

01



ACTION: Open on a cartoon lady facing camera.
VO: Imagine a different future for your waste stream...
SFX: Upbeat music underneath... continues throughout.

02



ACTION: A thought bubble wafts over-head and a depiction of a landfill appears in the bubble.
VO: ...one that diverts used PPE from the landfill...
SFX: Tractor engine sound

03



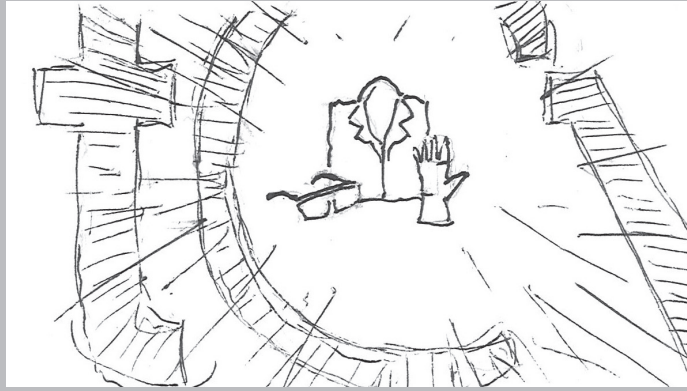
ACTION: The landfill image morphs quickly into a beautiful mountain landscape with flowing stream.
VO: ... and gives it new life.
SFX: Birds chirping and a bloop noise as fish re-enters stream

04



ACTION: Rising up from the behind the mountain is the RightCycle logo.
VO: You can realize that future now... through The RightCycle Program.
SFX:

05



ACTION: We push in quickly on the logo which fills the screen.
VO: This groundbreaking service...
SFX: Whoosh

06



ACTION: Having flown through, a grouping of apparel, gloves and eyewear take center stage.
VO: ... turns used protective apparel, thin mil nitrile gloves, and safety glasses...

07



ACTION: The PPE morphs into flowerpots, shelving and garden furniture.
VO: ... into new consumer goods.

08



ACTION: The words "Four Step Process" grow up out of the flowerpot and fill the screen, eclipsing the items.
VO: It's a simple, four-step process that starts with Kimberly-Clark Professional PPE.

09

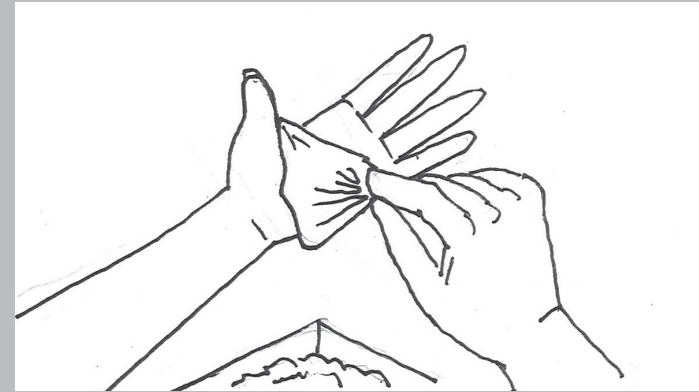


ACTION: We fly through the "p" in Step, past the words STEP ONE: COLLECTION,...

VO:

SFX: Whoosh

10

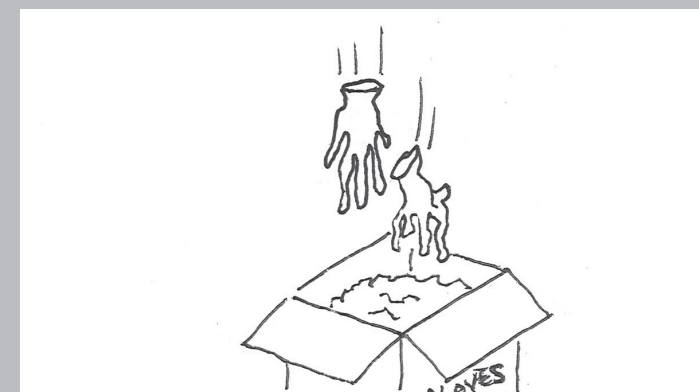


ACTION: ...and zoom in on one hand pulling the glove off another hand...

