Rhinoworks Main Corporate Video

"THIS IS RHINOWORKS"

Approx. 2–3 minutes

This is the **flagship Rhinoworks corporate film**.

The video should introduce TMS – Rhinoworks as a **professional manufacturing and fabrication business**, showing not only the machinery, but the people, processes, capabilities, working environment and finished results.

The tone should be **industrial, professional, confident and visually strong**.

The film should answer one central question:

> **"WHAT IS RHINOWORKS CAPABLE OF DELIVERING?"**

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING — THIS IS RHINOWORKS

VISUAL DIRECTION

Open with strong cinematic shots of the Rhinoworks premises. Show:

- Exterior of the building
- Rhinoworks branding/signage
- Workshop doors opening
- Wide workshop shot
- Machinery powering up
- Close-ups of machinery details
- Sparks/cutting where appropriate
- Material being handled
- Team members preparing for work

Use a combination of **wide establishing shots, close-ups and moving shots** to immediately create a sense of scale and activity.

ON-SCREEN TEXT

> **THIS IS RHINOWORKS**
> **TMS – RHINOWORKS**
> **PRECISION. CAPABILITY. MANUFACTURING.**

VOICE OVER

> *Behind every component, structure and finished product is a requirement that needs to be understood, measured and manufactured correctly. This is TMS – Rhinoworks. A manufacturing and fabrication business focused on turning customer requirements into practical, precision-made solutions.*

THE BUSINESS

VISUAL DIRECTION

Move through the office and workshop. Show:

- Team interaction
- Staff preparing drawings/orders
- Customer/project documentation
- Workshop activity
- Materials being prepared
- Staff operating machinery

Avoid making this section a simple introduction of individual employees. The focus should remain on **the business and what the team enables Rhinoworks to deliver.**

ON-SCREEN TEXT

> **BUILT AROUND MANUFACTURING**
> **DESIGN → CUTTING → FORMING → FABRICATION → FINISHING**

VOICE OVER

> *Rhinoworks brings together people, equipment and manufacturing processes to support projects ranging from individual components to larger fabricated solutions.*

THE WORKSHOP

VISUAL DIRECTION

Show the workshop as an active manufacturing environment. Capture:

- Wide workshop shots
- Material storage
- Material movement
- Machines operating
- Operators working
- Measuring
- Inspection
- Cutting
- Bending
- Rolling
- Fabrication

Use natural workshop sounds underneath the music where possible.

ON-SCREEN TEXT

> **OUR WORKSHOP**
> **EQUIPPED TO MANUFACTURE**

VOICE OVER

> *Our workshop is where customer specifications become physical products. From the first cut to forming, fabrication and finishing, each stage contributes to the final result.*

CNC ROUTING

VISUAL DIRECTION

Show the CNC router in operation. Capture:

- Machine overview
- Material being positioned
- Cutting head
- Cutting process
- Operator monitoring the machine
- Finished components

ON-SCREEN TEXT

> **CNC ROUTING**
> **PRECISION CUT COMPONENTS**

VOICE OVER

> *Our CNC routing capability allows us to produce accurately cut components for a range of applications and project requirements.*

LASER CUTTING

VISUAL DIRECTION

Transition between CO_2 and fibre laser equipment. Show:

- Machine exterior
- Material loading
- Cutting process
- Close-up of cutting
- Finished pieces
- Detail shots of cut edges/components

ON-SCREEN TEXT

> **CO_2 LASER CUTTING**
> **FIBRE LASER CUTTING**

VOICE OVER

> *Our laser cutting capabilities allow us to process different materials and requirements with precision, repeatability and efficiency.*

FORMING & BENDING

VISUAL DIRECTION

Show the CNC press brake. Capture:

- Sheet/plate positioning
- Machine operation
- Bending process
- Close-up of the finished angle
- Operator measuring/checking the component

ON-SCREEN TEXT

> **CNC PRESS BRAKE**
> **ACCURATE FORMING & BENDING**

VOICE OVER

> *Where a project requires more than cutting, our CNC press brake allows material to be accurately formed and bent to specification.*

PLATE ROLLING

VISUAL DIRECTION

Show material entering the plate rolling machine. Capture:

- Material positioning
- Rolling process
- Machine controls
- Curved material emerging
- Finished rolled component

ON-SCREEN TEXT

> **PLATE ROLLING**
> **FORMING CURVED COMPONENTS**

VOICE OVER

> *Our plate rolling capability extends what we can manufacture, allowing us to produce curved and formed components for specialised applications.*

FROM RAW MATERIAL TO FINISHED PRODUCT

VISUAL DIRECTION

This should be one of the strongest sequences in the film.

