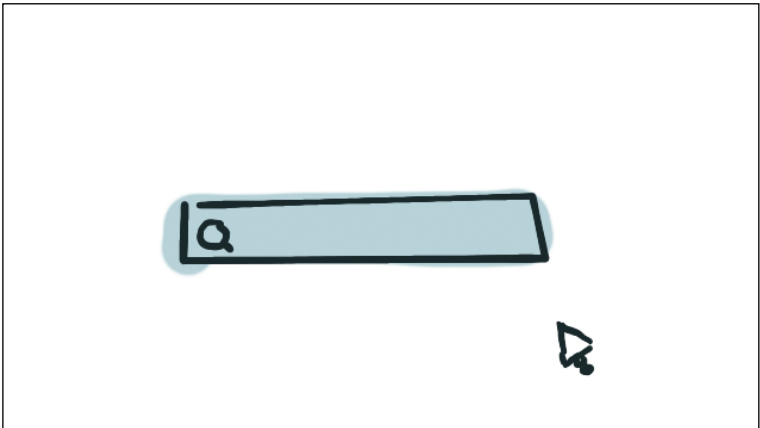




01: Start on simple internet browsing search bar with a mouse pointer hovering near...

VO: Online selling... it's just so beautifully simple.



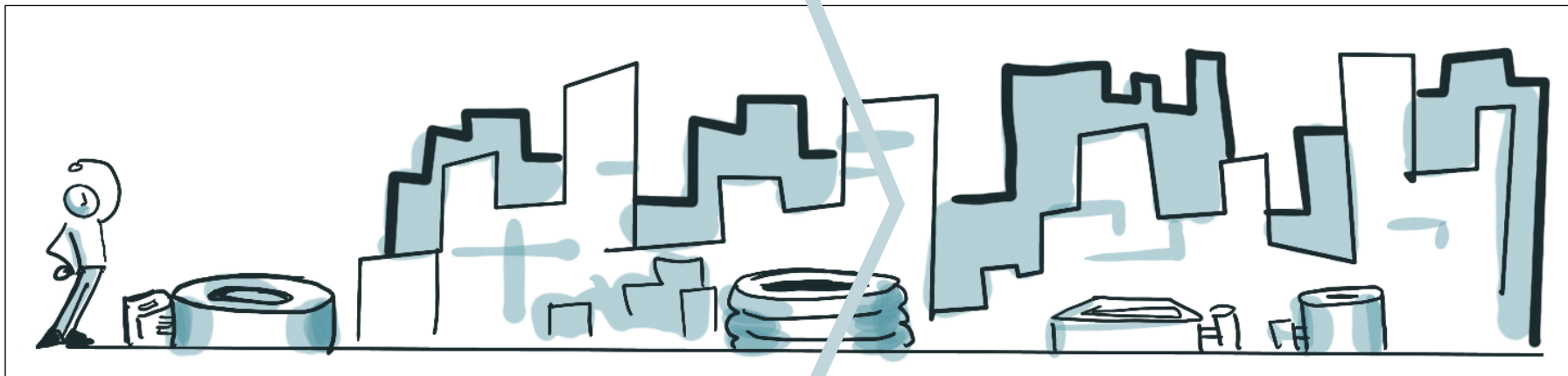
02: Suddenly various boxes and packages drop out from the search bar and the search bar transforms into shop front window with canopy. More mouse pointers come into screen.

VO: All you need to do is get your stuff online, and wait for those customers to click.



03: Camera cut to someone making pottery with a few boxes and packages.

VO: Leaving you free to concentrate on making this...



04a: Camera cut to someone standing in front of a hot tub as camera pans across...

VO: ... or expanding your range of that.

04b: ...lots of different hot tubs and lots and lots of different shaped and sized boxes.



