

1. What is your name, company name, and position in the company?
2. What is the location (City, State); and size of your company?
3. Tell us about the history of your company, how and when it was founded, family business, number of locations, how you got into large format printing, etc.
4. What does your company do and specialize in? Wide Format, Screenprinting, etc.?
5. Have you always used UltraBoard products?
 - a) What were issues you experienced with similar materials you used in the past (cannot mention brand names), before making the switch to UltraBoard? Can also compare why styrene better than wood facers, etc.
6. What is important to you when shopping for a quality substrate?
7. When, where, or how did you first hear about UltraBoard?
8. Why did you end up choosing UltraBoard?
9. How does the company's customers benefit using UltraBoard?
10. What improvements have you noticed in your production by using UltraBoard?
11. What UltraBoard products do/have you used?
12. What are the different uses or applications that you have found for UltraBoard like menus, signs, routed letters, prototypes, boat furniture, etc?
13. What is important to you, as the business owner, for your customers?
14. How has UltraBoard increased quality, productivity, consistency, reduce costs, etc.?
15. What has experience in ongoing support and ordering with UltraBoard been like? Have we taken care of you?
16. What has been good about your experience with re-orders and the availability of UltraBoard stock from your local distributors?

Shots:

Location shot of business exterior with and without the owner.

Overview shot of production area.

Shots of operators running jobs on UltraBoard

Team shots of group of staff

Testimonial Video Examples:

Bad

<https://www.youtube.com/watch?v=WA4ydyjj1N4>

Ok

<https://www.youtube.com/watch?v=ErYmRIEa8qI>

<https://www.youtube.com/watch?v=1bFYyE8YRss>

Good

<https://www.youtube.com/watch?v=Uf8rcNywbhg>

<https://www.youtube.com/watch?v=u1QC35rriSo>

<https://www.youtube.com/watch?v=MTTxDJYZ44>