5. Rhinoworks Material Specification Video

"WHAT MATERIAL DO YOU NEED?"

Approx. 60–90 seconds

This should be a **practical, educational and sales-focused video** that helps potential customers understand what information Rhinoworks needs when requesting a cutting or fabrication quote.

The objective is not to turn the video into a technical lecture. It should make it easier for a customer to approach Rhinoworks with a clear requirement — even if they are **not technically experienced**.

The video should answer:

> **"WHAT DO I NEED TO TELL RHINOWORKS WHEN I WANT SOMETHING MANUFACTURED?"**

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

OPENING — START WITH THE CUSTOMER'S QUESTION

VISUAL DIRECTION

Open with several different sheets/plates/materials in the Rhinoworks workshop. Show:

- Material stacks
- Different material types
- Thicknesses
- Measuring equipment
- Material being moved into position

Then cut to a customer drawing or project specification.

ON-SCREEN TEXT

> **WHAT MATERIAL DO YOU NEED?**
> **LET'S START WITH THE SPECIFICATION**

VOICE OVER

> *Need something cut, bent, rolled or fabricated? One of the first things we need to know is what material your project requires.*

MATERIAL TYPE

VISUAL DIRECTION

Show clearly identifiable examples of the materials Rhinoworks commonly works with. Where appropriate, show:

- Mild steel
- Stainless steel
- Aluminium

- Other commonly processed materials

Use clean close-up shots and material labels.

ON-SCREEN TEXT

1. MATERIAL TYPE
MILD STEEL
STAINLESS STEEL
ALUMINIUM

VOICE OVER

Start with the material. For example, mild steel, stainless steel or aluminium. If you're not sure which material is appropriate, tell us what the component needs to do and where it will be used. We can help determine the appropriate manufacturing requirement.

MATERIAL THICKNESS

VISUAL DIRECTION

Show a thickness gauge, measuring tool or clearly labelled examples of different thicknesses. Show close-up footage of the edge of the material.

ON-SCREEN TEXT

2. THICKNESS
WHAT THICKNESS DO YOU REQUIRE?

VOICE OVER

Next is thickness. The required thickness can affect the cutting, bending and fabrication process, so this is important when preparing your specification or requesting a quotation.

SIZE & DIMENSIONS

VISUAL DIRECTION

Show a sheet being measured. Then show a technical drawing with dimensions highlighted.

ON-SCREEN TEXT

3. SIZE & DIMENSIONS
LENGTH | WIDTH | DIAMETER | HEIGHT

VOICE OVER

We also need to know the required dimensions. Depending on the project, this could include length, width, height, diameter or other specific measurements.

WHAT NEEDS TO BE MANUFACTURED?

VISUAL DIRECTION

Show examples of:

- Flat components

- Cut panels
- Brackets
- Enclosures
- Screens
- Bent components
- Rolled components

Move from a drawing/design to the physical finished component.

ON-SCREEN TEXT

> **4. WHAT ARE YOU MAKING?**
> **CUT? BENT? ROLLED? FABRICATED?**

VOICE OVER

> *Tell us what you're actually trying to manufacture. Does the material need to be cut, bent, rolled, fabricated or combined through several processes?*

DRAWINGS & FILES

VISUAL DIRECTION

Show a customer drawing on screen or computer. Show examples of technical drawings/CAD files where available. Then show the corresponding manufactured component.

ON-SCREEN TEXT

> **5. DO YOU HAVE A DRAWING?**
> **CAD | TECHNICAL DRAWING | DIMENSIONS | SAMPLE**

VOICE OVER

> *If you have a drawing or CAD file, provide it with your enquiry. If you don't have a technical drawing, don't let that stop you from contacting us. Explain what you need, provide the available dimensions and, where possible, show us a sample, photograph or reference.*

QUANTITY

VISUAL DIRECTION

Show one finished component followed by multiple identical components.

ON-SCREEN TEXT

> **6. HOW MANY DO YOU NEED?**
> **QUANTITY MATTERS**

VOICE OVER

> *Let us know how many pieces you require. Whether you need one custom component or a larger quantity, the required volume forms part of the manufacturing requirement.*

FINISHING & FINAL APPLICATION

VISUAL DIRECTION

Show finished components and different potential finishing/application stages. Where relevant, show:

- Raw finished metal
- Fabricated component
- Painted/coated example
- Installed product

ON-SCREEN TEXT

> **7. WHERE WILL IT BE USED?**
> **APPLICATION & FINISH**

VOICE OVER

> *Finally, tell us where and how the product will be used. The application can influence the material, thickness, manufacturing process and finishing requirements.*

IF YOU ARE NOT SURE — CONTACT US

VISUAL DIRECTION

Show a customer speaking with a Rhinoworks representative. Then show the team reviewing a drawing/project.

ON-SCREEN TEXT

> **NOT SURE WHAT TO SPECIFY?**
> **TALK TO RHINOWORKS**

VOICE OVER

> *And if you're not sure about the material, thickness or manufacturing process, that's okay. Give us the information you have, explain what you're trying to achieve, and our team can assess the requirement with you.*

CLOSING

VISUAL DIRECTION

End with strong shots of Rhinoworks machinery, finished products and workshop activity. Finish on Rhinoworks branding.

ON-SCREEN TEXT

> **HAVE A PROJECT IN MIND?**
> **SEND US YOUR REQUIREMENT**
> **TMS – RHINOWORKS**
> **Phone | WhatsApp | Email | Website**

VOICE OVER

> *Have a project in mind? Send Rhinoworks your requirement, drawing or dimensions and let's look at what can be manufactured.*

PART 2 — INTERVIEW QUESTIONS

This video should use **one knowledgeable Rhinoworks representative** rather than multiple interviewees.

The answers should be short and conversational, with the manufacturing footage carrying most of the visual explanation.

GENERAL

1. *When a customer contacts Rhinoworks for a quote, what information is most useful for you to receive?*

MATERIAL

2. *What are some of the common materials customers approach Rhinoworks with?*
3. *If a customer doesn't know which material they need, what information should they provide so that you can help them?*

THICKNESS & DIMENSIONS

4. *Why is material thickness important when quoting or planning a manufacturing job?*
5. *What dimensions do customers need to provide?*

DRAWINGS

6. *What type of drawings or files can a customer provide?*
7. *What should someone do if they don't have a technical drawing or CAD file?*

QUANTITY

8. *Why is it important for customers to tell you how many pieces they need?*

APPLICATION

9. *Why is it important for Rhinoworks to understand what the finished product will actually be used for?*

CLOSING

10. *What would you say to someone who has a project in mind but doesn't know exactly how to specify it?*

OPTIONAL ON-SCREEN CUSTOMER CHECKLIST

A particularly useful final frame could summarise the information customers should send when requesting a quotation:

> **FOR A FASTER QUOTE, SEND:**
>
> ✓ **Material**
> ✓ **Thickness**
> ✓ **Dimensions**
> ✓ **Quantity**
> ✓ **Drawing / CAD file**
> ✓ **Finish**
> ✓ **Application**
> ✓ **Delivery / collection requirement**
>
> **NOT SURE?**
>
> **SEND US WHAT YOU HAVE.**
> **WE'LL HELP YOU WORK THROUGH THE REQUIREMENT.**

This final checklist can also be repurposed as a **static graphic for WhatsApp, email campaigns and the Rhinoworks website**, giving the video an additional sales function.