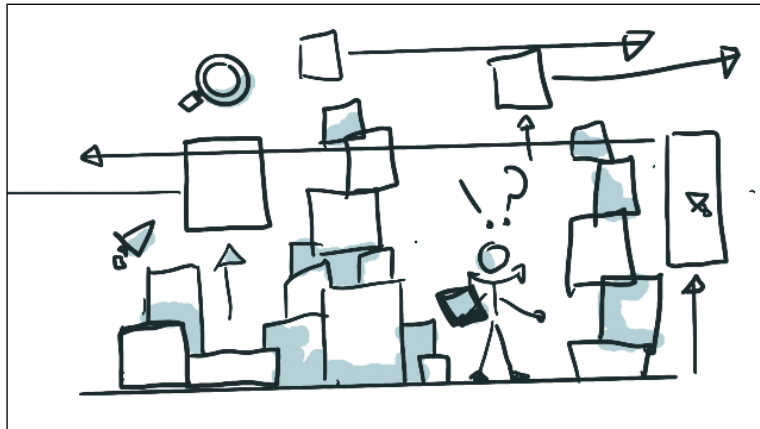
05: Camera flips up to overhead view of boxes, revealing a maze as a magnifying glass icon [like you see on a monitor] tries to find its way through.

VO: Oh, and of course you have to deal with the inventory.



06: Camera cut to someone working at their desk, cramped and frustrated as towers of perilously stacked boxes are piled around their workspace.

VO: And figure out how to store all your stock.



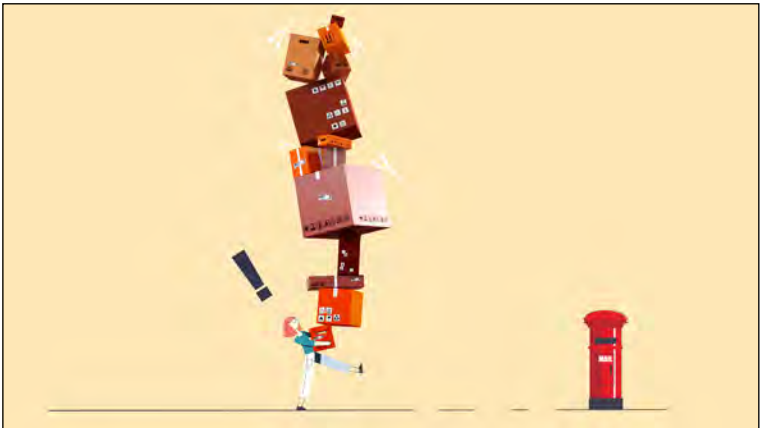
07: Cut to someone standing amongst lots of boxes, with a clipboard trying to mark things off, as the boxes are grabbed by computer icon hands, lifted, and whisked off screen.

VO: And make sure your listings are updated when you're selling across multiple platforms.



08: Cut to man sitting on boxes with a laptop confused, as various locator icons and clocks pop up all around him over various packages.

VO: And keep your customers updated as their orders are



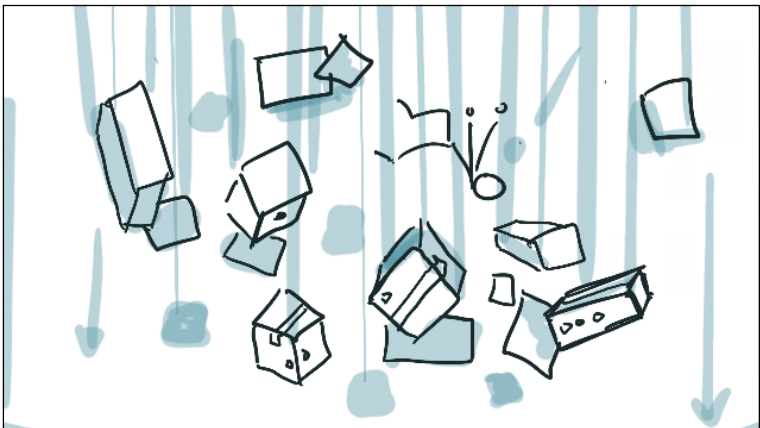
09: Cut to someone struggling to carry a huge stack of parcels to a post box.

VO: And manage all the despatching...



10: Camera tracks up and in as we see someone else teetering on top, struggling to keep their balance.

VO: Online selling. It's really not easy.



11: Suddenly they all fall and topple. The person grabs a mouse pointer that carries them away safely.

VO: Unless, that is, you're a Zapfilment client.



