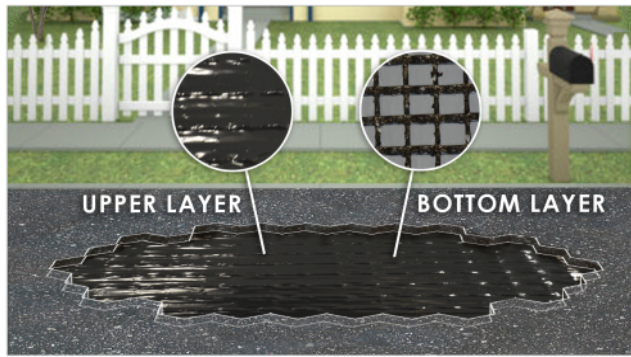


# Adfors Storyboard

Innovative Reinforcements for a Sustainable Habitat



| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 1     | 08:00    |



**Action Notes**

Camera pans down far enough for us to see the road. We see an x-ray view of the road, where the GlasGrid TF road reinforcement is at work.

**Notes**

TEXT OVERLAY: GlasGrid TF road reinforcement extends the life of the road and eliminates VOC's because a tack coat is not needed.

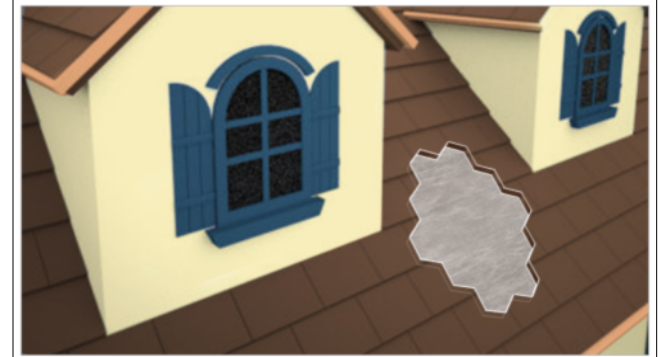
| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 2     | 05:00    |



**Action Notes**

PAN UP AND PULL OUT SLIGHTLY to a view of the house. We are in the road in front of a house. There is a blooming tree in the front yard and green grass. It is a sunny day.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 3     | 05:00    |



**Action Notes**

CUT to CLOSEUP of the roof of the house. We see an x-ray view that reveals the glass mat shingle reinforcement under the roof tiles.

**Notes**

TEXT OVERLAY: Glass mat shingle reinforcement contributes to LEED certified roofing.



| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 4     | 03:00    |



Action Notes

CAMERA PANS DOWN toward front porch. As camera is panning down, we also pass by a blooming tree that is right in front of the home. Some puffs of pollen drift off of the tree.

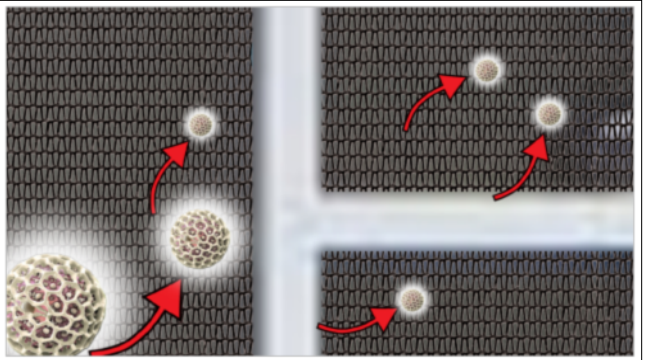
| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 5     | 04:00    |



Action Notes

Camera follows the pollen further down toward the front walkway. Pollen heads toward the front door and sticks to the screen in the front door.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 6     | 08:00    |



Action Notes

CUT TO EXTREME CLOSE-UP OF SCREEN WEAVE, revealing the unique pattern. Pollen stops when it hits the screen.



