

PROJECT: SALES TRAINING
CLIENT: BENEFICIAL FINANCE

VIDEO:

AT FIRST, WE HEAR THE MUSIC, "HARLEM NOCTURNE." THEN THE VIDEO COMES UP. IT CAN START OUT AS BLACK AND WHITE, BUT THEN GRADUALLY TURN TO COLOR. IT'S LATE AT NIGHT, AND WE'RE IN THE OFFICE OF SAM HAMMER, DETECTIVE. THE CAMERA IS SLOWLY PANNING THE OFFICE. WE HEAR HIS THOUGHTS. THE CAMERA FINALLY STOPS AND WE SEE HIM AT HIS DESK, HIS FEET UP. DISSOLVE BACK TO EARLIER IN THE DAY. WOMAN WALKS INTO OFFICE.

SHE STOPS AT HIS DESK.
SHE COLLAPSES IN CHAIR.

CAMERA CUTS TO CU OF CARD. IT READS: KATE ROGERS, MANAGER,

AUDIO:

Hammer:

It was ten-forty-five on a Monday night. Outside, the rain was dancing on my awning like Fred Astaire in Flying Down to Rio. As hard as I tried to relax, I couldn't take my mind off this afternoon...and her...

Hammer: *(V.O.)*

I was closing the books on the Hamilton case when an aroma came wafting over the transom, hitting me like a powerful and hypnotic aphrodisiac. Then, this good-looking blonde walked into my office. She looked like Kim Basinger, but had the voice of Kathleen Turner.

Woman:

I've gotta stop the flow of unhappy customers...

Hammer: *(V.O.)*

As it turned out, she was just plain out on her feet, probably from exhaustion complicated by a mild case of depression. Being the good executive that she was, the first thing she did was to give me her card.

Hammer:

VIDEO:

CUT BACK TO PRESENT. HAMMER IS DEEP IN THOUGHT.

CUT BACK TO PAST.
THE WOMAN IS SEATED IN A CHAIR,
WRINGING HER HANDS IN DESPAIR.

CUT TO HAMMER.

CUT TO CU OF KATE.

CUT TO HAMMER.

CUT TO CU OF KATE.

CUT BACK TO HAMMER.

CUT TO CU OF KATE.

CU OF HAMMER.

AUDIO:

Hammer: (V.O.)
I also found out that alluring perfume was Eau De Chateau number three. After catching her breath, she proceeded to plead for my help.

Kate:
I'm pleading for your help, Mr. Hammer. The flow of unhappy customers I'm talking about adds up to the tune of nearly 300,000 Beneficial customers who pay us off and walk out our doors each year. That's nearly 300 in each branch.

HAMMER WHISTLES.

Kate:
Those customers are taking over a billion dollars worth of business with them, many to other companies.

HAMMER WHISTLES AGAIN.

Kate:
And forty percent of those paid out customers said the quality of service was their reason for leaving Beneficial. To put it simply -- they were unhappy with us.

Hammer:
HOLY COW!

Kate:
You know, Mr. Hammer...

VIDEO:

CUT TO CU OF WOMAN.

CUT TO HAMMER.

ACTION IS THE TWO OF THEM CONCLUDING THEIR MEETING. HE ESCORTS HER OUT.

WE ARE IN HAMMER'S OFFICE. THERE ARE STACKS OF PAPERS ALL AROUND HIM. THE CAMERA COMES IN OVER THE STACKS TO REVEAL HAMMER READING REPORTS. CAMERA COMES IN CLOSE ON SOME OF THE IMPORTANT FACTS.

CUT BACK TO PAST.

AUDIO:

Kate:

You know, Sam. It's funny, but the customer that complains the loudest is usually a loyal customer. Many unhappy customers just seem to leave quietly. And, once they've left, they're usually gone forever.

Hammer:

Sort of like a silent exodus, huh?

Hammer: *(V.O.)*

Before she left, Kate dared me to find out what it would take to retain more of this business...to keep it on the books longer. I took up the gauntlet...and her deposit. I would find out or my name wasn't Sam Hammer.

SCENE II.

Hammer: *(V.O.)*

It seems this business about losing customers is serious stuff. According to Kate, each Beneficial office was losing on the average of one customer per day each day it was open. If the company had cut its paid outs in half, it would have doubled its annual gain. That's really something. Beneficial puts so much effort into getting new business, but after that, seems to lose a large piece of business because of poor service. I remember what Kate told me during our conversation.

Kate:

VIDEO:

CUT BACK TO PRESENT.
CU OF REPORT.

EXTERIOR DAY.
HAMMER IS ENTERING A BRANCH
OFFICE.

CUT TO MS OF FEMALE EMPLOYEE
SPEAKING WITH HAMMER.

