TMS Solutions Capability Videos

The capability videos should be produced as six individual short-form videos, with each video focusing on one specific area of TMS Solutions' work.

Each video should stand on its own and be suitable for:

- Website service pages
- LinkedIn
- WhatsApp
- Email campaigns
- Sales presentations
- Social media
- Client proposals
- Direct prospecting

Recommended length: 45–75 seconds each

Each video follows the same structure:

CAPABILITY → PROCESS → APPLICATION → FINISHED RESULT → CTA

Capability Video 01 — Aluminium Cladding

"Architectural Cladding"

PART 1 — VISUAL DIRECTION, ON-SCREEN TEXT & VOICE OVER

Opening

VISUAL DIRECTION

- Open with the strongest completed cladding project available
- Wide building façade
- Cladding detail
- Panel lines
- Corners
- Finished surfaces
- Close-up architectural details
- Then transition back to the factory

ON-SCREEN TEXT

ALUMINIUM CLADDING
ARCHITECTURAL PROTECTION. DESIGN. FINISH.

VOICE OVER

> *"A building's façade does more than protect the structure. It defines how the building looks, feels and presents itself."*

The Process

VISUAL DIRECTION

- DRAWING → PANEL → CNC → FABRICATION → FINISHED COMPONENT
- Technical drawing
- Aluminium/composite panels
- CNC cutting
- Panel preparation
- Fabrication
- Assembly

ON-SCREEN TEXT

FROM DESIGN
TO MANUFACTURED PANEL

VOICE OVER

> *"At TMS Solutions, architectural cladding is developed from the project requirement through design, precision cutting, fabrication and preparation for installation."*

Installation

VISUAL DIRECTION

- Show installation footage where available
- Then reveal the completed façade

ON-SCREEN TEXT

MANUFACTURED
INSTALLED
COMPLETED

VOICE OVER

> *"The finished panels are then installed to form part of the building's architectural envelope."*

Closing

ON-SCREEN TEXT

ARCHITECTURAL CLADDING
TMS SOLUTIONS
DESIGN | MANUFACTURE | INSTALLATION
Phone | WhatsApp | Email | Website

VOICE OVER

> *"Have a cladding project in mind? Talk to TMS Solutions."*

PART 2 — INTERVIEW QUESTIONS

- 1. What types of cladding projects does TMS Solutions work on?
- 2. What information do you need from a client before developing a cladding solution?
- 3. How does a cladding project move from drawing to manufacturing?
- 4. What role does CNC cutting play in the process?
- 5. What are some of the applications for aluminium cladding?
- 6. What is important when it comes to the finished appearance of a façade?
- 7. What should an architect, developer or contractor consider when planning a cladding project?
- 8. What would you say to someone considering TMS Solutions for their next cladding project?

Capability Video 02 — Architectural Louvres

"Architectural Louvres"

PART 1 — VISUAL DIRECTION, ON-SCREEN TEXT & VOICE OVER

Opening

VISUAL DIRECTION

- Start with an impressive completed louvre installation
- Wide façade
- Louvre screening
- Repeating profiles
- Detail shots
- Light/shadow through the louvres

ON-SCREEN TEXT

ARCHITECTURAL LOUVRES
FORM. FUNCTION. DESIGN.

VOICE OVER

> *"Architectural louvres can transform the appearance of a building while serving practical functions such as screening, ventilation and solar control."*

Manufacturing

VISUAL DIRECTION

- Louvre profiles
- Cutting
- Preparation
- Assembly
- Frames
- Repeated components

ON-SCREEN TEXT

DESIGN
MANUFACTURE
ASSEMBLE

VOICE OVER

> *"Each project begins with the required application and design, followed by the manufacture and assembly of the required components."*

Application

VISUAL DIRECTION

- Show several applications if available
- Building façades
- Plant/equipment screening
- Parking areas
- Ventilation areas
- Architectural screening

ON-SCREEN TEXT

SCREENING
VENTILATION
SUN CONTROL
ARCHITECTURAL DESIGN

VOICE OVER

> *"From screening and ventilation to sun control and architectural detailing, louvres can provide both function and visual definition."*

Closing

ON-SCREEN TEXT

ARCHITECTURAL LOUVRES
TMS SOLUTIONS

VOICE OVER

> *"Looking for an architectural louvre solution? Talk to TMS Solutions."*

PART 2 — INTERVIEW QUESTIONS

- 1. What are architectural louvres and where are they commonly used?
- 2. What are the main reasons clients choose louvres?
- 3. How does TMS Solutions approach the design of a louvre system?
- 4. What information is required before manufacturing?
- 5. What types of buildings can benefit from architectural louvres?
- 6. How do louvres combine functionality with architectural design?
- 7. What are some of the more interesting louvre projects TMS has completed?
- 8. What should someone consider when planning a louvre project?