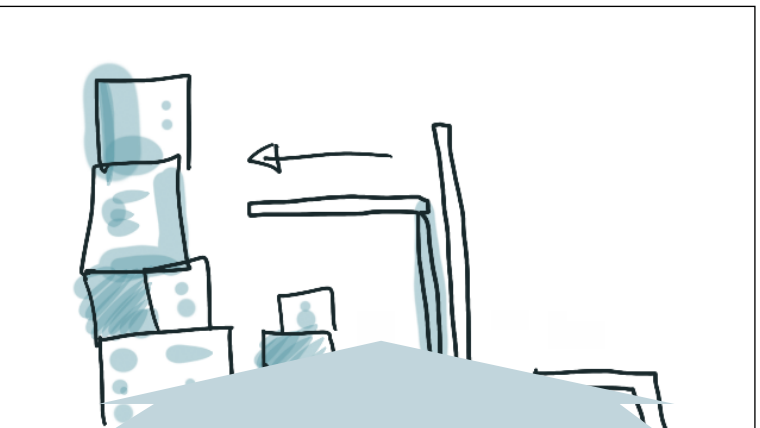
12: The parcels all start to land - being caught by a few forklifts [think Tetris].

VO: Because we're your warehouse.



13: Camera tracks right following a forklift as it neatly stacks the boxes. A warehouse foreman is checking the neatly organised stacks as data graphs pop up.

VO: Your inventory manager.



14: Camera tracks in as a parcel at the top of one stack is carefully collected by a forklift.

VO: Your fulfilment manager.



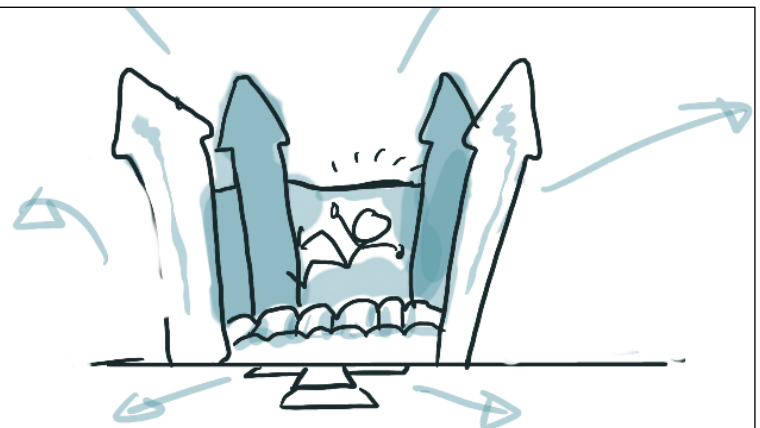
15: Camera tracks back out and pans left following the forklift as it places the box into a Zapfilment branded lorry.

VO: Your despatch system



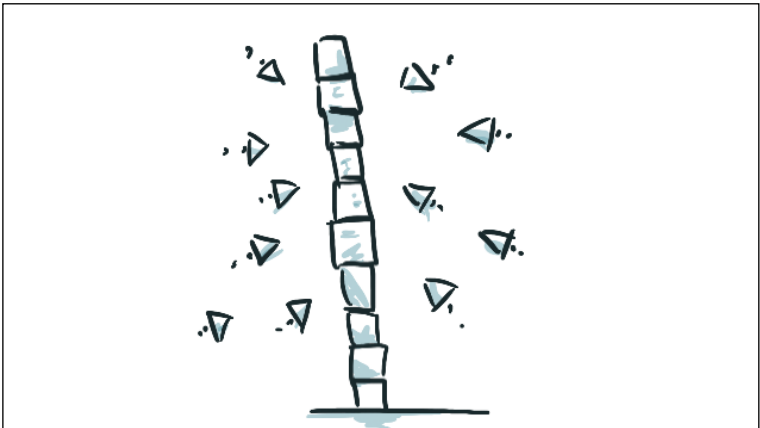
16: Cut close to a small box with pencil graphic on. Fast track back as person lifts a pencil aloft...

VO: Whether your stock is pencils...