VO:

SFX: Sound of rubber being stretched

11

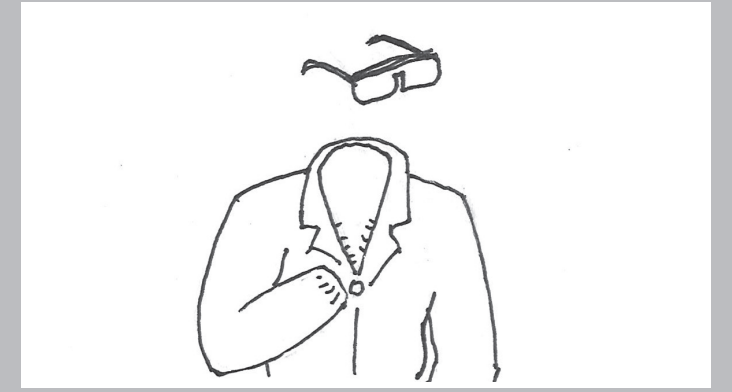


ACTION: ... and dropping the glove into a box marked Gloves.

VO: Collect your used gloves in one bin.

SFX: Plunk

12



ACTION: We pan to the right on a ghost-man wearing apparel and eyewear. The ghost-man unzips his suit and...

VO:

13

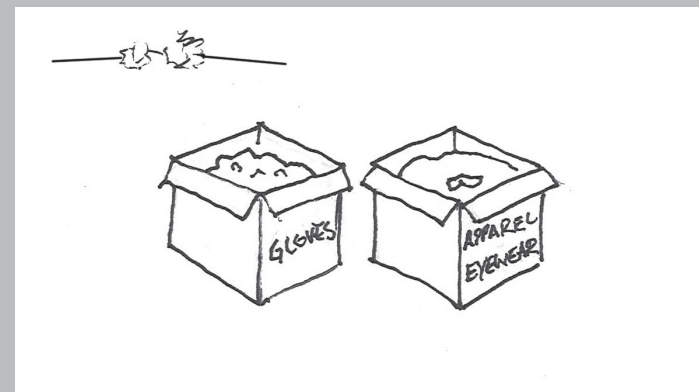


ACTION: ... it tosses itself into another box labeled Apparel. The eyewear follows.

VO: Apparel and safety glasses in another.

SFX: Plunk

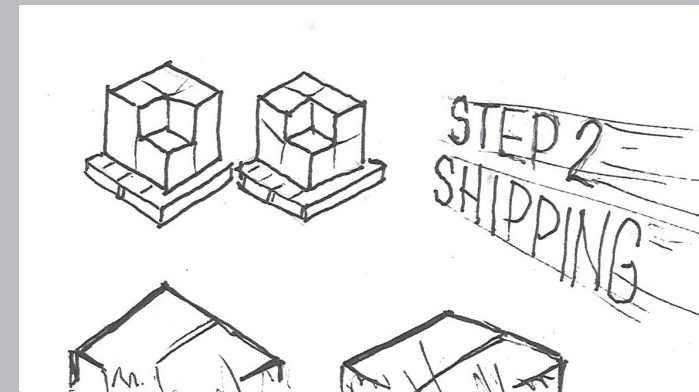
14



ACTION: We pull back to show both boxes side-by-side. Behind them, at a distance and out of focus, are 2 pallets with boxes stacked on them.

VO:

15

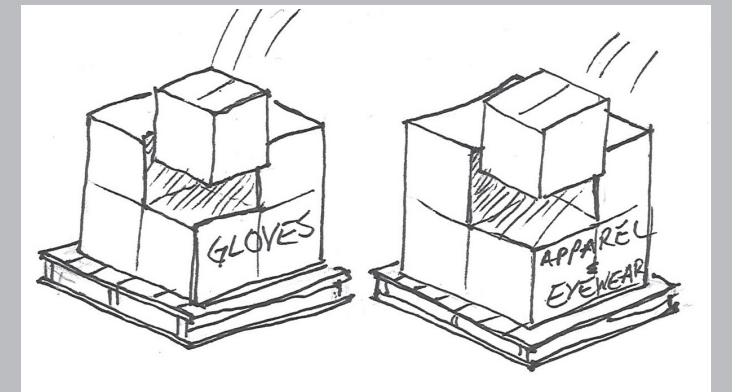


ACTION: The 2 bins of Gloves and Apparel which we just filled lift up and fly backwards, past the word STEP TWO: SHIPPING, to the pallets which come into focus as we get near.

VO: Once you've collected enough to fill a standard pallet, you're ready for Step 2.