Capability Video 03 — Feature Walls & Architectural Features

"Make the Building Stand Out"

PART 1 — VISUAL DIRECTION, ON-SCREEN TEXT & VOICE OVER

Opening

VISUAL DIRECTION

- Use the most visually impressive feature-wall or architectural-feature projects
- Building entrance
- Feature wall
- Decorative panels
- Custom shapes
- Branding integration where applicable
- Close-up finishes
- Wide finished shot

ON-SCREEN TEXT

FEATURE WALLS
ARCHITECTURAL FEATURES

VOICE OVER

> *"Some architectural elements are designed to do more than finish a building. They're designed to make it stand out."*

From Concept to Product

VISUAL DIRECTION

- Design
- Drawing
- Material
- CNC cutting
- Fabrication
- Assembly

ON-SCREEN TEXT

CONCEPT → DESIGN → MANUFACTURE

VOICE OVER

> *"TMS Solutions works with project requirements and designs to manufacture customised architectural features for specific spaces and buildings."*

Finished Application

VISUAL DIRECTION

- Installation
- Detail
- Wide building shot
- People walking past/using the space
- Final architectural reveal

ON-SCREEN TEXT

CUSTOM
ARCHITECTURAL
DESIGN

VOICE OVER

> *"From feature walls and entrance elements to custom architectural details, the finished installation becomes part of the identity of the building."*

Closing

ON-SCREEN TEXT

HAVE AN ARCHITECTURAL IDEA?
LET'S BUILD IT.
TMS SOLUTIONS

VOICE OVER

> *"Have an architectural feature in mind? Let's turn the concept into something real."*

PART 2 — INTERVIEW QUESTIONS

- 1. What types of architectural features does TMS Solutions manufacture?
- 2. What makes a feature-wall project different from standard fabrication?
- 3. How does TMS work with a client's design concept?
- 4. What information is needed to develop the project?
- 5. How important are finish and detail on these projects?
- 6. Can TMS manufacture customised shapes and designs?
- 7. What has been one of the most interesting feature projects you've worked on?
- 8. What should an architect or client bring to TMS when they have an idea?

Capability Video 04 — Ceilings, Fascias & Soffits

"The Finishing Details Matter"

PART 1 — VISUAL DIRECTION, ON-SCREEN TEXT & VOICE OVER

Opening

VISUAL DIRECTION

- Show completed architectural applications
- Start with a beautiful ceiling or soffit installation, then move through:
- Ceiling panels
- Perforated panels where applicable
- Fascias
- Soffits
- Edge details
- Finished surfaces

ON-SCREEN TEXT

CEILINGS
FASCIAS
SOFFITS

VOICE OVER

> *"Some of the most important architectural details are the ones that complete the building."*

Manufacturing

VISUAL DIRECTION

- Material
- CNC cutting
- Panel preparation
- Fabrication
- Profiles
- Assembly

ON-SCREEN TEXT

DESIGN
PRECISION MANUFACTURING
CUSTOM FINISHES

VOICE OVER

> *"TMS Solutions manufactures architectural ceilings, fascias and soffits according to the requirements of each project."*

Installation

VISUAL DIRECTION

- Show installation and then the completed application

ON-SCREEN TEXT

MANUFACTURED FOR THE PROJECT
INSTALLED ON SITE

VOICE OVER

> *"The manufacturing process is followed by installation, bringing the architectural detail together with the completed building."*

Closing

ON-SCREEN TEXT

ARCHITECTURAL FINISHING
TMS SOLUTIONS

VOICE OVER

> *"Planning a ceiling, fascia or soffit project? Speak to TMS Solutions."*

PART 2 — INTERVIEW QUESTIONS

- 1. What types of ceiling, fascia and soffit solutions does TMS manufacture?
- 2. What information do you need when planning these products?
- 3. What makes aluminium suitable for these architectural applications?
- 4. What role does design play in developing the finished product?
- 5. What options are available when it comes to patterns, shapes or finishes?
- 6. What should clients consider before starting an architectural ceiling or soffit project?
- 7. What happens between manufacturing and installation?
- 8. What makes a successful finished installation?

Capability Video 05 — Design, CNC Manufacturing & Fabrication

"From Drawing to Reality"

This should be the technical capability video. It demonstrates what happens behind the finished architectural product.

PART 1 — VISUAL DIRECTION, ON-SCREEN TEXT & VOICE OVER

Opening

VISUAL DIRECTION

- Begin with a completed architectural installation
- Then quickly cut backwards: FINISHED BUILDING → COMPONENT → FACTORY → DRAWING

ON-SCREEN TEXT

FROM DRAWING
TO REALITY

VOICE OVER

> *"Before you see the finished building, there is a process behind every component."*

Design

VISUAL DIRECTION

- CAD screen
- Technical drawing
- Dimensions
- Designer
- Project discussion

ON-SCREEN TEXT

01 — DESIGN

VOICE OVER

> *"It starts with understanding the project and developing the information required for manufacture."*

CNC

VISUAL DIRECTION

- Material positioning
- CNC machine
- Cutting head
- Cutting process
- Finished components

ON-SCREEN TEXT

02 — CNC MANUFACTURING
PRECISION CUTTING

VOICE OVER

> *"CNC manufacturing then allows components to be accurately cut according to the required design."*