AUDIO:

Kate: *(cont'd)*
be able to tell you. But, if you ask
them how many customers they lost,
they'll give you a blank stare.

Hammer: *(V.O.)*
According to this report, it costs five
times as much to get a customer
then it does to hold on to one. Why
were so many Beneficial customers
leaving...

FADE OUT.

SCENE III.

Hammer: *(V.O.)*
What better way to start my search
than on the front lines...right there in
the office with the people who deal
with the customers every day. I
pretended I was a customer looking
for a vacation loan.

Employee:
Why yes, Mr. Smith, did you say?
This is the rate.

Hammer:
Seems a little high, don't you think?

Employee:

VIDEO:

CUT TO EXTERIOR. HAMMER IS IN CAR. CAR PULLS AWAY FROM CURB AND DRIVES AWAY.

CUT TO INTERIOR OF CAR, HAMMER DRIVING.

HAMMER STOPS CAR.

HE PULLS OUT A PAD AND STARTS WRITING. WE CUT TO A CU OF HIS HAND. WE SEE AT THE TOP OF THE PAD, "SERVICE SKILLS." UNDER THAT WE SEE... 1) PERCEPTION OF RATES AS COMPETITIVE; 2) CLEAR EXPLANATION OF RATES AND CHARGES; 3) WELL TRAINED AND KNOWLEDGEABLE STAFF.

INTERIOR DAY.
HAMMER IS SEATED IN A WAITING ROOM.

AUDIO:

Hammer:

How do these rates compare with the competition?

Employee:

I'm not sure.

FADE OUT.

Hammer: (V.O.)

Even though I was looking forward to getting down to Key West for a couple of hard earned days off, I was convinced I was not going to get my vacation loan from Beneficial. Their rates seemed high. And that woman I spoke with sure didn't explain anything to me, and she didn't seem to know a whole lot. Then it hit me.

Hammer: (V.O.)

It was as plain as the nose on my face. If her actions turned me off, maybe a lot of people were getting turned off for the same reasons. And, if what I just went through turned me off, then the opposite would turn me on. And those had to be some of the service skills Kate was talking about. But, surely there had to be more than three. I decided to go back to Beneficial the next day. Maybe someone else would treat me better.

Hammer: (V.O.)

The next day, the weather turned warmer, but inside they left me cooling my heels for what seemed like an

VIDEO:

EXTERIOR DAY.
HAMMER IN A PHONE BOOTH

HAMMER IS SITTING AT HIS
TYPEWRITER. WE LOOK OVER HIS
SHOULDER AND SEE HE'S
TRANSFERRED THE SERVICE SKILLS
FROM HIS NOTE PAD. HE STOPS A
MOMENT AND LOOKS UP.

CUT TO CU OF WATCH.

CUT TO HAMMER GRABBING COAT
AND EXITING OFFICE.

INTERIOR.
KATE'S OFFICE. HAMMER IS
WALKING DOWN THE HALLWAY TO
SEE HER. HE STOPS IN FRONT OF

AUDIO:

Hammer: *(cont'd)*
a knuckle sandwich on his kisser.

Hammer: *(V.O.)*
Before I headed back to my place, I
called Kate to tell her what I'd found
out. She said she couldn't talk to me
then but she'd call me at one in the
afternoon.

SCENE IV.

Hammer: *(V.O.)*
My experience during my second visit to
Beneficial told me there was going to be
other service requirements for the list.
By keeping me waiting so long, I felt like
a piece of the office decor and not like a
potential customer. It only showed me
they sure didn't appreciate my business.
So, number four is...Staff makes you feel
valued. I looked at my watch. It was
two o'clock. Where was Kate's call?
She promised she'd call back by one.

Hammer: *(V.O.)*
No Kate. I was mad. I grabbed my coat
and decided to see her.

SCENE V.

Hammer: *(V.O.)*
The more I thought about Kate's not
calling, the madder I got.

Hammer:

VIDEO:

SHE LOOKS UP AT HIM.

HE TURNS TO LEAVE.

SHE RISES AND GRABS HIS ARM.

CU OF KATE'S EYES.

CUT TO HAMMER.

CUT TO KATE.

HAMMER'S OFFICE. HAMMER IS FURIOUSLY TYPING AWAY WHILE WE HEAR HIS THOUGHTS.

AUDIO:

Kate:
I'm sorry, Sam. I was busy.

Hammer:
Forget it, doll. That won't fly with me or your customers. I expected your call by one, and you let me down. I'm off the case.

Kate:
No, please, don't go, Sam. I...I promise the next time I'll call you when I say I will.

Hammer: *(V.O.)*
I looked into her deep blues, and I could see all the way to her soul. She wasn't lying. She would call the next time.