Notes

TEXT OVERLAY: unique screen construction traps up to 50% more particles than standard insect screens, protecting your family from pesky allergens.



| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 7     | 05:00    |



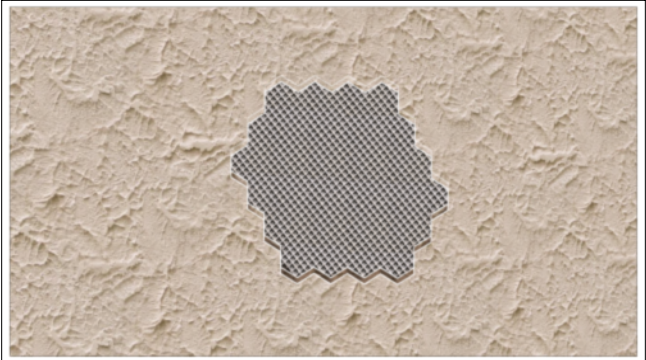
Action Notes

CUT TO FULL-SHOT OF FRONT PORCH.

Notes

TEXT OVERLAY: EIFS stucco reinforcement solution provides heating and cooling efficiencies.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 8     | 04:00    |



Action Notes

Part of front stucco becomes an x-ray view and we reveal the EIFS stucco reinforcement below. X-ray then fades away.

Notes

TEXT OVERLAY: EIFS stucco reinforcement solution provides heating and cooling efficiencies.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 9     | 03:00    |



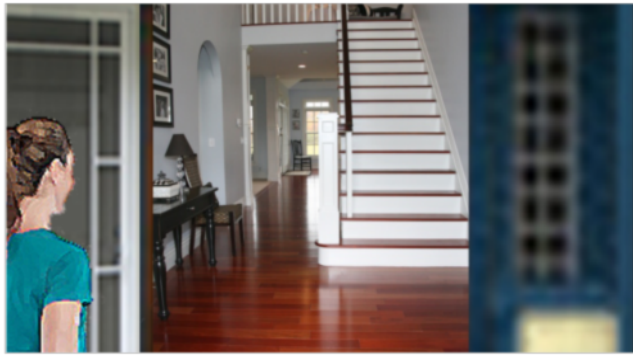
Action Notes

WOMAN ENTERS SCREENLEFT, and energetically walks toward the door.

Notes



| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 10    | 03:00    |

**Action Notes**

Woman opens the front door and the camera begins to smoothly dolly in to the foyer.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 11    | 07:00    |

**Action Notes**

[To cut down on the travel time through the house], DISSOLVE TO formal living room. There is a large picture window with the Solar Screen in it. We see light shafts filtering in the window.

**Notes**

TEXT OVERLAY: The Solar Screen will reduce the amount of light and heat entering your home, resulting in lower energy costs.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 12    | 05:00    |

**Action Notes**

[SAME SHOT] After we give the viewer a few seconds to read the text, there is a full SCREEN WIPE and the amount of light and heat entering has been reduced by 50-75%, giving the viewer a visual representation of the lowering intensity.

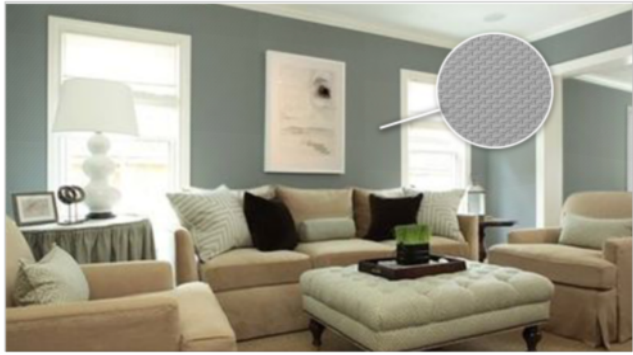
**Notes**

TEXT OVERLAY: The Solar Screen will reduce the amount of light and heat entering your home, resulting in lower energy costs.





| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 13    | 06:00    |



#### Action Notes

CUT TO A DIFFERENT WALL IN THE LIVING ROOM. View of wall covering: Novelio Clean Air on walls.

