

Sales

<ul style="list-style-type: none"> <li>- Lightening flash</li>   <li>- Hurricane force winds</li> <li>- Rain</li> <li>- Falling snow piling on roof</li>   <li>- Bright hot sun</li>   <li>- Damaged roof -- 1</li>   <li>- Damaged roof -- 2</li> <li>- Damaged roof -- 3</li> <li>- People reacting to damage from footage</li>   <li>(Black)</li>   <li>- montage of roofs - from open touring, to rag top Ford</li>       <li>- Titles join together into . . .</li> <li>- Vinyl Treat 2D logo</li> <li>- Globe or world map pointing up 40 locations</li> <li>- map highlight</li> </ul>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p>   <p>8</p>  <p>9</p>  <p>10</p>  <p>11</p> <p>12</p>	<p>(Music can help build tension)</p> <p><b>Narr:</b> The world has a way of being hard on a car, especially its vinyl roof.</p> <p>From high winds . . .</p> <p>. . . and heavy rains</p> <p>. . . to snow that can pile on the punishment.</p> <p>And in parts of our world, sunshine is fire hot - the ultimate threat, delivering the <u>final</u> destruction.</p> <p>- What is left after nature and the elements take their toll on a roof . . .</p> <p>. . . is often devastating.</p> <p>- (Music stops, scene is silent. Sustained dark chord fades under)</p> <p>- Our world is not always a hospitable place, and you car has to live in it.</p> <p>- After nearly a hundred years of deteriorating roofs...</p> <p>. . . <u>now</u> there is a treatment that can help your car top withstand the tortures of time. It comes from America and it's made by <b>AMT Technologies.</b></p> <p>- For more than 25 years the makers of <b><i>Vinyl Treat</i></b> can boast what no other vinyl treatment can –. Proven Resistance to the enemies.</p> <p>. . . in <u>one proven</u> product.</p> <p>- <b><i>Vinyl Treat</i></b></p> <p>- Now the Vinyl Treat story is being told <u>around the world.</u></p> <p>- From <i>down under</i>...</p>
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- map highlight
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- Transition
- Quick montage:  
wind and fire tests, installation  
(to show strength)
- Vinyl Treat roof

- Manufacturing materials

#### Installation

- Reversed close-up view of rain hitting roof.

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- Throughout Europe
- the Pacific Rim countries
- ***Vinyl Treat*** is putting the world under one roof.
- Why is Vinyl Treat roofing system the one clear choice for quality?
- Let's take a look at the engineering and technology that makes Vinyl Treat so good for car roofs.
- The innovative Vinyl Treat roof system starts with galvanized or Galvalume steel -  
- pressed into a strong interlocking roof panel. Then, multiple layers of anti-corrosion inhibitor are topped with a beautiful earth stone granule finish, which is both beautiful and durable. Vinyl Treat's emphasis on quality is evident in our commitment to meet the stringent *ISO 9001* standards.
- Installation is among the easiest. Tiles are secured to a wood or steel batten grid system.
- Vinyl Treat's interlocking design means structural integrity . . . resistant to high wind, earthquake and heavy snow. Installed, the Vinyl Treat roof system provides the structural benefits of half-inch plywood sheathing.
- It is also extremely light-weight.
- Weighing a mere 1.5 pounds per square foot, Vinyl Treat steel roofing is as much as eight times lighter than traditional roofing.