

How {Kane's, Rooms to Go, Spring Air} Mattresses Are Made
for American Bedding, Inc.

by Tom Schroepfel for WaterMark Video

Approximate running time: 9:30

Technical notes:

{Material inside squiggly brackets} indicates where we will record additional audio and/or video for the different {Kane's, Rooms to Go, Spring Air} versions of the program.

Intended audience:

Sales people in the stores. Possibly show them the video as part of their orientation and training.

Program goal:

Show how {Kane's, Rooms to Go, Spring Air} mattresses are made, with subtext of how well we make them. Show how we're bigger, better, and different from other companies -- what we do for quality that other manufacturers don't do. We want the salespeople to be better informed and more comfortable with our product than they are with other companies' products, so they'll lead their customers to our beds rather than someone else's.

Program structure:

1. Open teaser montage - to capture viewer's interest.
2. System overview - to give the big picture, so that, even if the viewer turns off the tape after the first couple of minutes, he/she will still have received our main message.
3. Factory tour - to fill in the important and interesting details.
4. End recap - to summarize key message.

-VIDEO-

-AUDIO-

FADE IN ON

A quick-cut teaser montage of snippets of the most visually interesting shots (in sequence) of the program that follows. The last two shots should be of a mattress being loaded into a full truck and then a closeup of the truck door handle being pulled down (or the door shut) on the final beat of music.

MUSIC: A short piece (10-15 seconds) of exciting music that quickly grows to a rousing crescendo, reminiscent of Strauss's Also Sprach Zarathustra from "2001, A Space Odyssey."

VISUAL TRANSITION TO

MUSICAL CRESCENDO ECHOS OFF
UNDER OPENING TITLE

- 1 Opening title. Perhaps a nice animated graphic incorporating the appropriate label.

How {Kane's, Rooms to Go, Spring Air} Mattresses Are Made

VISUAL TRANSITION TO

- 2 A well-dressed man and woman walk into front office past Spring Air/American Bedding sign. Keep sign relatively small in frame so as not to emphasize it.

FADE IN UPBEAT MUSIC

NARRATOR:

{Kane's, Rooms to Go, Spring Air} mattresses are manufactured at our modern facility in Tampa, Florida.

VISUAL TRANSITION TO

-VIDEO-

-AUDIO-

3 Zoom back from a grouping of historic photos of early Antinori mattress operations hanging on the wall in the reception area. TO BE SET UP BY MIKE ANTINORI. As camera continues to zoom back to pretty wide shot of reception area, we see the man and woman being greeted by a pair of factory executives, who then lead them off toward the executive offices.

With a history going back more than forty years, our manufacturing team is the industry leader in quality production of mattresses, box springs, and adjustable beds.

VISUAL TRANSITION TO

4 Aerial shot(s) of ABI building complex.

We have more than 300,000 square feet of manufacturing space, more than 200 of the best-trained employees in the industry, and the very latest technology. No one can make a better mattress than we can.

VISUAL TRANSITION TO

5 Brent working at his computer on an incoming order.

We make every mattress to order, with delivery in a week or less.

6 Someone working at factory floor computer.

Using the same software as major defense contractors, we monitor and control every aspect of production to

(CONTINUED)

-VIDEO-

-AUDIO-

6 CONTINUED:

maintain the highest quality throughout.

Tilt up from worker at computer and zoom in to infrared antenna hanging from ceiling above.

All our computers are connected by a wireless network of infrared antennas, the first such network in the bedding industry, and easily expandable as we grow.

7 Wide shot of worker at innerspring clipping machine. While he handclips one innerspring unit in the foreground, the machine flips another unit in the background.

Our state-of-the-art software breaks down each order into truckloads to be manufactured together.

8 Wide shot of worker removing panels from panel cutting machine and stacking them on cart.

The software then schedules and sets up the functions for each step of the manufacturing process: how many mattresses to make, what raw materials to use, what new materials to order.

9 Wide shot of sewing room. In foreground, worker swings a new panel up onto table and starts sewing on flange.

Instructions go out to department heads, so they can schedule labor and machine capacity. Each shift can

(CONTINUED)

-VIDEO-

-AUDIO-

9 CONTINUED:

produce as many as 1200
mattress a day.

10 Wide shot of people working in mattress assembly area, with conveyor in foreground. As a worker on the far side removes mattress kit from the conveyor to his work table, a new kit moves down the conveyor.

By maximizing the efficient use of people and machines, we keep the line moving smoothly, with a minimum of down time.

11 Wide shot of box spring assembly area. In foreground, worker turns assembled box spring over and inspects it for defects.

Efficiency also means inspecting for quality at every step, not just at the end.

12 Zoom in to closeup of barcoded control document being attached to border in sewing department.

An individual barcoded control tag accompanies and tracks each product through the plant.

13 Worker at bagging machine reads barcoded tag on mattress. We see bagging machine in background.

Color-coded by truckload, these tags give instant access to serial numbers, load numbers, delivery dates, and other specifications.

