

Colin Perry

PORTFOLIO of WRITTEN WORK

Clients:

SANS Institute / Talent LMS / Reactec

SuperTie / Bonjour.FrenchClasses / The Environment Exchange

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PASSWORDS

by

Colin Perry

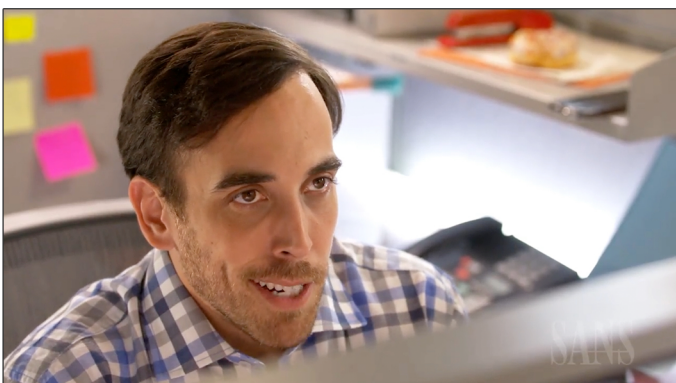
Title: *Passwords*

Client: SANS Institute

Job: Live Action Film Script

www.sans.org

I spent 8 years consulting with the SANS Institute, a global leader in cyber security awareness training. I ran a team of creatives generating 2D and 3D visual assets for their content library and was responsible for establishing a storyboarding protocol for their catalogue of animated training videos. I then took the lead on developing an entirely new strand of live action training modules, and wrote the scripts for 24 episodes.



INT. SHARED OFFICE - DAY

Marcus and Linda are working quietly on their computers until Marcus pushes his chair back to initiate conversation.

MARCUS

Hey, have you signed up for this team building thing?

LINDA

Yeah, I did it yesterday.

MARCUS

It says I need to create a new account.

LINDA

Right.

MARCUS

Why can't we just use our main login?

LINDA

It's an outside company organizing it; they're the ones who set it up.

MARCUS

All these accounts, it never ends!
(shakes his head)
How many times a day do you think we have to enter a password for something?

LINDA

Welcome to the modern world.

Marcus wheels his chair back up to his keyboard.

MARCUS

I'll just make it the same as the one I use for my company account.

LINDA

You can't do that! It's really dangerous to use the same password for multiple accounts.

MARCUS

Yeah, that might be what the security guidelines say, but no-one's going to guess my password! It's unbreakable.

He gives Linda a wink.

LINDA

Is that a fact?

MARCUS

No, I mean it, my password actually is "unbreakable!". Only I put an exclamation at the end, just to spice things up.

LINDA

How did you come up with something so ingenious?

MARCUS

"Unbreakable" was my mother's maiden name, actually. So it's easy to remember.

LINDA

Very funny.

MARCUS

True story.

LINDA

I hope you're joking — it's pretty much the first rule of data security that you never share your passwords with anybody.

MARCUS

Oh, relax. I trust you.

A co-worker CROSSES FRAME in foreground. Linda waits until they are out of earshot.

LINDA

Even if you trust someone, you should never share your password with them. And if that is your password, please tell me you don't use the same one for your other online accounts?

MARCUS

Most of them, yeah. Sometimes with the exclamation point, sometimes not, sometimes "TheUnbreakable1", with a number "1", for when they ask you to use numbers and symbols — don't you hate that?

Linda laughs. She knows Marcus is teasing her.

LINDA

No, I try not to hate things that are in my best interests. And look, there's a reason you need to use a different password for each account. Let's say you use a public computer to access your email—

MARCUS

You mean like the ones in hotel lobbies and web cafés? I thought those weren't safe to use?

LINDA

Exactly, they might be infected with malware that could capture your keystrokes... okay never mind, let's take another example... let's say a cyber attacker hacks into a website you use, and is able to crack all the users' passwords, including yours? Now if that's the same password you always use, they'll be able to break into all of your other accounts!

MARCUS

So you're seriously telling me you use a different password for every one of your accounts?

LINDA

Well to start with, I use passphrases rather than passwords. So, a series of words that's easy to remember, like a song lyric or a book title, or even just three or four random words.

MARCUS

What do you use?

LINDA

I'm not going to tell you that.

