safe” Hurd Hurricane glass window to feature a family enjoying life behind the window.</p>	<p>Hurd FeelSafe Products, the future in windows - more personalized than ever – available now – and ready to help you create a better, safer place to live.</p>	<p>36</p>
<p>C.G. SLOGAN ON SCREEN.</p>	<p>“Hurd. Better windows, Better views.”</p>	<p>37</p>

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