

**VIDEO** (Each 'Section' should run roughly 1:15)  
(Camera instructions are suggestions only)

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**SECTION 1**

Open on a dissolve from black to...  
Bubbling sand fills the frame, looking down into the bed.

Flames flare up from the sand.  
Cut to...

**TITLE SLIDE** (light lettering centered on dark textured BG):  
**How Will Most Metal Parts Be Cleaned in the Future?**

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ECU on metal part that's unevenly covered with  
contaminant. Slow reverse zoom.

Dissolve to different part that's covered with a different  
contaminant. Slow pan, zoom or reverse zoom. And so on...

Pan interior of manufacturing plant

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Show Customer #1 in interview

**AUDIO** (*italics used for verbal emphasis*)

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Fade in the low roar of the machine as it operates.

Roar gets louder and is accompanied by hissing.  
Sound stops abruptly, but echoes.

After a beat, low music fades in.

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**V/O:** In most manufacturing plants, there's a need at some point to thoroughly clean metal parts of organic materials like paint, coatings, or polymers. Since this isn't part of the main production line, it's especially important to minimize ongoing costs, as well as downtime for those parts.

Originally, metal parts were cleaned by hand, but over time, a number of cleaning technologies were developed. Unfortunately, each had it's own shortfalls.

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**CUSTOMER #1:** SET HIM UP BY ASKING: *What were some of the problems you had when you previously used Burn Off Ovens for cleaning parts?* LOOKING FOR: *Long cycle times, high energy costs, and having the plant contaminated by excess ash.* [About 15 seconds]

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Show the first contaminated that was shown earlier, and dissolve to the same part, in the same position, now perfectly clean. Do the same with the second part.

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CU of Samantha talking. Camera pulls back to reveal that she's standing in the basket above a fluid clean installation.

Zoom back in, on the machine below her.

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## SECTION 2

### TITLE SLIDE:

#### What is Dinamec Fluid Clean Used For?

Show DFC installation

Show contaminated paint hooks next to clean ones

Show contaminated tools & dies next to clean ones

Show contaminated parts next to clean ones

Show old parts next to refurbished ones

Show unevenly painted part next to a clean one, and then a repainted one

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**V/O:** About 30 years ago, a completely *new* technology emerged for cleaning most metal parts. This solution was soon embraced by a wide range of industries across the globe.

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**Samantha:** It's called Dinamec Fluid Clean. It's replaced burn off ovens, as well as salt baths and sandblasting at hundreds of plants. Safe and highly effective, Fluid Clean technology reduces labor and operating costs wherever it's installed... *Welcome to the future.*

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**V/O:** Fluid clean technology works on metals and metal alloys of all kinds, including parts like...

*Paint hooks* used in painting and powder coating...

*Tooling and dies* used in polymer injection molding and extrusion...

Manifolds, screws, screens, nozzles, and breaker plates...

Parts and components being refurbished...

and products that would otherwise be rejected for inadequate coating

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**TITLE SLIDE:****What Types of Contaminants Can It Remove?**

Video of the machine in operation

Over the video, the following words scroll across the frame:

Paint  
Powder Coatings  
Polymers  
Rubber  
Polyester  
Resins  
Varnish  
Wax  
Organic Binders  
Grease  
Lubricating Oil  
Clearcoat  
And more...

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**TITLE SLIDE:****What Industries Is It Used In?**

Automobile manufacturing plant

Military equipment manufacturing plant

Foundry

Extrusion operation, injection mold operation

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**V/O:** Fluid Clean technology is used every day to remove just about anything, even from intricate metal parts.

Background music over factory noise

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**V/O:** Dinamec installations are found in the automotive and sub-automotive industries...

In military contracting ...

In foundries...

And in the extrusion and injection molding of products made from polymers

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Show Samantha talking in interview

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**Samantha:** [paraphrasing, in interview] The technology is amazingly flexible. Fluid clean installations are also used to clean metal parts used in compounding, surface finishing, and blown-moulding, as well as in the fiber manufacturing field. Plus of course it works for refurbishing all kinds of items. These days, the fluid clean system is being used for applications even Dinamec hadn't anticipated.

