

VIDEO	AUDIO
<p data-bbox="131 289 607 380">Intro. Grace logo comes in with "Enriching Lives, Everywhere" tagline.</p> <p data-bbox="131 457 610 516">Historical imagery -- the roots of Grace.</p> <p data-bbox="131 772 644 863">Grace today -- large-scale, big picture. Grace properties.</p> <p data-bbox="131 972 646 1062">Move in to make it personal -- the Grace team in their work environment.</p> <p data-bbox="131 1115 686 1268">Products and people using them -- the everyday presence and impact of Grace. Specific shots matched to the three V.O. segments.</p>	<p data-bbox="760 289 862 317"><u>MUSIC</u></p> <p data-bbox="760 457 1414 548"><u>VOICEOVER:</u> Grace began its journey in Peru in 1854.</p> <p data-bbox="760 583 1433 737">It's a journey that has taken us around the globe, from the steamship service we started in New York in 1890 to the opening of our Dubai regional office in 2008.</p> <p data-bbox="760 772 1490 926"><u>VOICEOVER:</u> Today we're one of the world's leading specialty chemical and materials companies, with offices in over forty countries.</p> <p data-bbox="760 972 1451 1062"><u>VOICEOVER:</u> And every day, we're working hard to make the world a better place.</p> <p data-bbox="760 1115 1390 1173"><u>VOICEOVER:</u> Grace products are all around us.</p> <p data-bbox="760 1209 1490 1331">Ranging from our silica-based products in toothpaste, paint, and rubber compounds, used to make these products better...</p> <p data-bbox="760 1367 1433 1488">...to our packaging products, used in billions of food and beverage containers each year to ensure food safety...</p> <p data-bbox="760 1524 1373 1614">...to our catalysts, used by oil companies to lower vehicle fuel emissions...</p> <p data-bbox="760 1650 1373 1772">...and to our specialty building materials, used to help make buildings and bridges safer and more efficient.</p>

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<p>Customer relations -- a handshake, a smile. People coming together.</p> <p>High-level decision making -- people in management positions at Grace are thoughtful and dedicated. They're working to back up the commitment referenced by the V.O.</p> <p>Back out to the big picture -- impressive, diverse representations of Grace's positive impact on the world. Beauty of Grace in action.</p> <p>Lab work, research -- complexity and commitment. Grace team members working diligently on their projects.</p> <p>Visual themes from above continue.</p> <p>Safety, responsibility, and stewardship -- show Grace doing things the right way. Charitable projects, community service work, etc.</p>	<p><u>VOICEOVER:</u> We're a trusted partner for thousands of customers who count on us to add value and make the things they use better.</p> <p>Our customers are our first priority, and we take their trust seriously.</p> <p><u>VOICEOVER:</u> They are the reason for our constant investment in research, development, and talent.</p> <p>They are why we never stop seeking safer, more efficient, more responsible ways to get the job done.</p> <p><u>VOICEOVER:</u> Through it all, we're motivated by one goal above all else: enriching lives, everywhere.</p> <p><u>VOICEOVER:</u> Our quest for innovation is a relentless pursuit of the next great breakthrough.</p> <p><u>VOICEOVER:</u> It's a belief in progress, a never-ending sense that what we did well yesterday we can do better today, and perfect (<i>pur-FECT</i>) tomorrow.</p> <p><u>VOICEOVER:</u> Our global presence has taught us the value of perspective. We maintain a steadfast commitment to stewardship, both of our people and of the world around us.</p>

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<p>Return to Grace employees at work. Diversity is key.</p> <p>Back to big picture, continuing to showcase global reach and diversity.</p> <p>Transition to Fred Festa.</p> <p>Transition back to the Grace logo and tagline, bookending the beginning.</p>	<p><u>VOICEOVER:</u> We're proud of where we've been, and we're proud of the thousands of hard-working Grace employees across the globe.</p> <p><u>VOICEOVER:</u> It's because of them that we reserve our greatest passion not for yesterday and today, but for tomorrow.</p> <p><u>FRED FESTA:</u> Lorem ipsum dolor sit amet, consectetur adipiscing elit. In in odio odio. Phasellus tempor viverra quam nec pellentesque. Nam placerat bibendum lacus, eu fringilla mi viverra vel. Nulla facilisi. Nullam a odio arcu, vel rutrum nisi. In ornare, sem quis vehicula volutpat, quam purus tempor libero, eu suscipit eros orci non tellus. Ut eu urna in dolor euismod elementum sed a urna. Phasellus porttitor dui.</p> <p><u>VOICEOVER:</u> Grace today, Grace tomorrow. We are: Enriching lives, everywhere.</p>