(lifts a finger)

But as an example, I would take a saying, or a line like...

(pauses to think)

I don't know, maybe just something stupid like "Who keeps stealing my lunch?". The main thing is making it long – the length makes it extremely difficult for a hacker to guess.

MARCUS

And how are you supposed to remember a different one for each login?

LINDA

It does get tricky, that is true. And that is why I use a password manager. It stores all my usernames and passwords in the same place, in case I forget one.

MARCUS

I just do a password reset when that happens. Once you answer a few security questions, you're back in.

LINDA

That's a whole other thing to think about. I bet your security questions are things like the name of your dog and the first school you went to?

MARCUS

Sure, why not?

LINDA

Information like that is easy for a hacker to find out if they do a little digging. They probably wouldn't have to go any further than looking at your social media profiles. You need to think of things that only you would know. The security guidelines are there to protect you; if you ignore them, you're leaving yourself open to an attack.

MARCUS

Okay, well it sounds like using unique passphrases for every account is the way to go.

LINDA

Exactly.

MARCUS

Any other tips for me?

LINDA

Well, one thing I always do is choose two-factor authentication whenever it's offered.

MARCUS

What is two-factor authentication?

LINDA

Two-factor authentication? Sometimes it's called two-step verification, or multi-factor authentication, but for security purposes it amounts to the same thing.

Marcus gives her a blank look.

LINDA (CONT'D)

You know, like when they send you a special access code to your phone when you log in, or you have a special mobile app that generates unique codes for you? Here, I'll show you.

Linda picks up her cellphone and taps the screen twice.

LINDA (CONT'D)

My password manager tool has two-factor authentication, actually...

Linda types on her phone.

LINDA (CONT'D)

So if I enter my master password to log in to the website...

Linda taps her screen.

LINDA (CONT'D)

It will send a text to my phone with an access code...

SFX — CELLPHONE CHIME signals the arrival of the SMS message.

Linda taps her screen again, and holds her phone out to show Marcus.

HIS POV — a single chat bubble in the messaging app reads: 654832.

Linda takes the phone back to enter her code.

LINDA (CONT'D)

So I have to enter this one-off code to log in to my account.

Linda taps the screen, and holds her phone up again.

MARCUS POV on PHONE — the screen displays the logo of PASSWORD LOCKBOX with a strapline which reads "your password manager solution". The entry in the PASSWRD box is *****; the entry in the ACCESS CODE box is 654832.

MARCUS

Great, but doesn't this just make the process even more time consuming?

Linda snorts, shaking her head and smiling.

LINDA

It's actually really easy to do, and one of the most important steps you can take to protect yourself.

(MORE)

LINDA (CONT'D)

With two-factor authentication, you get another layer of protection on top of your password – why wouldn't you choose it?

MARCUS

You're really on the ball with all this stuff, aren't you!

LINDA

Of course I am. It's not that much of a headache when you get down to it. If I were you, I'd start with re-reading our Data Security policy. Come to think of it, we should be getting an updated version soon...

MARCUS

Is it that time of year already?
(clapping his hands)
Oh boy I just can't wait!!

Marcus suddenly has a thought.

MARCUS (CONT'D)

Hey, you know what – that would make a good passphrase, wouldn't it!? "Oh boy I just can't wait!"?

Linda gives him a deadpan look.

MARCUS (CONT'D)

I'm starting to get it, right?

Linda gives him a little shake of the head, but with the trace of a smile on her lips.

LINDA

I have work to do.

Title: *Going Net Zero*

Client: Talent LMS

Job: eLearning Video VO Script

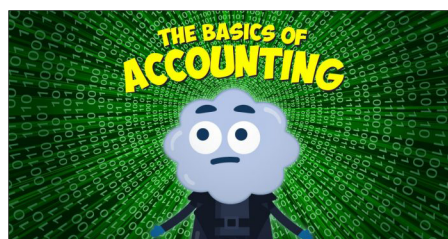
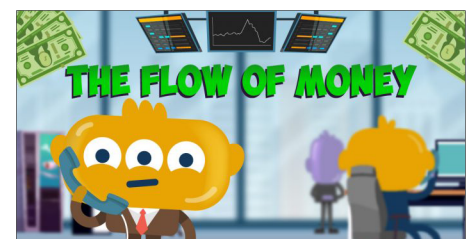
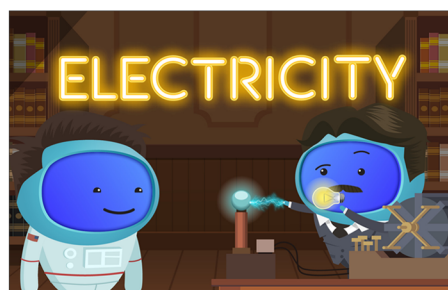
[Course Page | www.iamlearningcontent.com](http://www.iamlearningcontent.com)