SFX: Whoosh

16

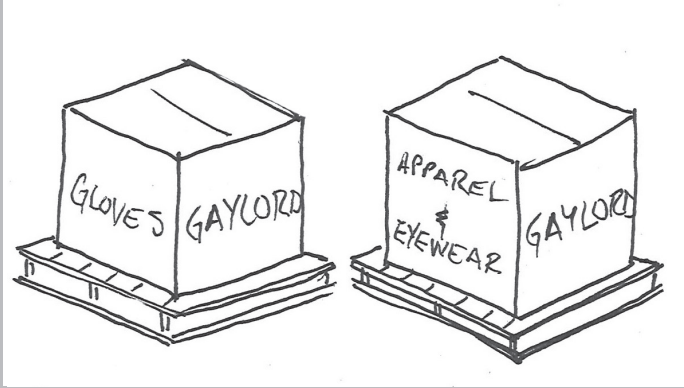


ACTION: The bins drop right into place on each pallet completing a cube-shaped stack of boxes. Each pallet is filled, one pallets labeled GLOVES and the other marked APPAREL & EYEWEAR.

VO:

SFX: Plunk

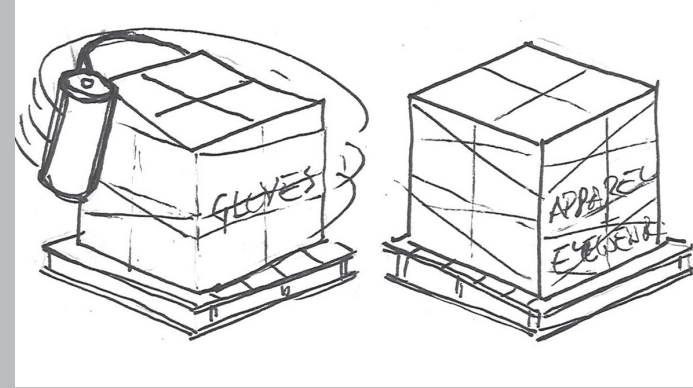
17



ACTION: The pallets, which are loaded with multiple boxes, morph into one large Gaylord box, and then morph back to multiple boxes.

VO: You can use one Gaylord box per pallet. Or fill it with multiple smaller boxes.

18

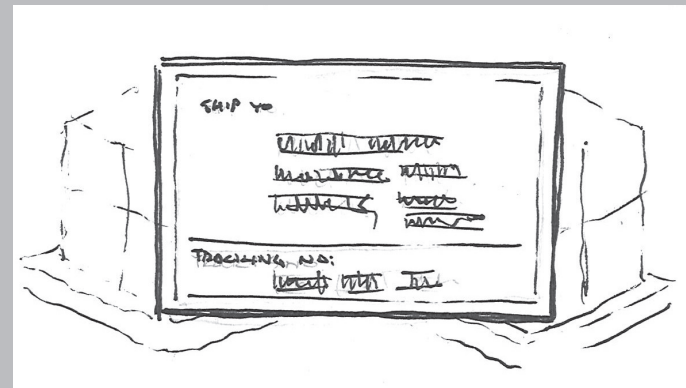


ACTION: A roll of shrink wrap appears to fly around each of the pallets and quickly wrap them.

VO: Just be sure to put gloves on one pallet, and apparel and safety glasses on another, to better facilitate the sorting process.

SFX: Sound of seran wrap coming off the roll

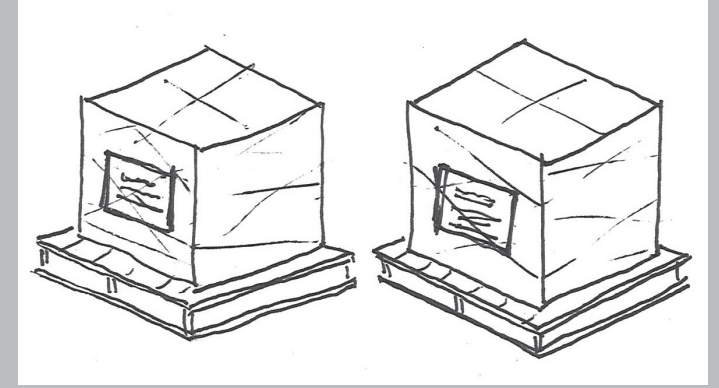
19



ACTION: Pallets fade slightly and blur as a shipping label superimposes over them. The label holds on screen for a moment...

VO: Each pallet must be shrink-wrapped... with a shipping label and unique tracking number.