#### Notes

TEXT OVERLAY: Novelio Clean Air removes 70% of aldehydes from the air, ensuring your family is breathing clean air.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 14    | 03:00    |



#### Action Notes

CAMERA DISSOLVES TO BATHROOM and DOLLIES INSIDE.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 15    | 07:00    |



#### Action Notes

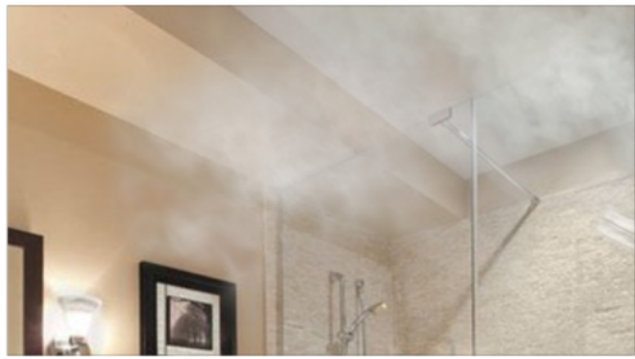
CUT TO CLOSE-UP OF BATHROOM SINK. X-ray view of Mold-X10 on joint seams by sink area.

#### Notes

TEXT OVERLAY: Fiberglass mesh drywall tape is mold and mildew resistant. Perfect for rooms prone to high moisture.



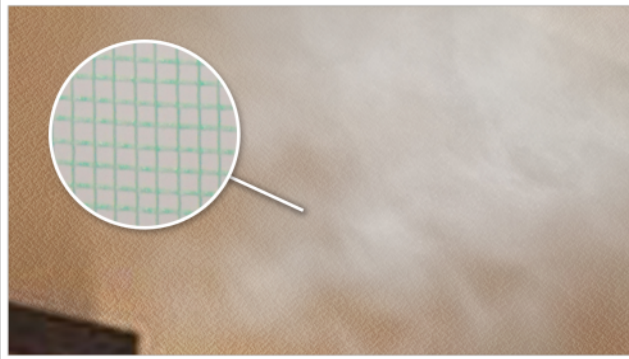
| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 16    | 03:00    |



**Action Notes**

CUT TO FULL-SHOT OF SHOWER. Steam is emanating out of shower and filling the room.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 17    | 05:00    |



**Action Notes**

CUT TO VIEW OF WALL. View of wall: Novelio MoldX. Two different wall coverings will be shown.

**Notes**

TEXT OVERLAY: Mold and mildew resistant wall coverings are also ideal for high moisture areas.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 18    | 09:00    |



**Action Notes**

CUT TO FAMILY ROOM. CAMERA BEGINS TO DOLLY IN TO FAMILY ROOM.

**Notes**

TEXT OVERLAY: FibaFuse fiberglass drywall tape is naturally mold and mildew resistant, is stronger than traditional paper tape, and contributes to LEED points.



| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 19    | 05:00    |



**Action Notes**

CUT TO X-ray view of wall reveals Fibafuse drywall tape on joint seams.



**Notes**

TEXT OVERLAY: Fibafuse fiberglass drywall tape is naturally mold and mildew resistant, is stronger than traditional paper tape, and contributes to LEED points.

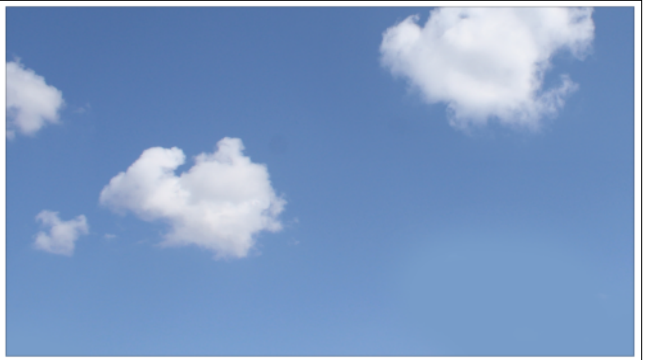
| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 20    | 05:00    |



**Action Notes**

CUT TO VIEW OF SLIDING DOOR which is on the rear-facing wall of the family room. Door opens up. Camera begins to travel through the open doors.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 21    | 05:00    |



**Action Notes**

Camera travels through sliding door to the outside, and then up into the sky.







| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 22    | 05:00    |



**Action Notes**  
ADFORS logo goes full-screen. Sky fades away. Background goes white. Logo holds on-screen.

| Scene | Duration | Panel | Duration |
|-------|----------|-------|----------|
| 1     | 01:54:00 | 23    | 01:00    |



**Action Notes**  
FADE TO BLACK.

| NO PANEL |
|----------|
|----------|