Hammer:
Tell me, Kate. Does every one around here forget to call people when they say they will?

Kate:
It happens. We're all very busy sometimes. We might promise and then find we can't deliver.

SCENE VI.

Hammer: *(V.O.)*
After all, you hate it when someone says they're gonna call, and they don't. Even Kate. Beneficial might be losing a lot of business just for that reason alone. Service skill number five -- Staff calls

VIDEO:

HE LOOKS UP.

INTERIOR. HAMMER IS INSIDE A BENEFICIAL OFFICE, LISTENING TO A SALESPERSON'S PHONE CONVERSATION.

EXTERIOR. HAMMER IN CAR

AUDIO:

Hammer: *(cont'd)*
working on the application or information needed.

Hammer: *(V.O.)*
But, there had to be more service actions. Easy to see stuff that I just wasn't seeing. What could they be? I had to retrace my steps.

SCENE VII.

Salesperson:
(into phone)
Listen, I'm calling you because your payment is late. You forgot? You said that last month, too! Your payment is due on the ninth, and today's the twelfth. So, I'm reminding you again.

Hammer:
You sure told that customer who's the boss.

Salesperson:
That's right!

Hammer: *(V.O.)*
I don't know how many average Joe's and Josephine's miss making their payments on time. Many are probably good hard working folks, and you gotta treat 'em with respect and in a businesslike manner. The customer may not always be right, but the customer is always the customer. Let's see. That makes service action number

VIDEO:

EXTERIOR. IN FRONT OF BENEFICIAL OFFICE. HAMMER STOPS A WOMAN WHO'S SOBBING.

SHE TURNS AND LEAVES

HE TURNS TO CAMERA.

AUDIO:

Hammer:
What's the matter, doll?

Woman:
My husband Fred left me financially strapped.

Hammer:
I'm sorry to hear he passed away.

Woman:
He isn't dead. He just changed jobs, and it's left us temporarily high and dry. I went to Beneficial and asked if I could change my payment date on the loan.

Hammer:
What'd they say?

Woman:
They said 'no.' They didn't explain why or even seemed to care. I'll never do business with them again.

Hammer: *(V.O.)*
That did it! That was number seven. The lucky number. If a company is gonna satisfy its customers, it seemed to me they should go all out to help them. If a customer wanted to change their loan in some way, the folks at Beneficial should at least listen and then try to see what they could do. Service skill number seven...Flexibility in changing payments.

VIDEO:

CUT TO CU OF KATE.

CUT TO MS OF HAMMER.

ZOOM IN TO CU.

CUT TO CU OF KATE.

CUT TO MS OF HAMMER.

AUDIO:

Hammer:

Here's the results of my investigation. It seems to me the most important factor affecting business is that customers expect a high level of service. Sometimes Beneficial just doesn't provide the type of service customers have come to expect. I've pinpointed seven skills or actions that help drive repeat business. Implement them and you'll go a long way to slowing that stream of lost customers down to a trickle.

Kate:

You know...it all seems so obvious...not always easy, but obvious.

Hammer:

It's never simple, doll. You've probably got training programs that will help employees to deliver quality service. But you'll need to do more. Get everyone involved in quality service...more training, yes...knowing your customers...yes. Easy, no. It's a matter of attitude, desire, and motivation. You not only what to meet, but exceed customer expectations. If it was so easy you wouldn't have nearly 300,000 customers a year paying out their...

Kate:

...one billion dollars of business.

Hammer:

VIDEO:

CUT TO CU OF HAMMER.

CUT TO CU OF KATE.

MS OF TWO.
HE GETS UP AND GRABS HIS COAT.
THEN HE APPROACHES HER.

SHE RISES, AND THEY LEAVE ARM IN
ARM.

AUDIO:

Hammer: *(cont'd)*
every year, and you'll have a lot more
satisfied customers and employees.
Because the lost customers affect work
and employee morale. On the other
hand, exceptional service is not only
good for business, it can be fun, too.

Kate:
How can I ever thank you, Sam?

Hammer:
Hold on to your customers. Prove I'm
right. And, by the way, there's a nice
little Italian place down the street. The
veal scalopini's like Momma used to
make. What do you say?

Kate:
I say...I'm buying. On both counts.

PROJECT: SALES

CLIENT: SUN CHEMICAL CORP.

VIDEO:

CU OF THE VIRTUALLY SCREENLESS PHOTO FROM A BROCHURE. THE MUSIC SHOULD BE PASTORAL.

ZOOM IN TIGHTER.
ZOOM OUT SLOWLY TO REVEAL THE WHOLE PRINTED PAGE. MUSIC BECOMES MORE DRAMATIC.

ADO EFFECT, WITH THE VARIOUS LOGOS COMING ON SCREEN.