I spent 3 years consulting with iAM Learning as a Scriptwriter and Art Director, taking ownership of multiple projects at a time. I delivered a wide range of titles both for iAM and their external clients, including Talent LMS. Most assignments were interactive animation-based eLearning courses, and I was responsible for:

- researching each topic (interfacing with SMEs where necessary)
- mapping out each module (learning objectives, course description, interactions etc.)
- writing the voiceover scripts and supporting materials (blended learning, infographics, assessment questions, promotional copy)
- compiling the director's notes with visual mockups and instructing storyboard artists
- QA throughout the project management journey:

Proofreader>Storyboard Artist>Animator>Voiceover Artist>Creative Director>Client



00595 – TLMS – Going Net Zero – VO Script (US English)

Scene 0: Trailer

Climate change is now a hotter topic than ever. We keep hearing politicians and big businesses talking about “going net zero” – but what does this really mean? What are the implications for smaller businesses? And how does the pursuit of this target affect us *all* as individuals?

Well, to understand the concept of net zero, we first need to understand where it came from. You’ve probably heard of the Paris Agreement. That’s the legally binding treaty on climate change, signed by just about every nation on this earth. Its goal is to limit global warming to well below 2 degrees Celsius compared to pre-industrial levels – preferably to 1.5 degrees. To meet this goal, global carbon dioxide emissions need to be reduced massively in the coming years, with the ultimate goal to reach “net zero” by the middle of the century.

This course will explain exactly what’s meant by “net zero” and will discuss some of the barriers that companies face towards getting there. It’ll also help you identify practical actions you can take to reduce your carbon footprint, to make a greener world for everyone.

Scene 1 - What is Net Zero?

Gio is getting hot under the collar. That’s because He’s the coach of an international sports team which is down one-zero in the final of the Handball Global Cup – with the game almost over!
[visuals on scoreboard]

Not only that, they’ve just conceded a penalty!

Gio knew this would be a tough match. “Team Humanity” is facing up against “Team Greenhouse Gas”, boasting the formidable firepower of fossil fuels.

[visuals on scoreboard]

Global temperatures are already more than 1 degree higher than pre-industrial levels. If warming rises to 2 degrees, the consequences will be severe. The extreme weather events we’ve already begun to experience will get worse: heatwaves, droughts, and tropical storms will intensify. More polar ice will melt. Rising seas will flood coastlines. Ecosystems will come under increasing pressure, resulting in plant and animal extinctions. The projections for what happens if global warming goes beyond 3 degrees don’t bear thinking about.

[Show goalkeeper MED CU]

Standing against the prospect of a 2-degree score line,

[Show the name PARIS on goalkeeper’s back]

we have the Paris Agreement.

[Show the goalkeeper in goal, arms outstretched MED]

How can we save the day? By going net zero, that’s how!

“Net zero” essentially means cutting greenhouse gas emissions to as close to zero as possible, with remaining emissions being reabsorbed from the atmosphere (through the forests and oceans, for example). The overwhelming majority of carbon emissions come from burning fossil fuels. Quite simply, we have to phase them out.

The biggest onus is on governments, energy companies, and industry, but this fight is one that involves every business and every single person on the planet. We can all take steps to reduce our energy consumption, and our choices can have a very real impact. For example, you can replace your gas boiler with an eco-friendly heat pump, or you can switch to an energy supplier that provides 100% renewable energy.

Transitioning to a net zero world is one of the greatest challenges humanity has ever faced. It's going to require a complete overhaul of how we *all* go about our business – how we produce, consume, and move about. The future's coming, and it's going to be a whole lot greener.

