

FUSE New Media

TITLE: EZ FRAME Installation

TIME:

DRAFT: RELEASE

DATE: 4/28/03

WRITTEN BY: Michael Jones

VIDEO SCRIPT

Page 1

VIDEO

FADE IN:

Spokesperson enters set in WINDOWMASTER show room. On the set is the Demo Cart with windows. Spokesperson talks to camera.

Pan to reveal Energy Star Logo In B/G

CUT TO:

New angle in Windowmaster showroom.

Refer to Brochure

AUDIO

Scene 1 **MX Establish, then fade.**

Spokesperson OC:

Congratulations on your choice of Windowmaster, and the EZ Frame replacement window.

With over 60 years of excellence, Windowmaster leads the way in design, durability, performance and security. Windowmaster maintains a reputation for customer satisfaction with:

- our commitment to prompt delivery of clean and complete products,
- Our easy- installation design,
- And our legendary lifetime warranty.

And, many of our windows come with the Energy Star advantage.

Scene 2 In this program we'll show you just how easy it is to install a Windowmaster EZ Frame. We'll give you step-by-step instructions so you can install the window yourself, and save time and money.

We've organized this program to follow the steps in the WINDOWMASTER EZ Frame

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CUT TO:

Return to angle in Scene 1

Spokesperson OC DVE reduces to be part of

Tip Graphic:

"Measure, Order and Install only ONE small window first"

CUT TO:

Spokesperson OC as in Scene 2

DISS TO:

Husband and wife outside Kitchen Window in Wardrobe one. He has a measuring tape and a camera. She has a pad and pencil. He first sets a small table in place and they put their tools on it.

AUDIO

installation brochure, so you can use that for a reference.

Scene 3

Spokesperson OC Con't:

So, let's get started. In the next few minutes, we're going to Measure, Order and Install an EZ Frame window. During this program we'll be giving you some tips that will save time and money...and we'll draw attention to them by using a special graphic. Here's the first tip.

Scene 4

To begin your window replacement project, we suggest that you measure, order and install only one small window first. This will be like a dress rehearsal so that you'll feel confident in measuring and installing all your other windows

Scene 5

Now, the measuring and ordering process takes just a few easy steps.

Scene 6

MX segue, establish then under

Spokesperson VO:

First, let's measure the old window. This may require some partial disassembly, and then re-assembly for the short period while your new EZ Frame window is manufactured.

Scene 7

Spokesperson OC:

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Spokesperson OC points to demo
Angle as in Scene 1

DISS TO:

Husband and wife follow VO track in
removing window.

C/U Stationery Glass panel

CUT: TO:

Spokesperson On-Camera Angle as in
Scene 1 w/old window as demo.

AUDIO

Your new EZ Frame window
will be installed INSIDE the
existing window frame, so we
need to find the INSIDE
measurements of that window;
the area where light comes
through.

Scene 8

Spokesperson VO Con't:

Begin by opening the sliding
portion of the, then remove
the screen. Most screens
slide to the side, and then
lift out.

Scene 9

Take a look at the
stationery glass panel. It
is not necessary to remove
that stationery panel now,
rather just determine if it
is encased in a frame of its
own.

Scene 10

Spokesperson OC:

If the mullion strip between
the window sections is not
easily removable by taking
out visible screws, the
stationery glass is probably
not in its own frame. In
this case we recommend
hiring a professional
glazier to handle the actual
installation of the EZ frame
because you will be handling
raw glass, which could be
dangerous or cause serious

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DISS TO:

Husband takes Close-up pictures, then DVE zooms back to become part of the

TIP Graphic:

"If you have any questions, take a picture and take to Windowmaster dealer:

-OR-

*Email Windowmaster directly:
askus@windowmasterproducts.com"*

DISS TO:

Husband measures while wife writes down results

Super: *"Narrowest width may be inside"*

CUT TO:

Over the Shoulder of pad with measurements, Wife performs math and circles final measurements

AUDIO

injury.

Scene 11 **Spokesperson VO:**

Here is another TIP:
If you are unsure if the non-moving part of the window is easily and safely removable...

...or if you have other questions about obstructions around the window, take pictures and take them to your WINDOWMASTER dealer for their expert opinion.

Scene 12 **Spokesperson VO Con't:**

Now, let's measure for your new EZ Frame window. We recommend measuring the narrowest horizontal width first. Note that the narrowest width may be inside. Measure in 3 locations, bottom, middle and top. Write all three measurements down. Now, do the same for the vertical height measurements.

Scene 13 Choose the smallest of the measurements in each direction...then subtract 1/2 inch for each. This will give you the final measurements for ordering your EZ Frame window, and will guarantee that it will fit into the existing window frame.

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CUT TO:

Spokesperson On-camera Angle as in Scene 1 next to demo cart. He motions to Horz. Axis.

DISS TO:

Factory footage

DISS TO:

Husband & Wife outside Kitchen Window in wardrobe #2. They set-up a picnic table nearby with the EZ Frame and tools. Included are Safety glasses. They begin by putting glasses on.