VARIOUS SHOTS OF PRINTING OPERATION.

SHOTS OF PAPER BEING DISPOSED OF AND OF A PRESS SHUT DOWN.

VARIOUS, QUICK SHOTS OF

AUDIO:

Voice-Over:

The utter perfection of one of nature's loveliest creations...beautifully captured in this stunning photograph. With crystal clarity, these vivid red petals seem to leap off the page. And, you can almost feel the sun's warmth as it dances to the melody of a brilliant summer day. Would you believe this photo is actually part of a printed brochure? It was separated and reproduced using virtually screenless four-color process techniques.

DIC Americas, Incorporated through its Sun Chemical Corporation and Polychrome companies, and in association with Toray Industries, is proud to introduce a highly compatible waterless plate and printing ink system that is already establishing new standards for reprographic excellence. And now, you, too, can make this exciting new technology part of your printing operation.

High-end, sheetfed, offset printers have always been acutely aware of the price for promising clients superior work, and that is keeping meticulous watch on the sensitive ink/water balance. The unfortunate byproduct of this vigilance

VIDEO:

TYPICAL PRINTING PROBLEMS. E.G.
DOT GAIN.

QUICK CUTS OF A PRESS IN
OPERATION.

CU OF 300 OR 500 LINE SCREEN
PHOTO.

CUT TO SCREENLESS PHOTO.

EFFECT COMES ON SCREEN,
READING:

. *NO PLUGGING*

. *NO EMULSIFICATION*

. *NO DOT GAIN*

SHOTS OF THE WATERLESS PLATE
AND THE SILICONE COATING.

GLAMOR SHOT OF DRILITH INK LINE
AND THE VARIOUS PANTONE
COLORS.

SHOW SAMPLES OF JOBS WITH THE
DRILITH INKS.

DIFFERENT CUTS OF THE PRESS
EQUIPMENT. CU OF TEMPERATURE

AUDIO:

Voice-Over: (*cont'd*)
because of the existing offset printing
system.

Thanks to DIC Americas, not only are
waste and loss of productivity a thing of
the past, but printers no longer have to
settle for screens of 150 or 175 lines as
the measure for quality. Now, photos
can be scanned at 300 lines...even 500
lines can be now easily achieved. And,
believe it or not, virtually continuous
tone, screenless lithography is now a
reality. A new era in reprographic
ability has arrived. Just think of it: no
more plugging, no emulsification,
almost no dot gain. Can your
conventional offset printer match that
type of performance?

The key to the DIC Americas waterless
system is the plate or blanket. Fountain
solutions give way to a silicone rubber
coating. Gone is the battle to achieve
and maintain proper ink/water balance.

A second critical element to the DIC
Americas system is waterless inks,
which are manufactured specifically for
waterless plates under the Drilith
trademark. These inks will offer all the
on-press and on-paper performance of a
high quality lithographic ink. And
because there is no fountain solution,
the results are stronger density and
higher gloss levels.

VIDEO:

SAMPLE OF RETRO-FITTED PRESS.

THESE POINTS CAN BE SPELLED OUT ON SCREEN:

- . TAKE OUT GUESSWORK
- . SIMPLIFY TASKS OF OPERATOR
- . LOWER OPERATING COSTS
- . HIGHER QUALITY

THOSE SPIN OUT AND COMING ON SCREEN...

- . NO MORE POLLUTING
CHEMICALS

VARIOUS LOGO SHOTS, WHICH THEN CUT TO VARIOUS INTERNAL SHOTS OF EACH COMPANY.

EFFECT OF COMPANIES BEING JOINED TOGETHER

AUDIO:

Voice-Over: *(cont'd)*
dampening system. Most new presses are designed with temperature control systems. Existing equipment can be retrofitted.

The advantages of the DIC Americas waterless system are immeasurable. The system will take the guess work out of conventional lithography and simplify the tasks of the press operator. The combined benefits are lower operating costs and higher quality. There can be no question the waterless plate and ink system is the printing system of the future. And equally important in today's environmentally sensitive world, waterless inks and plates will end the use of polluting chemicals in the printing process.

DIC Americas, the corporate giant behind the introduction of the waterless printing system, is the world's largest supplier of graphic arts consumables. A subsidiary of Dainippon Ink and Chemicals of Japan, its principal operating companies are Sun Chemical Corporation, the number one printing ink producer in the world; and Polychrome Corporation, a manufacturer of plates, blankets, film imaging and reprographic products, Toray Industries is one of the world's leading manufacturers of synthetic fibers. Their expertise in this field led to the creation of the waterless printing plate.

VIDEO:

COLLAGE OF THE VARIOUS
ELEMENTS OF THE PARTNERSHIP.