Create a visual progression:

> **RAW MATERIAL → CUTTING → FORMING → FABRICATION → INSPECTION → FINISHED PRODUCT**

Use fast but controlled cuts.

Show several different completed products to demonstrate the range of work.

ON-SCREEN TEXT

> **FROM MATERIAL**
> **TO MANUFACTURED PRODUCT**

VOICE OVER

> *But the machines are only part of the process. What matters is how those capabilities come together to produce something that meets the customer's requirement.*

QUALITY CONTROL

VISUAL DIRECTION

Show:

- Measuring equipment
- Dimensions being checked
- Operator inspection
- Finished edges
- Angles
- Components being compared against drawings/specifications

ON-SCREEN TEXT

> **MEASURED. CHECKED. INSPECTED.**

VOICE OVER

> *Quality is built into the manufacturing process through measurement, inspection and attention to the finished product.*

COMPLETED PROJECTS

VISUAL DIRECTION

Use a montage of the strongest completed Rhinoworks projects.

Where possible, show the **actual finished installation or customer application**, rather than only products sitting inside the workshop.

Show different categories to demonstrate range.

ON-SCREEN TEXT

> **WHAT WE MANUFACTURE**
> **BUILT FOR THE APPLICATION**

VOICE OVER

> *From custom components and enclosures to screens, fabricated products and specialised solutions, our work is driven by the application it needs to serve.*

THE PEOPLE BEHIND THE WORK

VISUAL DIRECTION

Show the Rhinoworks team naturally working together. Capture:

- Operators
- Management
- Team discussions
- Measuring
- Planning
- Machine operation
- Inspection
- Finished-product handling

Avoid overly staged corporate poses.

ON-SCREEN TEXT

> **PEOPLE. EXPERIENCE. CAPABILITY.**

VOICE OVER

> *Behind every project is a team that understands that manufacturing is about more than operating equipment. It is about understanding the requirement and delivering the right result.*

CLOSING — RHINOWORKS

VISUAL DIRECTION

Build toward the strongest final sequence.

Show:

- Finished products
- Machinery operating
- Team
- Workshop
- Exterior
- Rhinoworks signage

End on a clean exterior or branded shot.

ON-SCREEN TEXT

> **TMS – RHINOWORKS**
> **MANUFACTURING & FABRICATION**
> **CNC ROUTING | LASER CUTTING | BENDING | ROLLING | FABRICATION**
> **GET IN TOUCH**
> **Phone | WhatsApp | Email | Website**

VOICE OVER

> *Whatever the requirement, Rhinoworks brings together the people, equipment and manufacturing capabilities to turn your specification into a finished product. TMS – Rhinoworks. Built to make it happen.*

PART 2 — INTERVIEW QUESTIONS

The interviews should **support the visual story**, not repeat what viewers can already see.

The strongest responses should be short, conversational and specific.

MANAGEMENT / BUSINESS REPRESENTATIVE

1. *What is TMS – Rhinoworks, and what does the business specialise in?*
2. *What types of customers and projects do you typically work with?*
3. *What made you establish or build Rhinoworks around these particular manufacturing capabilities?*
4. *When a customer approaches Rhinoworks with a requirement, how do you take that requirement from an idea or specification through to a finished product?*
5. *What capabilities do you currently have under one roof?*
6. *What types of projects are you particularly equipped to handle?*
7. *What do you believe customers need from a manufacturing partner beyond simply having access to machinery?*
8. *How important is accuracy and quality control in the work you produce?*
9. *What would you like a new customer to understand about Rhinoworks before they approach you?*
10. *Why should a customer consider Rhinoworks for their next manufacturing or fabrication requirement? — Closing*

WORKSHOP / TECHNICAL REPRESENTATIVE

1. *Take us through what happens when a project enters the workshop.*
2. *What are some of the most important things you look at before production begins?*
3. *What does each of these machines allow Rhinoworks to do?*
4. *How do you ensure that the finished component matches the customer's requirements?*
5. *What is the difference between simply cutting a piece of material and producing a properly finished component?*
6. *What types of projects allow you to make the most of Rhinoworks' manufacturing capabilities?*

KEY INTERVIEW DIRECTION

The interviewees should **not be asked to memorise the voice-over**.

Their answers should provide authentic material that can be edited throughout the film.

For example, a management statement about **“turning customer requirements into finished products”** can play over footage of:

> **CUSTOMER REQUIREMENT → MATERIAL → MACHINE → OPERATOR → INSPECTION → FINISHED PRODUCT**

This will make the corporate film feel like a **professional manufacturing story**, rather than a collection of interviews and machine shots.