L/3 Super: "STEP 1: Remove vent and screen from EZ Frame, remove old window parts, Check new EZ Frame window size

Wife inspects and measures EZ Frame. Husband disassembles old window.

DISS TO:

Wife goes inside. Husband lifts EZ Frame into position from outside, as

AUDIO

Spokesperson OC:

Scene 14 Be sure to note which dimension is the WIDTH, as your dealer will need to know this information to build the window correctly.

Scene 15 WINDOWMASTER will then build your window in our factory and set up delivery to your dealer or your home.

Scene 16 **Spokesperson VO:**

Now, we're ready to install your EZ frame window. Assemble all your tools and materials And clear away any obstructions. In step one, measure to make sure that the window was made to the correct size, and inspect it to see that the frame was not damaged during delivery. Remove the vent and screen to make the EZ frame lighter and easier to handle. Disassemble the existing window by removing the screen and the sliding portion. Next remove the mullion strip between the glass panels. This time you also need to remove the non-moving glass section.

Scene 17 In step 2 you'll want to "test fit" the EZ Frame window, installing it from

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wife places and holds full-length shim in place from inside.

Husband marks around outside of EZ Frame on the outside of the house, then removes EZ Frame.

L/3 Super: *"STEP 2: Test fit EZ Frame window and mark around outside of EZ Frame"*

DISS TO:

Husband uses putty knife to smooth stucco. Wife comes outside.

L/3 Super: *"STEP 3: Remove EZ Frame window,*

Smooth surface around old window".

CUT TO:

Wife is measuring and drilling holes in EZ Frame.

L/3 Super: *"STEP 4: Drill holes in EZ Frame."*

Wife drilling shot Con't, DVE zoom back into

AUDIO

the outside. Now, with a scribe, mark all around the edge where the EZ Frame flush fin extends on to the stucco. This will help determine where you'll need to smooth and prepare the stucco finish.

Scene 18 **Spokesman VO Con't:**

In Step 3, remove the EZ Frame window, and using a flat tool like a putty knife or chisel, prepare the stucco finish around the old window. Some windows have parts that extend past the stucco or siding, these parts must be cut away. This will provide a smooth surface to bond to the EZ Frame, making for a better weather seal.

Scene 19 In step 4, drill the holes in the EZ Frame side jambs and head vent track. Place these holes no closer than 6 inches from the edge, and about 18 inches apart. Check for any screws or obstructions in the old window frame that might interfere with these new screws.

Scene 20 Here's another tip...never drill holes in the bottom sill of your EZ Frame. That

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Tip Graphic

Super: *"Never Drill Holes in BOTTOM or sill of the EZ Frame."*

DISS TO:

Wife finished drilling and again goes inside the house.

Husband lifts EZ Frame in place, while wife adds shim from inside. Wife hold window in place from inside while husband checks level and clearances from outside.

L/3 Super: *"STEP 5: Check alignment and clearances of EZ Frame."*

C/U-Wife holds continuous shim in place inside the house.

DISS TO:

Husband removes EZ Frame as wife again comes outside.

Husband demonstrates cutting of exterior fin in close-up.

L/3 Super: *"STEP-6: trim outside of EZ Frame.*

Use table saw, or specify at time of order."

DISS TO:

Wife is cleaning exterior around old window. Husband approaches with caulking gun, and applies bead of caulk on all sides. He leaves two

AUDIO

might provide a path for water to possibly leak into the house.

Scene 21 Step 5 is the critical alignment of the EZ Frame in the old window opening. You'll need to reinsert the EZ Frame in the opening, with the continuous shim at the bottom, and then check for alignment with the outside of the frame. This step will allow you to prevent mistakes when you finally install the EZ Frame. Be sure to have all the materials necessary to level the window in place.

Scene 22 OMIT

Scene 23 In step 6 for some applications you may need to cut down one of more of the exterior sides of the EZ Frame. The Frame is scored at 1/4" increments on the backside of the frame as a guide. Simply follow score lines.

Scene 24 In step 7, clean the area around the outside of the old frame. This is where the primary seal will occur between your new EZ Frame and the house frame. Then

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spaces on bottom opposite weep holes in old frame.

L/3 Super: *"STEP 7: Clean around frame. Apply 3/8" bead of caulking. Leave gaps at bottom."*

DISS TO:

Husband places the EZ Frame in the opening and the wife then holds it in place. The husband goes in the house. Husband places continuous shim in place – levels window in frame - -and drills pilot holes. He then drives screws in countersunk holes, and adds caps. The wife holds the frame in place from the outside as the husband inserts and drives screws.

Near end of process, wife comes inside.