Scene 2 - The prospect of going net zero

The entire global economy has, since industrial times, been powered by fossil fuels. It's hard to fathom how we are going to make the transition to a carbon-neutral world. How on earth is an airline supposed to go net zero, for example? Well, you can be sure the aviation industry is working around the clock to find a viable way to power planes using renewable energy. That might involve next-generation batteries, hydrogen power, or green fuel from sources like plants and cooking oil – real *Back to the Future* stuff!

One challenge of going net zero is raising awareness. People are aware of the problem of climate change, of course, but they often think the effort to meet net zero targets is entirely the concern of governments and industry. They think it's out of their hands. Worse still, some people read too many pessimistic articles and lose sight of something really important: it's *not* too late, and there *is* cause for optimism!

Some green technologies have already matured, and it's encouraging that solar and wind energy have shown such rapid growth. More and more companies are declaring their net zero commitments and strategies, and the momentum is growing. Yes, we need to step up our efforts, but remember that the best and brightest minds in every industry are working to solve the many and various aspects of the climate-change problem. It's certainly not going to be easy, and it'll take time for current initiatives to bear fruit. In the meantime, we can do our bit to help. More than anything else, this means reducing our own energy consumption. This can be done by installing a smart thermostat, taking less time in the shower, or cycling to work, for example.

There's a misapprehension that going net zero is expensive to do. Making upgrades to your home (like improved insulation or double or triple glazing), for example, requires an up-front investment. While that's true, an investment of this kind will end up saving you money in the long run.

We need to remember that – even on an individual level – our actions and choices have an impact. The quicker we are to adopt new green technologies as they come to market, the cheaper and more accessible those solutions will become. The bottom line is this: if we can all change our behaviors and live more sustainably, there's still plenty of hope for the future.

Scene 3 - Practical actions you can take to reduce your carbon footprint

What can we do to encourage and facilitate the transition to a net-zero world? To illustrate some practical suggestions, let's look at how Gio the sports coach helped "Team Humanity" reduce its carbon footprint.

Energy use (buildings)

Energy use in commercial and residential buildings is a major source of carbon emissions. Gio and his sports team are staying at a state-of-the-art hotel. It's a smart building designed with energy efficiency in mind, powered by rooftop solar panels. You might not be in a position to retrofit your premises with the latest gadgetry, but big changes start with small steps. Every household can find ways to be more energy efficient and reduce consumption. You can start with switching appliances and equipment off when not in use,, and to turn the lights off in unoccupied rooms. And if you haven't already swapped out your incandescent bulbs for LED lighting, that's something you definitely need to do.

Transport

Putting sustainability at the heart of their efforts, when Gio and his sports team need to travel long distances, they do so by boat. Their team bus is, of course, electric. Electric vehicles have come a long way in recent years, and the time has come to make the switch. If you can't justify that in your budget, cycling is another great way to avoid using polluting vehicles! Also remember that in the grand scheme of things, electric vehicles cost much less to fuel and maintain.

Diet

The energy sector (including industry, transport, and buildings) accounts for nearly 75% of carbon emissions, but there are other factors to consider, like animal agriculture. Emissions from livestock and manure are a significant contributor to the climate-change problem. Gio and the nutritionists working with his sports team recommend reducing meat and dairy consumption as much as possible.

Waste & Recycling

They might not be the biggest problem, but emissions from landfill sites and wastewater treatment are not to be overlooked. The waste problem receives a lot of attention, in fact, because it's more visible than other kinds of pollution. Both as businesses and individuals, recycling properly is the very least we can do in the fight against climate change. Team Humanity has a "zero-waste" policy. Its kits are made from recycled materials, and all of the equipment they use will be donated for re-use after the tournament.

Scene 4 – Summary

The objective of the mission to "go net zero" is to tackle global warming. The pressure is mounting on governments and industry to deliver on their promises to reduce greenhouse gas emissions, but we mustn't forget this is a fight that involves every single person on the planet.

Ultimately going net zero means phasing out fossil fuels as a source of energy. The good news is that solar and wind power are growing all the time, and many people are discovering it's possible to find suppliers who provide 100% renewable energy. Eco-friendly heat pumps and electric cars are examples of green technologies that are becoming increasingly accessible, and there are new innovations on the way. The transition to a net-zero economy is not going to be easy, but we can all help by changing our behaviors and reducing our individual carbon footprint.