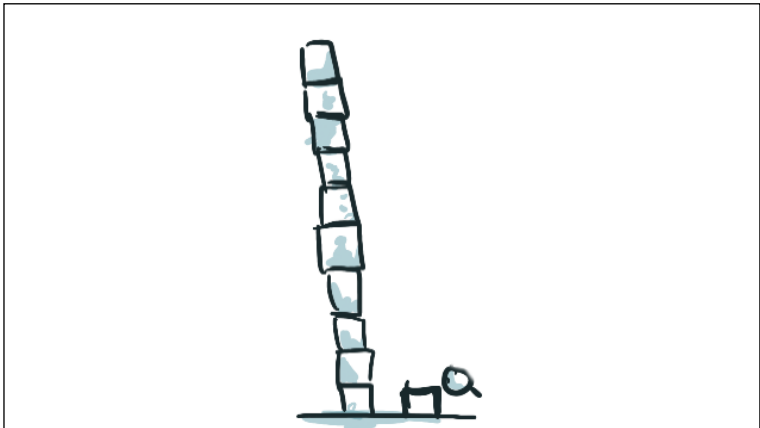
17: ... the box suddenly opens and a bouncy castle pops out, catching and bouncing the person.

VO: ...or bouncy castles...



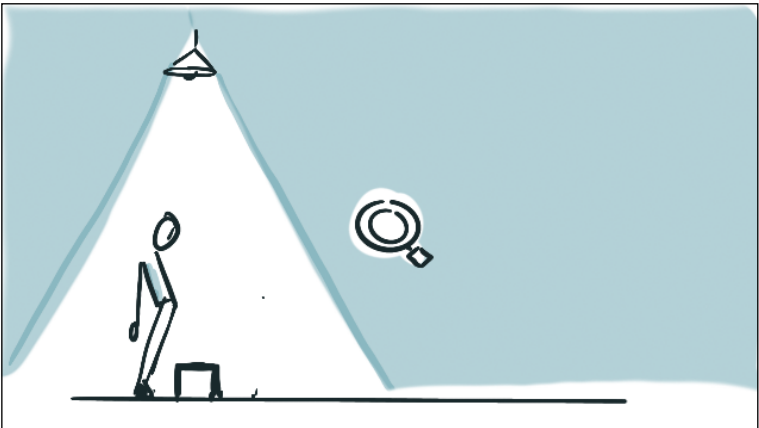
18: Cut to a huge tower of packages. with lots of mouse points all pointed at the tower.

VO: *Whether you're an established seller ...*



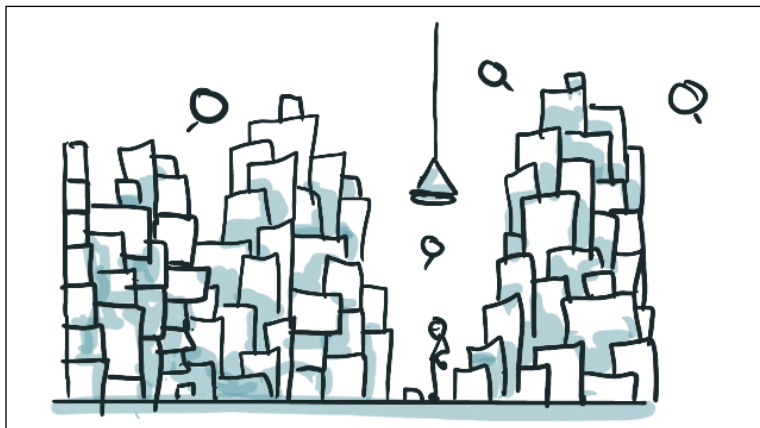
19: A single smaller box drops in and a magnifier glass icon come in a moves over the box.

VO: *... or a small start-up...*



20: Camera rotates to box on it's own as person walks in. A spotlight appears over the box as the magnifier glass looks around screen.

VO: *Whether your typical order is a single item...*



21: Camera crash zooms out to reveal a huge warehouse of stock - spotlight come off and all are revealed [think the end shot of Raiders of the Lost Arc].