GRAPHICS RECAP:

- . *NO MORE WORRYING OVER
WATER/INK BALANCE*
- . *LESSEN MAKE-READY TIME*
- . *INCREASE PRODUCTIVITY*
- . *OFFER UNSURPASSED LEVEL OF
OF QUALITY*

AUDIO:

Voice-Over: *(cont'd)*

industry. Never before has so large a partnership been able to provide such a fully integrated and complete package. With the DIC Americas waterless printing system, you will never again have to worry about water/ink balances. You'll lessen make-ready time and increase productivity. And, most important, you'll be able to offer your clients an unsurpassed level of reprographic quality.

So, use Sun Chemical's Drilith inks and Polychrome corporations when you need more than the best.

PROJECT: INFORMATION VIDEO

CLIENT: HOFFMANN LAROCHE

VIDEO:

Show a quick progression of drawings and/or photos showing the advancement of the various types of presses.

A couple of shots showing Hoffmann employees using printed material. (e.g. referring to a training manual, using a directory)

Cut to tight shot of hand passing business card to another person. Cut to shot of a brochure being inserted into an envelope.

Cut to shot of a group of employees speaking while surrounded by printed pieces.

Effect to exterior shot of Printing Services. Logo will be superimposed over video.

Long shot of press area.
Cut to a series of quick shots that chronicle a job's progress through Printing Services. Start in Order Processing, go to Pre-Press, then Press, Folding & Assembly, Warehousing, and Delivery. Time permitting, we can show a couple of shots in each department, finishing with a printed piece.

AUDIO:

VOICE-OVER:

Whether you go back to Johan Gutenberg's development of movable type, the era of the steam powered press, which was used to print the London Times in 1814, or to the sophisticated printing presses of today, the need for printed material has been the one constant in a world that has changed dramatically over the centuries.

Much like any business today, most Hoffmann LaRoche personnel rely heavily on printed material at various times throughout the day — whether it's handing out a business card or sticking a slick looking brochure in an envelope. Perhaps because of the ready availability of printed communications, we take print material for granted. That is primarily due to the fact that there is a department that has consistently met the rigorous standards and heavy demand for printed communications for many years. And that department is Printing Services, located near the Nutley campus in Totowa, New Jersey. Printing Services is part of Promotion and Communications Management.

As you take a look inside Printing Services, you'll see that the processes by which printed material comes to life require a well coordinated effort among a number of crafted people. After that, we'll follow the progression of one particular printing job, from the time it is first received in Printing to the time it's loaded on a truck and delivered to its ultimate destination.

Hopefully, by the time we finish, you'll acquire a greater understanding and a deeper appreciation of how that brochure you'll be reading, or that telephone directory you so frequently refer to, is created.

VIDEO:

Effect to establishing shot of press area.

Graphics over video bring up:

- OFFICE OPERATIONS
- DESKTOP PUBLISHING
- .PRE PRESS
- OFFSET PRINTING

Cut to glamour shot of various types of printing jobs. Be sure to show the types of jobs mentioned in the script.

Last job we see is a cover that says, "Printing Services."

Effect brings on title "Office Operations."

Effect opens cover, which reveals an establishing shot of administration and employee on phone.

Cut to employee processing orders

Cut to executive on phone. He is checking paper samples, which can be seen on his desk.

Cut to employee entering job.

Cut to another employee at Desktop Publishing.

AUDIO:

Printing Services houses an entire printing operation, which is comprised of six areas — Office Operations and Customer Service, Computerized Desktop Publishing, the Pre-Press area, Conventional Offset Presses and a Digital Duplicating section. Complementing the department is a Finishing and Binding area, and finally, Warehousing and Customer Delivery.

In short, Printing Services Department is fully capable of handling a majority of printing jobs that range from a single color NCR form to a multi-page color brochure. Let's take a closer look at each area of the operation.

Our tour begins in Office Operations, which in many ways, is the very heart of the department. Between 500 and 600 jobs a month are processed, so the need to be well organized is absolutely essential. Every print order is validated here first before it can progress to any other area. In addition to order processing, Operations handles customer service, charge backs and billing, purchasing, estimating and job tracking, utilizing a sophisticated system that monitors the status of each print job. This link allows us to handle customer inquiries and obtain an exact update on their printed job at any time during the day. The system also provides other data, such as cost and productivity levels.

Before any job begins rolling off the presses, it has to go through a number of steps before it can be printed. Once Office Operations records and enters an incoming job, it proceeds to the Desktop Publishing area. Computer graphic specialists can create projects on these computers. In some cases, they may receive a job on a disk that has already been formatted by an outside agency.

At that point, they check to see if the disk has

VIDEO:

Cuts of that person working at computer.

