

Ecowater Script, “The Family Reunion”

This documentary-style video will contain several recurring elements to tie everything together; Each of the four major sections, Places, Programs, Products and People will be introduced with a heading graphic. Stark white text on black will present appropriate quotations for sub-categories – while the quote is up, audio will illustrate the section with the sounds of a large family gathering, then segue into background music and a narrator who will give a brief synopsis of the images that follow. These images will be further explained by “pop-up” text boxes that comment on, or name the people and places shown.

Fade up, with simple white text on a black screen that reads, “The Family Reunion”. We hear the sounds of car doors slamming and lots of people greeting each other, then someone says, “Welcome home”, and music begins.

The Ecowater logo appears, faded slightly on a textured background to give it a softer, more nostalgic look. Behind the logo, video file footage of Ecowater people and products can be seen in a half-dissolve.

The Ecowater family tree comes up on the screen, with the Lindsay portion highlighted first. As the narrator goes through the brief history, each relevant portion of the tree is also highlighted.

Narrator: Seventy-five years ago, Lynn G. Lindsay received his first of many patents in water conditioning and the Ecowater family tree began. After World War II, the Lindsay company weathered the ups and downs of business and continued to grow through the years. With the purchase of the Water Refining Company in 1983, Lindsay, now a division of Ecodyne, added two new brands of water conditioning products, Miracle Water and Servisoft. Finally, in 1988, all three brands were united under a new corporate name... Ecowater Systems. The transition became complete with the introduction of one Ecowater product line.

The tree now shows the Ecowater logo in the branches.

Narrator: Let’s take a look at the places, programs, products and people that have been so important to the Ecowater family.

The graphic of the logo is back, with the C.G. “PLACES” on it. Fade to black and this quote in white letters: “Home that our feet may leave, but not our hearts.” – Oliver Wendell Holmes, SR. The audio would be of someone saying, “Come on in...I want to show you what we’ve done to the house.”

Narrator: In 1945, the first Lindsay franchise was born, with James M. Day the first dealer. It was post-war America, and the development of smaller, more efficient residential water softeners coincided with the boom in housing during the late 1940’s and 1950’s. Lynn Lindsay and his sons manufactured their product in a plant in St. Paul. The company soon outgrew that East 7th Street location, and in 1955, moved to a new manufacturing facility on Marshal Avenue. Continued expansion led the company to break ground in 1968 for the current headquarters in Woodbury, Minnesota, which has subsequently seen two expansions since its dedication.

It’s not just the headquarters that are important to Ecowater. Each and every dealership tells the story of our company. And just look at how they’ve changed...

Music comes up and we see a sequence of dealerships from past to present. When known, “Pop-ups” explain what town they are from.

The intro graphic “PROGRAMS and ADVERTISING (smaller text)” appears. Slow fade to black, then this quote: “We grew up founding our dreams on the infinite promise of American advertising.” – Zelda Fitzgerald. The sound of a television can be heard. A little kid says, “Look! This my favorite commercial... what’s yours?”

Narrator: Ecowater’s history can also be traced through the programs and advertising campaigns of yesterday and today. Lindsay, Servisoft and Miracle Water all produced distinctive ads that offer a fascinating timeline of a changing America. Let’s look at some early programs...

This Lindsay flip chart captures the essence of the fifties. (point out the drawing of Lynn Lindsay on the page with a pop-up).

This chart takes the mystery out of water softening technology. (Elliot Ness chart)

Here a more recent program... Hey—nice duck. (Folder with guy in the bath tub)

Advertising is usually our first contact with the consumer; these print ads highlight the different approaches Ecowater has taken to engage the potential buyer.

A montage of ads follow, from older to present day. Be sure to include the Miracle Water and Servisoft ones.

Music changes to “Who’s That Lady?”

Narrator: One of Lindsay’s most long-running and successful campaigns was the “Lindsay Lady” series. In the beginning, it was considered daring to hire women as sales consultants, but the company reasoned that women had always been their primary consumer target – they would respond well to a woman as an advisor in the purchasing decision. Ads encouraged women to call a phone number to get their questions answered and even to be provided with selling points to present to their husbands. This proved to be so popular, the Lindsay Lady began to appear on billboards and even to make live appearances to women’s groups and state fairs.

Her face sometimes changed, but her message remained the same!

A shot of the “Ecowater Squad” comes on.

Narrator: The “Ecowater Squad” program is the most recent. A series of print ads, billboards radio spots and direct mail pieces were available in a co-op advertising program. Even wearables and merchandise have been utilized to bring out Ecowater name recognition.

Now for a different type of program ...Through the years, the trade-show has been a major marketing tool for Ecowater. Take a look at the evolution of our booths...

After the music segues, the graphic of the logo is back, with the C.G. “PRODUCTS” on it. Fade to black and this quote in white letters: “Any sufficiently advanced technology is indistinguishable from magic.” – Arthur C. Clark. The audio would be of a woman saying, “I made it myself... what do you think?”

Narrator: *Ecowater has always been defined by its superior products, and has pioneered a number of industrial firsts, such as automatic controls, leading electronics, high-capacity resin, console units, iron-free systems and rust-proof fiberglass tanks. More recent innovations include electronic monitoring and the EASE program of remote monitoring.*

After the music segues, the graphic of the logo is back, with the C.G. "PEOPLE" on it. Fade to black and this quote in white letters: "Circle of life Quote." Sounds of children laughing. Someone says, "Come on, sit down next to Grandpa." Someone else says, "Hurry up and take the picture!." The sound of a camera clicks. We see an historic group shot of Ecowater (Lindsay) people slowly dissolve into a more recent group shot of dealers.

Narrator: *The people that make up the Ecowater family have changed through the years, but their enthusiasm and dedication haven't. From the founders of Lindsay, Servisoft and Miracle Water, to the present day group of employees and dealer families, Ecowater has been home to people of tremendous talent and heart. The past has held great memories for many of us and the future of Ecowater has never looked brighter!*

The pictures of people that follow once again move from the past to present day, with names of people and comments about the photos seen in pop-ups. The song, Circle of Life, starts the sequence, which transitions into an upbeat, triumphant musical score when the current dealers and their families' photos begin to appear, with the "Family Tree" graphic in the background. End on a zoom into one of the photos as the meeting "Family Reunion" theme graphic dissolves up; the words "Welcome Home!" appear below, then fade to black.