Client: Reactec Ltd

Job: Various

www.reactec.com

Reactec was a regular client for Those Media Guys, the creative agency I ran from 2005 until 2019. We helped them launch and promote their flagship product, the HAVmeter, a device designed to prevent operator overexposure to Hand Arm Vibration. I provided content creation services including case study articles and videos, a user guide, press releases, and various other marketing materials.



HAVMETER

The complete solution to HAV.

- MANAGE HAVS
- MANAGE TOOLS
- MANAGE PEOPLE

www.reactec.com **KEEP YOUR WORKFORCE SAFE**



XXXX XXX XXX

HAVMETER

The complete solution to HAV.

Ensuring that employees using vibrating power tools are protected from the dangers of over-exposure to Hand Arm Vibration (HAV).

The small, durable HAVmeter connects securely to all tools, giving a real-time reading of operatives' vibration exposure. Speedy fit all tools with tool tags that are programmed to the tool's vibration output.

Each operative signs themselves out a HAVmeter with their personalised card. When the operative's shift is over, the HAVmeter automatically recharges and downloads a complete set of accurate data in a tamper-proof format.

A traffic lights display based on the HSE's point system lets your operative know when they reach their action and limit values.

The HAVmeter provides reliable and accurate results in all conditions - protecting your workforce at all times.



SAFETY FROM THE GROUND UP

XXX XXX XXXX

HAVmeter



CODE	06/2280
Description	HAVmeter unit
Height (with bumper)	30mm
Length (with bumper)	75mm
Width (with bumper)	48mm
Weight	85gms
Operating Temp.	-10°C to 50°C
Operating Humidity	0% to 100% RH
PER WEEK	POA

In all weather conditions, the durable HAVmeter connects to all tools and shows a simple display of exposure levels.

Base Station

includes power adaptor



Downloads and stores data as it re-charges the HAVmeters.

CODE	06/2285
Description	Base Station
Width	365mm
Depth	20mm
Height	30mm
Weight	1150gms
Input Voltage	12V DC
Max Current	3 Amps
Max Power	36 Watts
PER WEEK	POA

Consumables



Swipe Cards
Each operative has a personalised card used to assign themselves a HAVmeter.

CODE	C0115025
Description	Swipe Card
PER WEEK	POA



Tool Tag
Permanently epoxy bonded to your tools. Provides strong, magnetic connection point for the HAVmeter.

CODE	C0115015
Description	Green Tag
CODE	C0115010
Description	Red Tag
CODE	C0115005
Description	Blue Tag
PRICE	POA



Tag Adaptor
Allows attachment of tool tag to curved tool bodies.

CODE	C0115020
Description	Tag Adaptor
PRICE	POA



Toolminder Software
Easy-to-use software for producing tamper-proof reports and maintaining records - covering all of your operatives.

Further info and prices for Toolminder software and other training resources on enquiry.



17th September 2008

SEVERFIELD ROWEN ANNOUNCES ROLL-OUT OF HAVMETER SYSTEM

How does a construction giant with a group turnover of around £350 million maintain its impeccable Health and Safety record in a climate of increased risk awareness and tighter legislation? When it comes to dealing with workers' exposure to Hand Arm Vibration, Severfield Rowen Plc have secured the services of Edinburgh-based vibration control experts Reactec Ltd. and their revolutionary HAVmeter apparatus.

Severfield Rowen Plc are the UK's market leading structural steel group. Completed projects include Arsenal's eye-catching Emirates Stadium, Wimbledon's Centre Court and Heathrow's Terminal 5. They are currently underway on the contract for the Main Olympic Stadium.

Hand Arm Vibration is a problem that blights the construction industry as a whole, and the steel industry is no exception. It is with the extensive use of angle grinders that Severfield Rowen has encountered the most troubles. These tools are notorious for their emission of vibration and consequently the potential risks they pose to tool operators.

Severfield Rowen are committed to protecting the welfare of its employees and every effort is made to comply with HSE policy and obligations. When the Control of Vibration at Work Regulations 2005 were introduced, the company invested heavily in measuring the vibration output of the tools it used but found they were unable to gather accurate data on vibration exposure. The main obstacle that stood in their way was the near impossibility of recording workers' actual "trigger time" using the tools. This was when they learned of Reactec and the prospect of a solution to their problem in the form of the HAVmeter. Talks with Reactec led to a thorough trial of the HAVmeter system at Severfield Reeve's fabrication site in Dalton, Thirsk.