Cut to shots of tracking terminals throughout plant.

Effect brings up title,
“Pre Press”
vCut of film coming out of film making machine.

Cut to shot of new equipment. Show process of file outputting a plate.

Effect brings up title,
“Plate Making”
Cut to employee touching up a film.

Effect brings up title,
“Offset Printing”

Cut to shots of the Heidelberg presses.
Shot shots of operator affixing plates to press.

Cut to operator putting to plates being put on

AUDIO:

all the files needed for the printing operation to proceed. If certain pages or graphics are missing, it is caught during this stage of the operation, which is called Pre-Flighting.

Incidentally, as a job goes through each step of the process, the operator in that area makes the appropriate entry into the job tracking system. Similarly, when the job leaves the area, that information is also entered.

At this point, the job makes its way over to the Pre-press area. A piece of equipment called an image setter converts the files to film. This film is needed to make printing plates. You'll hear a little more about printing plates later. A separate film is required for each color. For a color brochure, the blending of the primary colors — yellow, red, blue, and then black is required.

One of the exciting new advancements in printing technology is the elimination of film. New equipment, such as the unit you see here, allows a file to output directly to a printing plate. This technology, however, is relatively new and is only available on single color jobs.

Once the films have been produced, they proceed to the plate making area. Even in this high-tech age, it still takes the skilled touch of an experienced craftsman to prepare the films and fix any imperfections they may spot. The film has to be prepared for the particular press on which the job will be run.

If Office Operations is the heart of Printing Services, then the Offset Printing Department is the muscle. Three two-color Heidelberg presses and two single color presses handle most of the printing jobs in Printing Services. What you're seeing here is a press operator putting the plates on the press. If the job calls for two colors, only one press is needed. You can see how the two plates are set up on

press.

VIDEO:

Cut to job coming off first press with two colors.

Effect brings up title,
“Small Press”

Cut to shot of Docu-Tech press in action

CU of printed piece from Docu-Tech press.

Cut to operator setting up press.

Effect brings up title,
“Finishing and Binding”
Quick cuts of the different equipment in this department.

Cut to employees performing hand assembly.
Cut to various types of binding and assembly being performed.

Effect brings up title,
“Warehousing”
Establishing shot of warehouse.
Cut to forklift unloading box of paper.

Cut to specialty paper warehouse.

AUDIO:

the press. The paper is then loaded, and the process of putting ink on paper has finally begun. If the job requires four colors, the paper that comes off the first press with two colors is then loaded on the second press so it can receive the next two colors.

Not every job requires the large presses you just saw. The small press area handles simple, one color jobs, such as forms, labels, and business cards.

Certain communication pieces, such as single color flyers or form letters can be run off on high speed duplicating machines. Most notable in this area is a state-of-the-art digital copier called a Docu-Tech publishing unit. This machine can produce copies that are unmatched in quality. Both the Docu-Tech and the other high speed duplicators in this area can work directly from printed copy. No plate is needed. The Docu-Tech also has the capability of being networked to the Nutley campus.

As you have seen, massive sheets of paper are used in printing, so, regardless of the print job, it isn't really finished until it's cut and assembled, and that is done in our Finishing and Binding area. The department is equipped with high-tech cutters and folding machines. When the need arises, a team of employees can perform hand assembly. So, regardless of the task, — whether it's assembling training manuals, phone directories, or even folding and stapling sophisticated multi-page marketing pieces, it can be accomplished in this area.

Within the facility, there is a large paper warehouse that is used for paper storage. The types of papers that are typically used for most printing jobs are stocked here. Incidentally, a great deal of recycled paper is used as part of Printing Services recycling efforts.

There are times when someone needs a

VIDEO:

Cut to operator opening a box to reveal specialty paper.

Cut to truck being loaded.
Cut to truck arriving in Nutley facility.

Effect to shot of a finished job.

Effect to operator at Printing Services taking file from another employee.
Cut to file making its way to Desktop Publishing.
Cut to file being checked on computer by employee.

Quick cuts showing employee checking various computer files.

Cut to Pre-Press area.
Cut to disk being processed...

Effect to new shot showing film being used to make printing plate.
Cut to blueprint being reviewed.
Cut to client also viewing color proof.
Cut to operator checking color proof with magnifying glass.

Cut to client approving job prior to printing.

Cut to series of quick shots of operator attaching plates to press.
Cut to warehouse truck retrieving paper from

AUDIO:

unique type of textured paper or a special color. Those special requests are custom ordered and stored until they are needed.

After a job has been completed, it is loaded onto a truck and shipped either directly to the Nutley campus or to other locations, such as our Literature Distribution facility in Joppa, Maryland.

Now that you've been given a tour of the Printing Services Department, let's follow a job from start to finish.

