

Milwaukee #2 SUCCESS STORIES SCRIPT

Burton & Mayer

Steve Mandelman & Tim Burton

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Script Approved by:

VIDEO:

AUDIO:

☐ changes ☐ no changes

tree image: tilt from the top down  
pan across a branch  
pan continues and ends with B&M exterior

presses in action  
employees setting up printers to run  
- presses running off papers

stacks of paper stock  
ink containers  
conference room with employees talking  
about environmental/business concerns

various employees working on presses  
employee working with hands-on equip.  
employee working on a fancy computer  
Tim Burton talking with an employee in  
the press room

presses controlled by computer  
- employee checking computer read-out  
delivery truck or employees packing  
finished product  
employee inspecting a finished product  
with another employee  
display of finished products

*approx. 7 sec. (Jen suggests "Weekend Alone")  
(music plays under images of a large, old tree)*

*male narrator:*

Printing is a natural process at Burton and Mayer, Incorporated... one that takes into account not only the customer and the customer's customer, but the world at large. More than just paper and ink, they are concerned with the environment, pollution and just being corporate good- guys.

An established printer with nearly 60 years of experience, Burton and Mayer combines the best of the old and new... staying on the cutting edge of technology, yet holding on to the traditional ethics necessary to run an honest and fair business.

Because of their sophisticated technological abilities and hands-on experience, Burton and Mayer promises fast, efficient service. But it's their respect for quality that keeps contributing to their customer's satisfaction. With their commitment to employees and customers, Burton and Mayer achieves high standards of excellence.



## **VIDEO:**

Tim Burton on camera

old photo

Burton brothers talking

### **TREE GRAPHIC: EMPLOYEES**

employees working

- on phone, computers, designing, printing

### **TREE GRAPHIC: CUSTOMERS**

various presses as they are mentioned

employees working at presses

different inks

computers

die cutting

foil stamping or rolls of foil

employees working on projects in this area

more finished products

Customer service department

### **TREE GRAPHIC: TECHNOLOGY**

Montage of employees performing these services

Macintosh work station

digital film

computers

plating systems

Hagen software in use

examples of job quoting, tracking, bringing up data

## **AUDIO:**

### **Tim Burton Soundbites:**

#### **1. Background of the company (20 sec)**

- history (in business since 1938)
- family business - 3rd generation
- uses tree analogy to outline the upcoming points

(tree graphic with EMPLOYEES as the first point)

#### **2. Commitment to Employees (20 sec)**

-experienced, various background, low turn-over

(tree graphic with CUSTOMERS as the second point)

#### **3. Commitment to Customers (40 sec)**

- Full-service printers
- 16 presses: Offset and Letterpress
- 1-6 colors
- computer controls
- die cutting, foil stamp and embossing
- Three shifts running 6 days/week (short turnaround, max. flexibility)
- Complete on-site bindery
- quality standards
- Customer service department

(tree graphic with TECHNOLOGY as third point)

#### **4. Technological advantages (40 sec)**

- Pre-press systems
  - conventional stripping, proofing, plating
  - Macintosh work stations
  - digital film output
  - computerized step and repeat
  - conventional and wareless plating systems
- Hagen computer management
  - integrated software
  - job quoting, re-quoting, tracking, historical data



**VIDEO:**

**AUDIO:**

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**TREE GRAPHIC: ECOLOGY**

wide shot of trees  
employees recycling paper  
washing ink off of rollers

Susan Mudd on camera

Tim Burton on camera

recycling bins  
waterless printing press  
non-alcohol fountain solution  
soy and vegetable inks  
pamphlet or certificate for "Great Printer Project"  
certificate for "Friend of the Environment"

**TREE GRAPHIC: COMMUNITY INVOLVEMENT**

wall of awards/plaques  
pamphlets/posters of pro bono work  
(Museums, Boys & Girls Club)

Client on camera  
shows some of the work B&M did for him/  
her

(tree graphic with ECOLOGY as fourth point)

*Narrator:*

Besides their concern for quality products, Burton and Mayer places high value on protecting the environment. This effort is admirable considering the pains they must go through to protect against pollution.

**Testimonial Soundbite: Susan Mudd(15 sec)**

- how B&M contributes to the environment

**Tim Burton Soundbite (30 sec)**

**Efforts in recycling/protecting environment**

- paper recycling
- waterless printing
- non-alcohol fountain solution
- soy and vegetable ink usage and silver recovery
- cooperation with the "Great Printer Project"
- "Friend of the Environment Award"

(tree graphic with COMMUNITY INVOLVEMENT as fifth point)

*Narrator:*

Recognized for its success both by clients and the community, Burton and Mayer strives to promote relations in the community.

**Soundbite: Client testimonial (15 sec)**

- talks about his/her positive experience with B&M



## **VIDEO:**

TREE GRAPHIC: THE FUTURE  
Tim Burton on camera

wide shot of building exterior  
employees and machines  
conference room with management and  
employees  
customer service department

## **AUDIO:**

(tree graphic with THE FUTURE as sixth point)

**Tim Burton Soundbite: (30 sec)**

### **The Future**

- recent expansion
- reinvestment in education, training, plant & equip.
- TQM program
- teamwork relationship with clients

**(Remember to end with a strong, positive statement with the future!)**

### **Suggestions:**

We can leave out some details (especially under the Technology category) so as to give more time to other issues. We can even leave out the client testimonial if you think it rehashes the subject too much.

In its current form, all times must be strictly followed if not shortened somehow. This is not unusual and as I mentioned, things can be changed to allow more time.

Please contact me by phone or fax so we can continue perfecting the script.

Thanks,  
Jennifer