**CITEC - Vídeo corporativo**

**Guión Literario +**

**Propuesta de estructuración del proyecto y contenido audiovisual**

**PARTE 0 - INTRODUCCIÓN**

| **Voiceover** | CITEC, driving water |
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| **Images** | Animación en pantalla completa Logo CITEC |
| **Titles/Subtitles** | Logo + Driving Water |

**PARTE 1 - PRESENTACIÓN DE CITEC**

| **Voiceover** | We are CITEC Group. An industrial group of companies with worldwide projection, presence and distribution almost all over the world, involved in R+D+I investment and the manufacturing of high level technologic products.  Citec creates, develops, manufactures and sells technologically advanced solutions for the control and distribution of fluids in sanitary faucets, heating and plumbing industries, always in an environmentally friendly way. |
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| **Images** | * Imágenes dron exteriores empresa en China. * Sala de reuniones vídeo original (vídeo de 00:20 a 00:50) * Imágenes generales de las instalaciones Citec Bcn - Citec China. |
| **Titles/Subtitles** | CITEC DRIVES TECHNOLOGY (“driving water”) |

| **Voiceover** | Our figures are our best guarantee: *(nuestras cifras nos avalan)*   * We have a presence in more than 40 countries. * A manufacturing plant of 28.000 sq. m. * 2 production plants and 2 R+D+I centres, in Europe and Asia * A human staff that exceeds 250 people. * Over 20 million components produced per year * More than 30 patents and utility models |
| --- | --- |
| **Images** | * Imágenes de recurso de las instalaciones y equipo de Citec, con infografías superpuestas que cuantifican las anteriores viñetas. * Imágenes del proceso de fabricación, trabajo manual y automático (vídeo empresa en China). |
| **Titles/Subtitles** | CITEC DRIVES QUALITY (“driving water”) |

**PARTE 2 - INNOVATION - PRODUCTS**

| **Voiceover** | Innovation is one of our banners. Ongoing improvement allows us to be rigorous, effective and agile in the solution finding in our lines of business:  [MIXER CARTRIDGES](http://www.citecgroup.com/en/products/mixer-cartridges/), [HEADWORKS](http://www.citecgroup.com/en/products/headworks/), [THERMOSTATIC](http://www.citecgroup.com/en/products/thermostatic/), [DIVERTER](http://www.citecgroup.com/en/products/diverter/), [ACCESSORIES](http://www.citecgroup.com/en/products/accessories/)  and [SAVING SOLUTIONS](http://www.citecgroup.com/en/products/saving-solutions/)  Citec listens to its customers, understands their needs and provides custom-made solutions according to special requirements. |
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| **Images** | * Slideshow de imágenes de los distintos tipos de productos. * Imágenes del proceso de fabricación (vídeo empresa en China) * OEM Products (fotografías) * Productos nuevos * Imágenes reunión con cliente |
| **Titles/Subtitles** | CITEC DRIVES INNOVATION (“driving water”) |

**PARTE 3 - KNOW OUR ROW MATERIALS**

| **Voiceover** | An accurate selection of our raw materials guarantees a cartridge’s lifetime above current standards.  **Ceramic discs** High precision ceramic discs with long wear resistance and accurate roughness.  **Plastics** Advanced engineering plastics with an amorphous molecular structure to provide excellent heat and acid resistance. Optimal to ensure cartridge strength and dimensional stability.  **Resins** Polyacetal POM resin guarantees excellent endurance, friction, abrasion and wear-resistance to extend cartridge’s life-time. |
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| **Images** | * Primeros planos del proceso de fabricación. * Primeros planos de cartuchos, almacén, etc. |
| **Titles/Subtitles** | CITEC DRIVES EFFICIENCY (“driving water”) |

**PARTE 4 - ENVIRONMENTALLY RESPECTFUL**

| **Voiceover** | Citec produces advanced technological solutions for the fluid transport sector in an environmentally respectful way, developing optional functions to save energy, water, raw material and reduce noises:  **Energy saving:**   * Temperature limiter * Cold opening in a central position   **Water Saving:**   * Flow limiter with a “Two Steps” opening   **Noise avoiding:**   * Built-in noise reducer system   **Brass saving:**   * Weight reducer |
| --- | --- |
| **Images** | * Fotografías Super base ECO * Cartuchos de apertura en frío – video animación (?) |
| **Titles/Subtitles** | CITEC DRIVES SUSTAINABILITY |

**PARTE 5 - Cierre**

| **Voiceover** | CITEC, driving water |
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| **Images** | Animación en pantalla completa Logo CITEC |
| **Titles/Subtitles** | Logo + Driving Water + We grow together |

OTROS RECURSOS:

* Imágenes del taller de moldes - Mecanizado de piezas (vídeo de 2:14 a 2:35).
* Taller de mecanizado de barra CNC (vídeo de 2:54 a 3:50 aprox.).
* Montaje manual y máquina automática de montaje (vídeo de 4:04 a 4:40 aprox.)
* Mirando cerámica con pantallas de luz (vídeo de xxx a xx).