A marketing executive has a project that requires a color brochure on a new product. After the order is processed in Office Operations, the job makes its way over to the Desktop Publishing area, where the copy, layout, and graphics are handled. Once the design is approved, the job is put on a disk. Let's see it come to life.

At this point, the brochure is nothing but a number of files on a computer disk. In the Pre-Flight phase, an operator checks to see if these files are complete. Then, in the Pre-Press area, the disk is processed through an image setter, where the information is transformed into film.

The film then makes its way to the plate making stage. Before the plates are completed, a set of blue prints is produced. As an added step, a color proof is run off to ensure accuracy. You're also looking for little imperfections, such as small burrs and spots. After both are checked at the plant, they are sent to the client for approval. It's important to note here that any other changes to the job, such as copy revisions or layout alterations, would be costly, because the entire process would have to be started over again.

Once the client approves the proof, the printing plates are made and affixed to the press. Paper is taken from the warehouse and

VIDEO:

warehouse.
Cut to press operator beginning print machine.

Cut to truck carrying print job to bindery.

Cut to series of shots showing job being cut and folded.

Cut to job being loaded on pallet.

Cut to print pieces being loaded on truck.

Cut to series of shots of printed pieces being used in typical corporate settings.

Cut to interior shot of Printing Services.

Dissolve to interior. Shot of employee on phone.

Cut to establishing shot of Hoffmann LaRoche.

Freeze of Printing Services.
Super: 201-235-8213

AUDIO:

loaded onto the presses. The unit is turned on, and the printing process begins, one color at a time.

After the printing phase of the production is completed. The job makes its way over to the binding area. It is cut to size, folded bound into booklet form. No longer just ink on paper, the brochure has finally become reality. It is then stacked onto a pallet and transferred to shipping, where it is loaded onto a truck and sent to its destination.

Of course, the real final step in the life of the brochure is when it is used by the customer. In this case, it is a Roche Backgrounder, which is used by the Roche sales rep as a guide to the advantages of a particular drug.

Much like an outside printing company, Printing Services ensures that its prices are cost effective, and the quality of services is unsurpassed.

The department is very responsive to customer needs, and the quality of the printed piece is second to none.

We have no outside clients. All of our work comes from Hoffmann LaRoche. And, as part of the company, we understand your needs and deadlines better than anyone else..

We hope you enjoyed this brief video tour of Printing Services. If you would like to know more about the Printing Services Department, or would like a personal tour of our facility, please call our Customer Service representative at 235-8213. Thank you.

PROJECT: DOCUMENTARY
CLIENT: NEW JERSEY HISTORICAL SOCIETY

AUDIO:

Fade up from black.
Map of the area.

Cut to shots of various shots of Meadowlands landmarks – Giants Stadium, race track, the arena.

Cut to pix of Manhattan skyline.

Cut to pix of Newark Airport. Grab shot of plane taking off.

Various photos of Lyndhurst today.

Cut to photos of Lyndhurst from 1917.

Cut to photos of the Canadian Car and Foundry.

AUDIO:

Voice-Over:

Lyndhurst is a small town that sits in the Southeast corner of Bergen County, New Jersey. It's located on the western edge of one of the country's busiest hubs – the Meadowlands.

Facing east, you can see Manhattan's famous skyline, and to the south, just a few miles down the New Jersey Turnpike, is Newark Airport.

By every definition, Lyndhurst, New Jersey, is a sleepy suburban town...much as it was in 1917. Sure, the landscape was more rural then. The lifestyle was a little slower paced, and different businesses dotted the region.

In 1916, a major employer was the Canadian Car and Foundry Company, a munitions manufacturer located in an area of Lyndhurst

VIDEO:

Pics of the site today, showing remains of the facility.

Cut to picture of smoke stack. Zoom in tight on it.

Various newspaper headlines of the war.

Cut to pix of Woodrow Wilson.

Cut to headline announcing U.S. entering war.

AUDIO:

formerly called Kingsland.

This is the site today, and if you look closely, you can see the only remains of the Canadian Car Company are crumbling fragments of brick walls and this lonely smoke stack, now virtually inaccessible because the area is being swallowed up by the inexorably encroaching marshland. However, these vestiges from a time forgotten serve as indelible footprints on the sands of time.

To students of history, 1917 found the world consumed by the “war to end all wars,” World War One. In January of that year, the United States, under the stewardship of Woodrow Wilson, was still committed to neutrality. Yet, an event – an act of sabotage – at the Canadian Car and Foundry Company played a pivotal role in forcing the U.S. to abandon its non-intervention policy and enter the war on the side of the British and French. German operatives, intent on limiting U.S. munitions production capability, blew up the

VIDEO:

Cut to picture of Canadian Car and Foundry.