VO: *... or a job lot of thousands...*



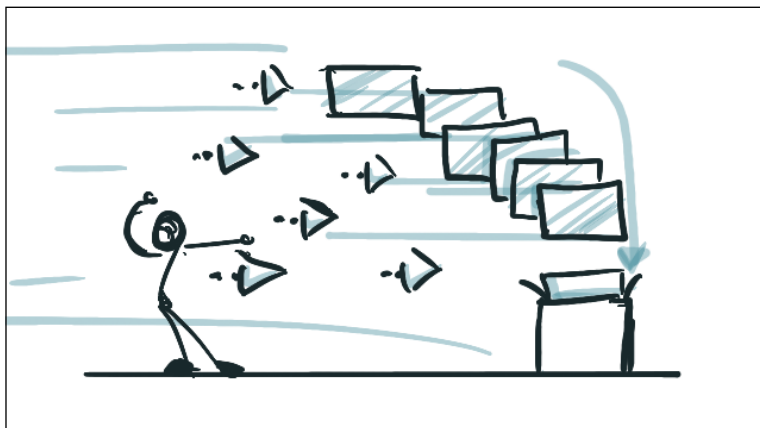
22: Cut to someone standing by a laptop open with a web page showing. A mouse icon pops out of a box.

VO: *Whether you sell only through your own site,*



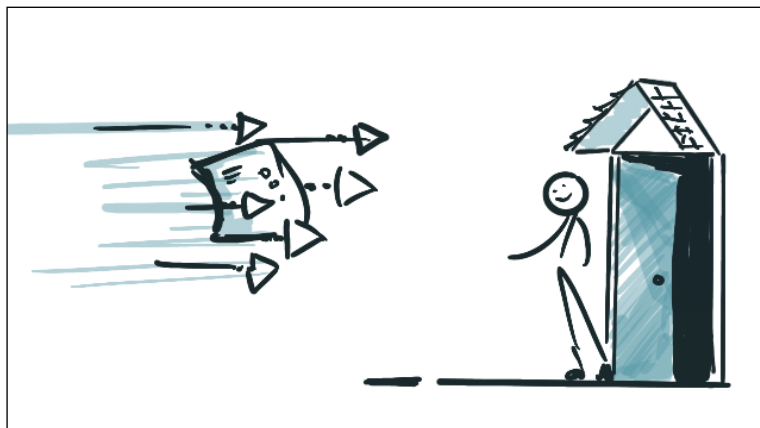
23: The n the other boxes open as lots of web pages fly out and pop up. More mouse icons enter. **NO LOGOS** will be shown of these other companies.

VO: *or through Amazon, eBay, Wayfair or OnBuy...*



24: Suddenly all the web pages whoosh of screen to the right with the arrows and camera that follow. A Zapfilment staff is ushering the webpages neatly into a box, which is collected by the mouse pointer arrows....

VO: *We manage it all for you.*



25: ... and carry the parcel to a happy customer waiting outside their doorway.

VO: *Your customers get the service they're looking for.*



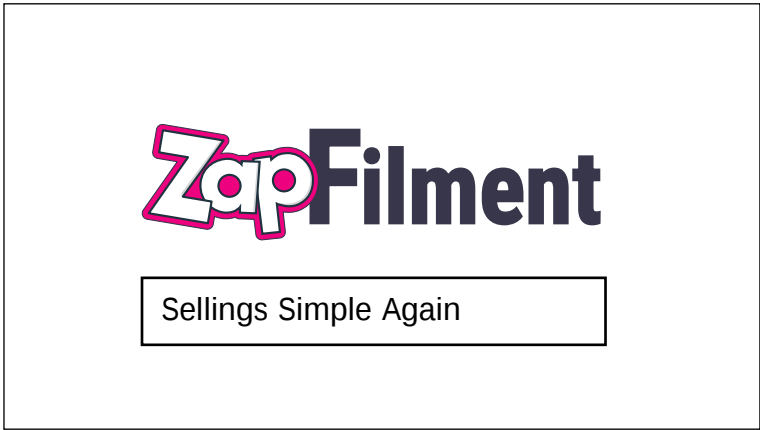
26: Cut to someone carry boxes up a spiral staircase built from various boxes. There is a Zapfilment staff member helping place boxes from the pile to help add to the stairway.

VO: *Leaving you free to keep building your business.*



27: The camera tracks up as the same two people pop up at the top of what looks like a castle turret build from boxes. There is a flag waving at the top.

VO: And as your orders grow, we'll be with you every step of the way...



28: The flag transforms to a search bar where the tag line is typed.

VO: Zapfilment. Selling's simple again.