20

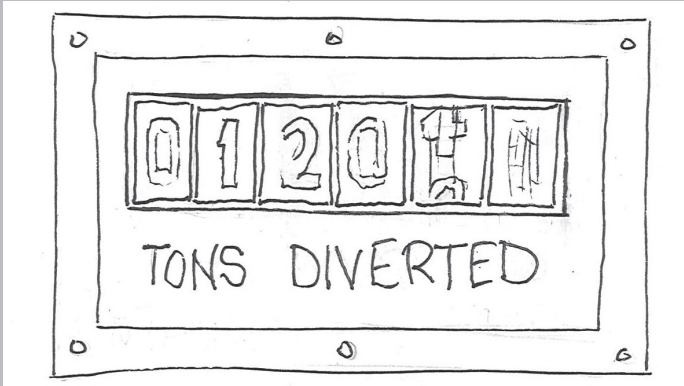


ACTION: ...and then splits into 2 labels and flies back toward the pallets, affixes themselves to the sides of each pallet.

VO: ...with a shipping label and unique tracking number.

SFX: Plunk

21

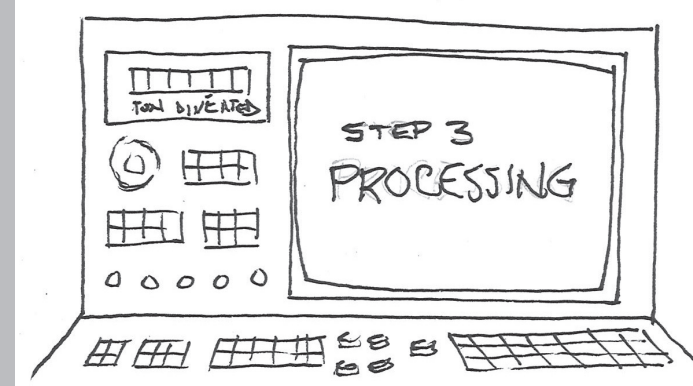


ACTION: A digital counter labeled TONS DIVERTED zooms onto the screen, the numbers increasing rapidly.

VO: This enables us to record how much waste you're diverting.

SFX: Ticking sound

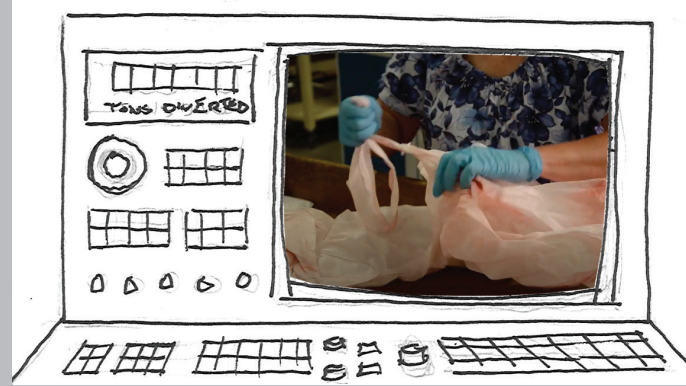
22



ACTION: We pull back from the meter which reveals that it is part of a larger control panel that includes a video monitor with the word STEP THREE: PROCESSING on it.

VO: In Step 3 zippers, cuffs or nose piece wires are removed from your used PPE.

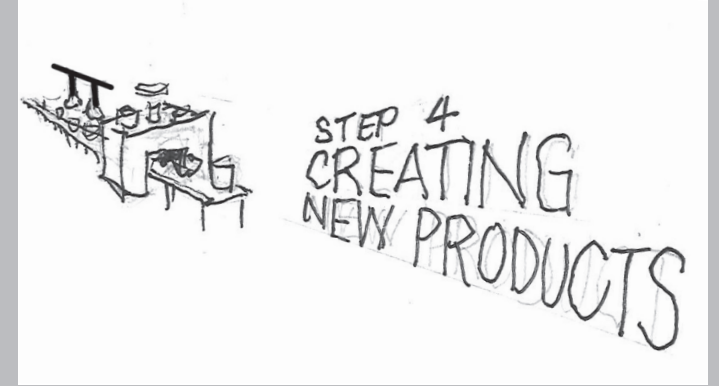
23



ACTION: Following the message b-roll of actual footage of workers removing zippers fills the monitor for a few seconds.

VO: For this, we're proud to partner with disadvantaged workers and community-based groups that provide jobs for people with disabilities.