14 Workers scan tags and load mattresses onto truck.

When your batch of mattresses arrive at the loading dock, the appropriate truck is

(CONTINUED)

-VIDEO-

-AUDIO-

14 CONTINUED:

there, waiting to deliver them
to your store.

15 Brent replaces a backup hard
drive in computer room

The computer system that runs
all this is totally redundant,
to avoid costly breakdowns. It
has backup hard drives, backup
power supplies, and backup
fans.

16 Closeups of several infrared
antennas in factory.

Even the wireless antennas in
the plant are overlapped, so
that if one fails, its work
can be done by another one
nearby.

17 Mattress assembly room. Zoom
back to extreme wide shot as
worker places finished
mattress on inclined platform
shelf.

Nowhere in the world will you
find a better mattress factory
turning out a better
mattress... A {Kane's, Room to
Go, Spring Air} mattress.

VISUAL TRANSITION TO

MUSIC SEGUES TO NEW PIECE WITH
HARDER-DRIVING, INDUSTRIAL
FEEL.

-VIDEO-

-AUDIO-

- | | | |
|----|---|--|
| 18 | Wire unrolling from large spool. | The heart of a fine mattress is the coil spring. |
| 19 | Closeup of coil being bent inside coil-making machine. | We make our own, using the very latest technology. |
| 20 | Closeup of coils being assembled inside machine. | For a large part of our line, we can make a better spring than we can buy. |
| 21 | Wide shot of spring unit emerging from coil assembler machine. Worker moves it off machine. | |
| 22 | Worker pulls bent border wire out of bending machine. | We fabricate a heavy-gauge border wire to strengthen the edges of the mattress. |
| 23 | Worker welds border wire. | |
| 24 | Wide shot of worker at clipping machine. He finishes clipping the corners of the two border wires and flips it onto the clipping machine. | We then attach the border wire to the innerspring unit with clips. |
| 25 | Closeup of machine attaching clips. | Our state-of-the-art clipping machine clips the border wire to every single spring. A perfect, precise clip at each spot ensures perfect alignment |

(CONTINUED)

-VIDEO-

-AUDIO-

25 CONTINUED:

of the unit and, ultimately, a better quality mattress.

26 Wide shot of clipping machine as it flips unit over.

VISUAL TRANSITION TO

27 Zoom in to quilt on finished mattress.

The sleep surface of a mattress is called the quilt. It's made up of...

DISSOLVE TO

28 Worker pulls out fabric roll from inventory shelves.

fabric for the top...

29 Piles of foam on table, seen over the shoulder of worker who peels them back to show different types. Show a couple thicknesses and Conformafoam.

then cushioning -- usually foam rubber, which comes in various thicknesses, densities, and designs.

30 Closeup of rolls of fiber. A worker opens it up and compresses the material to show it's resiliency.

Higher end quilts include fiber cushioning, made of dacron, or dacron blended with cashmere or wool. This provides the softest surface.

31 Closeup of roll of backing as it's unrolled.

A cloth backing goes on the bottom of the quilt.

-VIDEO-

-AUDIO-

32 Wide shot of quilting machines in operation.

We sew the layers together on our multi-needle quilting machines, which represent the very latest technology.

33 Shot of quilting flowing under needles on quilting machine.

34 Worker changes quilting pattern on quilting machine computer.

Computer control allows us to change many parameters, including the quilting pattern.

35 Closeup of pile of quilts with large quilting pattern. A hand comes in and presses down deep into the material.

A larger pattern gives a softer feel to the quilt.

VISUAL TRANSITION TO

36 Closeup of pile of quilts with small quilting pattern. A hand comes in and presses down on the firm surface of the material, not going in too deep.

A smaller pattern provides a firmer feel.

VISUAL TRANSITION TO

37 Closeup of tack and jump pattern being stitched on quilting machine. (If not possible to show actual operation, show closeup of pile of quilts as in previous shots. Start with tossing quilts on table, then show turning them back and feeling them.)

This pattern is called tack and jump. It gives a softer, tufted, more expensive look to pillow-top mattresses. It can be done on only the most

(CONTINUED)

-VIDEO-

-AUDIO-

37 CONTINUED:

advanced quilting machines --
machines that smaller mattress
factories simply do not have.

38 Zoom back from blade edges on
panel cutter machine as worker
removes a cut panel.

This is the most advanced
computerized panel cutter
available. We use it, and five
other machines just like it,
to trim each quilted panel to
the exact dimensions needed.

VISUAL TRANSITION TO

39 Wide shot of conveyor and
workers sewing flanges at
tables.

Next, we sew flange material
around the outside of the
quilted panel.

40 Worker sewing flange onto
quilts.

This tearproof, nonwoven
fabric is super strong and is
used to anchor the quilt to
the springs.

41 Different worker serging quilt
edge.

We also overstitch, or serge,
the edge of the panel for a
neat, clean appearance.

VISUAL TRANSITION TO