The data collected from the trial was reviewed and the decision was made at board level to fully implement the HAVmeter throughout the group. 3 sites are already fully equipped with the HAVmeter system, at Dalton (Severfield Reeve), Bolton (Watson Steel Structures) and Scarborough (Atlas Ward). Fisher Engineering's site at Enniskillen will soon be added to this list, making a total of 400 operatives equipped with HAVmeters.

The system features four main components: a durable, colour-coded tool tag on each piece of equipment carrying the specific tool information; a magnetic swipe card for each operator; rugged HAVmeters which are both dust and water proof and a base station which docks up to eight individual HAVmeters. The unit itself attaches magnetically and electronically to the tool tag and clocks up the exposure every time the trigger is pressed. The operative is given an accurate real time reading of his exposure (using the HSE's points system) which aggregates cumulatively as the HAVmeter transfers easily from tool to tool. Amber and red lights flash to warn the operative when they reach their action and limit value levels. When the HAVmeter is returned to the base station at the end of the shift, the worker's individual exposure information is automatically transferred for download, analysis and archiving.

The HAVmeter system not only protects the health of the workers, but also helps companies save money — it all but completely replaces paper-based HAV management records and the need for input from operatives or supervisors. What's more, the data gathered is much more reliable. Severfield Rowen are one of a growing number of companies who have introduced the HAVmeter solution. Quick and easy to implement, it really delivers.