*[Note: the V/O narrator above will mention/show whichever applications that we have (or can shoot) video for. The remaining applications can then just be mentioned by Samantha.]*



### **SECTION 3**

**TITLE SLIDE:**  
**Why Is Dynamic Fluid Clean Such a Smart Solution?**

Show Customer #2 in interview

**CUSTOMER #2:** SET HIM UP BY ASKING: *What are the benefits of the short cleaning cycles?* LOOKING FOR: *cleaning cycles of 30-60 minutes help get the contaminated parts back into production quicker, so there's less downtime for painting or coating. Also allows for more frequent cleaning & therefore less built-up paint or powder. [About 15 secs]*

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Show large basket of parts being lowered into the bed

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**V/O:** High capacity fluid clean installations also mean that high volume production plants can do more in less time.

Show operator tweaking the controls

The entire process is automated, controls are user-friendly, and operators can be trained in a short amount of time. Plus adjustments can be made while the unit is in operation.

Series of quick still shots of various cleaned parts

Thorough stripping cleans even complex parts, without the thermal deformation or abrasive damage that can be a problem with other cleaning methods.

Show Customer #3 in interview

**CUSTOMER #3:** SET HIM UP BY ASKING: *How long has your DFC installation has lasted [long time]; has it been dependable [yes]; has it required much maintenance [no]. He may contrast that with maintenance or other problems he's had with previous methods. [About 15 seconds]*

Series of shots of the machine in operation

**V/O:** Dinamic Fluid Clean technology was designed from the start to be environmentally friendly, with no hazardous waste to dispose of. Compared to other technologies, it helps to create a clean and healthy environment for workers.

Include shots of workers around it

The system is also configured to meet national safety and emissions requirements.

## SECTION 4

**TITLE SLIDE:**  
**How Does It Work?**

Series of quick shots that covers the main steps in a cleaning operation

Music with a beat; the beat syncs with the video cuts

Show Luc talking, standing next to or in front of the machine. Alternate between two different camera angles.

Insert shots of the steps he's describing (whichever ones are possible to shoot)

Shot of the clean parts coming out

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Show Customer #4 in interview

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## SECTION 5

**TITLE SLIDE:**  
**How Can the Fluid Clean Approach Save Money?**

Shots of the machine in operation

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**Luc:** Luc gives a short-version account of the operation of a fluid clean system, along the lines of... *The process of thermal decomposition starts with a bath of pure, calibrated quartz sand. Air mixed with gas is injected, then ignited, to create a bubbling, evenly-heated bed of fluidized sand. As parts are submerged, paint and other organic materials get turned into a gas, which burns away at the surface. Any inorganic particles are carried away with a slight movement of the sand, and then filtered out.*

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**CUSTOMER #4:** SET HIM UP BY ASKING: *Were you unsure at first about how DFC would perform? [yes]; were you impressed when you saw the sample parts that Dinamec had cleaned for you? [yes]; since you've become a customer, would you ever go back to doing things the old way? [no]. [About 15 secs]*

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**V/O:** Low operational and maintenance costs, as well as long equipment life, are only some of the built-in efficiencies of fluid clean technology. It consumes energy only during its brief cleaning cycles. And high capacity cleaning beds mean that fewer cycles are necessary. But there's one other unique factor at play...

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Show Luc standing by the machine's controls, talking  
Show flames on the surface  
Back to Luc

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Shot of circuit breaker box  
Shot of DFC machine  
Dissolve to C/U shot of powder or paint being sprayed

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Show Samantha in paint/powder room, talking  
Show hook heavily covered with paint/powder  
Pan down a bit to the product that's hanging from the hook  
Show the paint/powder built up on the floor  
Back to Samantha

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Shots of full-scale painting or powder coating operation

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Show Customer #5 in interview

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## SECTION 6

TITLE SLIDE:  
Where Did Fluid Clean Technology Come From?

**Luc:** Luc briefly explains how energy combusted on the surface is recycled back into the system, so less gas is needed for cleaning operations, resulting in lower energy costs, every single day.

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**V/O:** Not only is less energy being used, but many companies that switch to Dinamec Fluid Clean report that they're now spending significantly less on *paint and powder*. Why?

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**Samantha:** [paraphrasing] When hooks aren't cleaned thoroughly or regularly enough, paint or powder builds up on them until the products hanging from them are no longer completely grounded. When that happens, *less* paint or powder *adheres* to the item, and *more* lands on the floor. *That* waste can add up to a *lot* of wasted money over time.