24

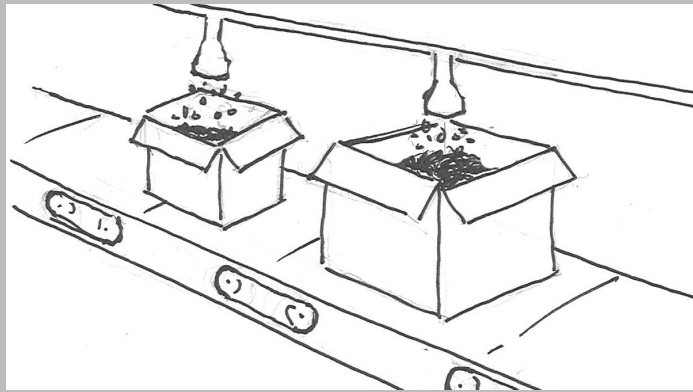


ACTION: We fly through the b-roll footage, past the words STEP FOUR: CREATING NEW PRODUCTS, to a conveyor belt.

VO: Finally, it's off to our domestic recycling partners...

SFX: Whoosh

25

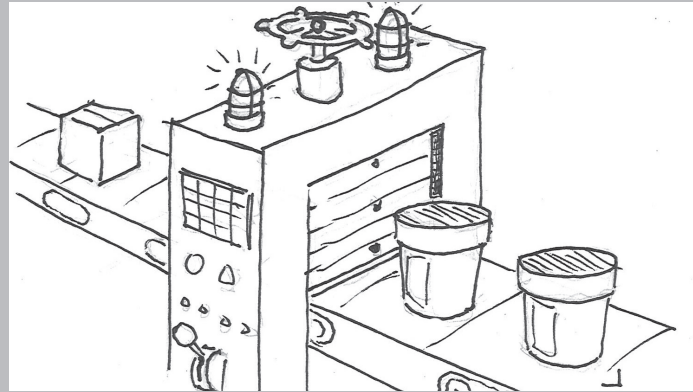


ACTION: The belt is moving with boxes on it. At a certain point the conveyor stops, and 2 nozzles above them quickly fill the boxes to the top with purple pellets.

VO: for conversion into pellets that are molded into useful new products.

SFX: Sound of pellets filling box

26

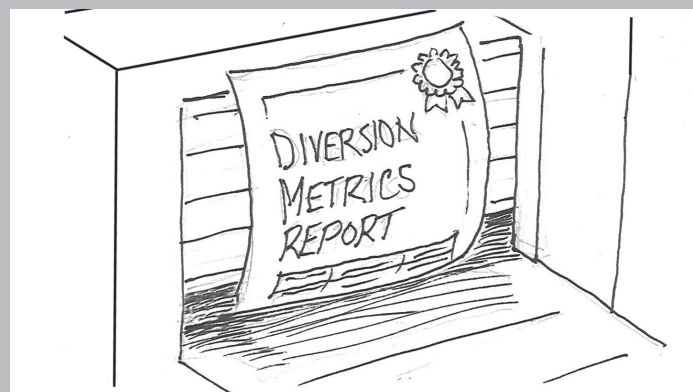


ACTION: Farther down the conveyor line the full boxes of pellets pass through a contraption. They enter the contraption as boxes, but come out the other side as flowerpots.

VO:

SFX: Sound of door to contraption opening and closing

27



ACTION: We zoom in quickly to an extreme closeup on the trap door of the contraption. It closes and then opens halfway and an official document with the words DIVERSION METRICS REPORT easily readable comes out.

VO: We provide reports on your waste diversion metrics.

28



ACTION: The report document turns like a page to a calendar page showing the month of April. A trophy (the Green-O-Vation trophy) slides onto the calendar page and confetti falls onto it from off-screen above.

VO: And every April, we recognize customers for reducing their environmental impact.

SFX: Whoosh

29



ACTION: We pull back to reveal that our award was all a part of the imagination bubble of our cartoon lady.

VO: But the most important reward...

30



ACTION: The trophy pops out of the imagination bubble, which evaporates, and...

VO: ...is knowing you're taking action...

SFX: Sound of thought bubble popping

31



ACTION: ... drops into the arms of our cartoon lady who smiles broadly.

VO: ...by realizing a different future for your waste stream...

32



ACTION: Cut the the RightCycle logo, followed by the url.

VO: ...through The RightCycle Program.

SFX: Music climbs and then fades