Beat of black.

SOT

Dominick LaScola

0:01:47-0:03:24

Roll Tape: "When I was employed..."

CHYRON: DOMINICK LASCOLA

Sam Palumbo

0:11:23-0:12:59

Roll Tape: "I was at home..."

CHYRON: SAM PALUMBO

Photos of Black Tom.

Cut to pics of Liberty State Park.

Cut back to archival photos of Black Tom.

Cut to stock footage of World War I.

Beat of black.

Cut to various headlines from area newspapers.

Pix of Canadian Car and Foundry.

Photos of memorabilia from workers.

AUDIO:

Canadian Car and Foundry Company on the afternoon of January 11th, 1917.

SFX: EXPLOSION

(SOT)

Voice-Over:

In the Summer of 1916, the first major German act of sabotage was committed at the docks in Jersey City, New Jersey, in an area once called Black Tom...now home to Liberty State Park. Ammunition shipments to both the Russian and Allied armies channeled through Black Tom...

SFX: EXPLOSION

But, in July, an explosion rocked the night air and destroyed most of the piers. Even though prevailing opinion attributed the event to negligence, nevertheless, security was beefed up at the Canadian Car and Foundry site, a sprawling complex of 40 buildings that pro

VIDEO:

Stock footage of cannons in use during World War I.

More worker I.D. badges.

Photos of explosion. Use camera moves to lengthen shots.

Cut to newspaper articles about incident.

SOT

Nathan Nitch

0:22:43-0:23:43

Roll Tape: "I was on my way..."

CHYRON: NATHAN NITCH

Mary Palazza

0:30:28-0:31:09

Roll Tape: "We could see..."

CHYRON: MARY PALAZZA

AUDIO:

vided jobs to 1,700 area residents.

In January 1917, the company was producing shells for the Russian army, and German spies made plans to destroy the site. Infiltrating the plant and obtaining manufacturing jobs, the terrorists were able to implement their scheme.

The night of January 11th was a bone chilling zero degrees. The calm was broken by a small fire mysteriously broke out in one of the buildings. Because of the flammable material used to manufacture the shells, the flames spread quickly, enveloping the entire complex. The nightmare had just begun.

Over the next several hours, hundreds of shells began exploding and many in the direction of the homes in Kingsland.

(SOT)

VIDEO:

Grace Roeschke

0:16:52-0:17:18

Roll Tape: "I was just coming home from..."

CHYRON: GRACE ROESCHKE

Josephine Cerullo

0:39:39-0:40:40

Roll Tape: "We could see the shells..."

CHYRON: JOSEPHINE CERULLO

AUDIO:

Voice-Over:

Newspaper article with headline:
"SAVING SEVENTEEN HUNDRED LIVES"

Cut to photos of Tess McNamara.

Cut to various newspaper articles of incident.

SOT

Dominick LaScola

Roll Tape: 0:04:17-0:04:48

CHRYON: DOMINICK LASCOLA

Grace Roeschke

Roll Tape: 0:17:20-0:17:39

CHYRON: GRACE ROESCHKE

What makes the Kingsland incident so remarkable is that not a single life was lost as a direct result of the incident. This was due, in large part, to the heroism of a young telephone operator, Tessie McNamara, who was working the company's switchboard that evening. When word reached her of the fire, Tess alerted every one of the buildings about the spreading danger...even though, in the words of a report of that day, fire had begun "licking...the very room [she was] in." Escaping unharmed, Tess McNamara's bravery made her a national hero.

(SOT)

VIDEO:

Nathan Nitch

Roll Tape: 0:24:00-0:25:36

CHYRON: NATHAN NITCH

Sam Palumbo

Roll Tape: 0:13:29-0:13:45

CHYRON: SAM PALUMBO

Mary Palazza

Roll Tape: 0:35:57-0:36:00

CHYRON: MARY PALAZZA

AUDIO:**Voice-Over:**

Cut to photo of explosion at Canadian Car.

Cut to photo of Black Tom after explosion.

Headlines of other acts of terrorism.

Cut to headline announcing sinking of Lusitania.

Cut to headline announcing U.S. entering the war.

Cut to various letters from insurance company

Cut to letter dated 1979 closing books on Kingsland blast.

Fade to black.

The destruction of the Canadian Car and Foundry Company in Kingsland, along with the explosion at Black Tom, was the most violent acts of terrorism committed by Germany on American soil. It was these two incidents, and other acts of terrorism – most notably the sinking of the Lusitania -- plus the revelation of the duplicity of the German government, that ultimately forced the United States to enter World War One in April 1917. Not until 1939 was the case against the German government and its ties to the terrorist acts finally proven. And, the last claim connected to the Kingsland blast was settled in 1979.