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**V/O:** With fewer rejected parts due to uneven painting or coating, and with stripping and re-coating any bad parts now more cost-effective than replacing them, the savings at most plants is significant.

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**CUSTOMER #5:** SET HIM UP BY ASKING: *With all the various savings in operational costs, how long did it take for your Dinamec Fluid Clean installation to pay for itself?*

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Show 1986-era Tupperware-type products

Show extrusion and injection mold equipment

Show screws and barrels covered with polymer

Show mfg. plant at a standstill

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Show Samantha in interview. In front of her on a table are Tupperware products.

Series of shots of DFC equipment, in various plants

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Show existing footage of the US Army project

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Shots of DFC equipment, in various plants

Show our engineers at work in front of CAD/CAM stations;

Show our people conferring over DFC equipment that's being built

**V/O:** In 1986, the company that produced plastic kitchen products had a problem. They needed to clean and remove various polymers from screws, barrels and other injection molding components. The long delays for repeatedly and thoroughly *cleaning* those parts were slowing down the entire production line.

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**Samantha:** [paraphrasing] The founders of Dinamec, then in Belgium, took on the challenge, and came back with a truly innovative solution: The Fluidized Sand Bed. The kitchen products plant installed the first Fluid Clean equipment, and it worked so well, that other well-known companies throughout the world began seeking out Dinamec for their finely-tuned parts-cleaning technology.

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**V/O:** Dinamec's biggest challenge occurred in 1991 when the US Army needed a large, robust and fully automated solution for stripping thick rubber coating from tank tracks that were being refurbished. The Dinamec solution was so successful, it was adopted by a number of other countries.

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**V/O:** To this day, Dinamec, now based outside of Atlanta, Georgia, is still the leading supplier of Fluid Clean equipment, with over a thousand installations built for a wide variety of industries. The Dinamec engineering team is known for their unparalleled knowledge base, built from continually innovating, improving and adapting the technology to meet new challenges.



## SECTION 7

### TITLE SLIDE:

#### What does the future hold for your plant?

Show Customer #6 in interview

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Shots of our equipment being built

Show a large bed in a way that emphasizes its size

Show hoist, crane and/or monorails

Show afterburners and emission controls, etc.

Show our employee conferring with customer at their plant

Show DFC equipment

Title slide (or superimpose over a shot of an installation:  
Large Print: BATNEEC Small Print: Best Available  
Techniques Not Entailing Excessive Costs

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**CUSTOMER #6:** SET HIM UP BY ASKING: *Do you feel that with Dinamec Fluid Clean technology, your plant is prepared for the future?*

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**V/O:** The future of manufacturing is increasingly dependent on flexibility – the flexibility to meet the evolving needs of customers.

Seamless customization has always been Dinamec's response to specific plant requirements. For high-capacity operations, Dinamec makes sand beds as large as 20 feet long. Trolley hoists, bridge cranes and monorails can be added to flow parts *to* the equipment, and *into* the sand beds.

Other customizations involve off-gas cleaning steps, wash booths, and special configurations to enhance plant workflow. On-site support by Dinamec personnel are used to plan for maximum ongoing efficiency.

As the problems and limitations of other parts-cleaning technologies make them seem increasingly outdated, Dinamec Fluid Clean installations are considered to be among today's "Best available techniques not entailing excessive costs." Many of the Dinamec systems are still working perfectly after 20 years of service.

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Show Customer #6 in interview

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Show a series of logos of well-known companies that are Dinamec customers (or show shots the signage in front of their plants)

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Title Slide:  
Welcome to the Future of Cleaning Most Metal Parts  
Dinamec Systems  
888-DINAMEC  
DinamecSystems.com

Dissolve to the opening full-frame shot of the bubbling sand bed. Fade to black.

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**CUSTOMER #6:** SET HIM UP BY ASKING: *Has Dinamec always been there for you, for support and service? Are you confident that they'll always be there for you in the future? Does that make this a smart investment?*

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**V/O:** Major companies across the globe have chosen Dinamec for fluid clean technology. Plant managers say they'd never go back to doing things the old way.

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**V/O:** Welcome to the future...

That future begins with a phone call to find out more.

Music