L/3 Super: *"STEP 8: Install EZ Frame Secure with screws."*

Shot DVE reduces to TIP GRAPHIC:

*"Do not OVER-TIGHTEN Screws."
Fill the inside areas with insulation."*

ADD:

"Use Flathead screws, countersink, use caps"

AUDIO

apply a 3/8" wide bead of caulking material near the edge of the old frame. Be careful to leave a couple gaps in the caulk on the bottom opposite the weep holes on the old frame to allow for water to escape.

Scene 25 All the preparation is done and you are now ready for STEP 8, final installation of your EZ Frame. Place the EZ Frame in the window area just as you have done before, checking to see that it is level and evenly placed inside the opening. Insert and drive the screws in the EZ Frame pre-drilled holes. You may need to drill small pilot holes in the old frame to give the screws a start.

Spokesperson VO Con't:

Scene 26 Here are some other Tips. Be careful to not over-tighten the screws. That might distort the shape of the EZ Frame and cause an improper fit that would prevent the window from operating properly.

For a more professional look, use flathead screws, countersink the holes and

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C/U Placing screw and plastic cap

DISS TO:

Wife places insulation around the inside gaps between the old and new windows.

SUPER: *"Place insulation between the new and old window frames on the inside."*

DISS TO:

Wife is placing strip around the inside using vinyl trim and double-sided tape.

L/3 Super: *"STEP 9: Install trim."*

DISS TO:

Husband/Wife in cheesy picture finished with window installation.

CUT TO:

Spokesperson On-camera as in Scene 1

Refer to brochure

DISS TO:

AUDIO

cover the screw heads with a cap.

Scene 27 And finally, we recommend placing insulation like BACKER Rod around the inside of the window. It'll help save energy costs and reduce noise from the outside.

Scene 28 OK, the final step in the EZ Frame installation process is to apply the trim around the inside. Use trim that is wide enough to cover the old frame and a minimum of 5/8 inch of the new EZ Frame. Windowmaster has several styles of trim, one of which is just right for your application

Scene 29 **Spokesperson OC:**
So, as you can see it is easy. We've installed our EZ Frame in just a few minutes using some tools from around the house. The complete list of what is needed is in the WINDOWMASTER Installation brochure. Here is a quick review of the 9 steps

Scene 30 **Spokesperson VO:**

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STEP GRAPHIC w/ Still shot from video in step 1

SUPER over STILL or video of action:
"STEP 1- Check EZ Frame, Remove old window parts

SUPER over STILL or video of action:
"STEP 2- Test fit and mark around outside of EZ Frame

SUPER over STILL or video of action:
"STEP 3- Smooth surface around old window"

SUPER over STILL or video of action:
"STEP 4: Drill holes in EZ Frame"

SUPER over STILL or video of action:
"STEP 5: Check alignment and clearances of EZ Frame"

SUPER over STILL or video of action:
"STEP-6: trim outside of EZ Frame."

SUPER over STILL or video of action:
"STEP 7: Apply even bead of caulking around the old window frame"

SUPER over STILL or video of action:
"STEP 8: Install EZ Frame and secure with screws"

SUPER over STILL or video of action:
"STEP 9: Install trim"

CUT TO:

Spokesperson OC as in scene 1

AUDIO

In step one we checked the new EZ Frame window and removed the old window parts."

In step two, we did a test fit and marked around outside of EZ Frame.

In step 3, we smoothed the surface around the old window.

In step 4, we drilled holes in the EZ Frame.

In step 5, we checked the level and clearances of the EZ Frame.

In step 6, if necessary, we trimmed the outside of the flush fin to let the EZ Frame slide in past any objects near the frame.

In step 7, we applied an even bead of caulking around the window, leaving gaps at the bottom.

In step 8, we installed the EZ Frame and secured it with screws.

And, in step 9, we installed the trim.

Scene 31 **Spokesperson OC:**

Just a few final thoughts that will make the installation of your new EZ Frame windows easier:

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DISS TO:

Tip Graphic

SUPER: *"Measure, order and install only one window first."*

SUPER: *"Modify technique based on first installation"*

"Assemble all tools and materials before starting"

"Purchase trim materials for the final step"

CUT TO:

Spokesperson On-camera as in scene

1

DISS TO:

TIP Graphic:

*"If you have any questions, take a picture and send to Windowmaster:
1111 Pioneer Way, El Cajon, CA 92020*

-OR-

XXXXX@windowmasterproducts.com

CUT TO:

Spokesperson On-camera as in scene

1

AUDIO

Spokesperson VO:

Measure, order and install one small window first. Remember, there is no minimum order with WINDOWMASTER.

Then, modify your measuring and installation procedures based on what you learned from the first window installation.

Assemble all your tools and materials before starting

And, be sure to purchase all the installation and trim materials required and have them on hand when you install.

Scene 32

Spokesperson OC:

Nine simple steps to a worry-free installation of your new EZ Frame. Don't forget, WINDOWMASTER personnel are here to help however we can. If you have any questions that your dealer cannot answer, take pictures and send them to us.

Good Luck...and let us know how we can help make your EZ Frame installation experience easy and

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AUDIO

enjoyable.