Fabrication

VISUAL DIRECTION

- Fabrication
- Assembly
- Component preparation
- Edge/detail work
- Finished components

ON-SCREEN TEXT

03 — FABRICATION

VOICE OVER

> *"Those components are then fabricated and prepared for their intended application."*

Quality

VISUAL DIRECTION

- Show inspection and measurement

ON-SCREEN TEXT

04 — QUALITY CONTROL

VOICE OVER

> *"Before the product moves forward, the finished components are checked against the project requirements."*

Site

VISUAL DIRECTION

- Show factory component being loaded → site → installation → finished building

ON-SCREEN TEXT

05 — INSTALLATION

VOICE OVER

> *"Finally, the manufactured components move to site for installation."*

Closing

ON-SCREEN TEXT

DESIGN
MANUFACTURE
INSTALL
TMS SOLUTIONS

VOICE OVER

> *"From drawing to finished installation. That's the TMS Solutions process."*

PART 2 — INTERVIEW QUESTIONS

- 1. What happens when a new project first arrives at TMS?
- 2. How do you translate a drawing into something that can be manufactured?
- 3. What role does CNC technology play?
- 4. What happens after the CNC cutting process?
- 5. How do you check that components have been manufactured correctly?
- 6. Why is accuracy important when components will eventually be installed on a building?
- 7. What does the customer not see when they look at the finished product?
- 8. How does the manufacturing process contribute to the quality of the finished installation?

Capability Video 06 — Completed Projects

"What We Deliver"

This should be the most visually driven of the six capability videos. It should not feel like another machinery video. The purpose is to show the actual result of TMS Solutions' capabilities.

PART 1 — VISUAL DIRECTION, ON-SCREEN TEXT & VOICE OVER

Opening

VISUAL DIRECTION

- Start with the strongest completed TMS project
- Use cinematic footage:
- Wide building shot
- Façade
- Entrance
- Architectural details
- Cladding
- Louvres
- Feature elements

ON-SCREEN TEXT

WHAT CAN TMS SOLUTIONS DELIVER?

VOICE OVER

> *"Machines and materials are only part of the story. The real measure is what you can deliver with them."*

The Range

VISUAL DIRECTION

- Rapid montage of completed projects
- Cladding
- Louvres
- Feature walls
- Ceilings
- Fascias
- Soffits
- Architectural details
- Custom components
- Completed buildings

ON-SCREEN TEXT

CLADDING
LOUVRES

FEATURE WALLS
CEILINGS
FASCIAS
SOFFITS
CUSTOM ARCHITECTURAL SOLUTIONS

VOICE OVER

> *"From architectural cladding and louvres to feature walls, ceilings, fascias, soffits and customised architectural components, TMS Solutions delivers solutions designed around the project."*

The Project Journey

VISUAL DIRECTION

- Where footage exists, show one project from multiple stages:
- DRAWING → MATERIAL → MANUFACTURING → INSTALLATION → FINISHED PROJECT

ON-SCREEN TEXT

DESIGN → MANUFACTURE → INSTALLATION → COMPLETION

VOICE OVER

> *"Every completed project represents a journey from design and manufacturing through to installation and final completion."*

Real-World Application

VISUAL DIRECTION

- Show completed projects in context
- Avoid showing only isolated product close-ups
- Show the whole building and how TMS's work contributes to the architecture

ON-SCREEN TEXT

BUILT FOR THE PROJECT
DESIGNED FOR THE APPLICATION

VOICE OVER

> *"The finished result is where the design, manufacturing and installation come together."*

Closing

VISUAL DIRECTION

Strongest project montage followed by TMS branding.

ON-SCREEN TEXT

HAVE A PROJECT IN MIND?

LET'S TALK
TMS SOLUTIONS
Design | Manufacture | Installation
Phone | WhatsApp | Email | Website

VOICE OVER

> *"Have a project in mind? Talk to TMS Solutions about what we can manufacture and deliver for your next project."*

PART 2 — INTERVIEW QUESTIONS

- 1. What are some of the most significant projects TMS Solutions has completed?
- 2. What types of products were manufactured for those projects?
- 3. What was involved in taking those projects from design to completion?
- 4. Which TMS capabilities were used?
- 5. What makes a project particularly challenging?
- 6. How does the team approach a project when the requirement is highly customised?
- 7. What does the finished project mean to the TMS team?
- 8. Which completed project best demonstrates what TMS Solutions is capable of?
- 9. What would you like architects, developers and contractors to understand about TMS's capabilities?

Closing Question

> *"If someone has a project that they believe TMS Solutions could assist with, what should they do?"*

Common Closing for All Six Capability Videos

Where appropriate, maintain a consistent branded ending:

TMS SOLUTIONS
DESIGN | MANUFACTURE | INSTALLATION
LET'S TALK ABOUT YOUR NEXT PROJECT
Phone | WhatsApp | Email | Website

The six videos should feel like part of one professional TMS Solutions series, while each remains strong enough to be watched independently.