**SOLVE YOUR HAV MANAGEMENT PROBLEMS.
GIVE YOUR OPERATIVES THE POWER,
NOT JUST THE POWER TOOLS.**



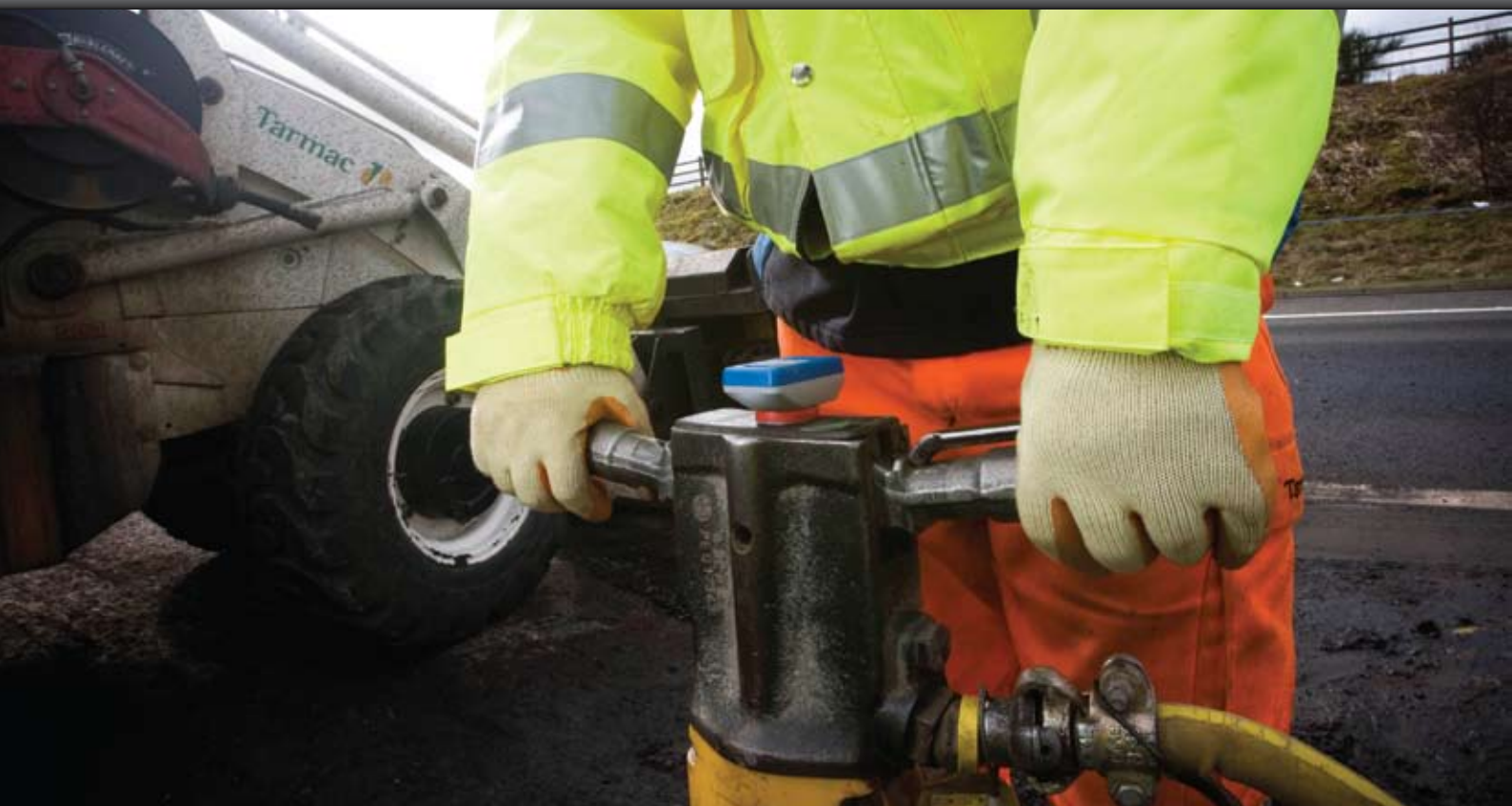
HAVMETER

The complete solution to HAV.

The **HAVmeter** records vibration exposure automatically and accurately, giving workers real time readings and warning them when limits are reached. It protects the health of your business as well as that of your workforce. Say goodbye to the inefficiencies of the paper-based system and say hello to the **HAVmeter**.

Call 0131 221 0930

www.reactec.com



Ensure that you Reactec to HAVS!

Management of operatives' cumulative hand-arm vibration exposure can be a complex, time-consuming task, particularly where the tools used have different exposure values and are used for different periods of time throughout the working day or week. Help is at hand however thanks to Reactec Ltd, specialists in vibration control, who have developed a revolutionary, but simple, solution to this problem called the HAVmeter. Read on to find out more about the system and how it can help to protect operatives from exposure to HAV.

The importance of reliable data

Hand-arm vibration syndrome (HAVS) was well known throughout industry long before the introduction of the European Union's Physical Agents Directive and the UK's Control of Vibration at Work Regulations 2005. Central to these Regulations are the hand-arm vibration (HAV) exposure action-value and exposure limit-value.

The **exposure action-value** (EAV) may be described as a level of daily vibration exposure, that if exceeded, requires the employer to introduce control measures such that exposure is reduced to a level 'as low as reasonably practicable'.

The **exposure limit-value** (ELV) may be described as a level of daily vibration exposure that by law must not be exceeded.

Key to these values is what is termed 'A(8)'. This is a unit that might conveniently be described as representing a 'dosage' of vibration exposure, over an assumed 'typical' eight-hour working shift. Given that vibration is measured in 'natural' units of metres per second squared (m/s^2), then:

the EAV is equal to an exposure of average vibration magnitude of $2.5 m/s^2$ for a total period of eight hours in a working shift, and hence is written as:
 $EAV = 2.5 m/s^2 A(8)$; and

the ELV is equal to an exposure of average vibration magnitude of $5 m/s^2$ for a total period of eight hours in a working shift, and hence is written as:
 $ELV = 5 m/s^2 A(8)$.





If, in a working shift, an operative received a total of eight hours' vibration exposure to an average vibration magnitude of less than 2.5 m/s^2 then this would be below the EAV. Similarly, if they were exposed to an average vibration magnitude of 2.5 m/s^2 but for less than a total of eight hours in one working shift, then this too would be below the EAV.

Conversely, a total of eight hours' exposure in a working shift to an average vibration magnitude greater than 2.5 m/s^2 would exceed the EAV, as would exposure to the same average vibration magnitude for more than a total of eight hours in one working shift.

It is quintessentially important therefore to obtain reliable data so that a calculation can be made to ensure that these threshold values are not exceeded when possible. It is also important that operators are trained correctly in the safe use of a tool, that tools are maintained to an appropriate standard and that good quality appendages (for example drill bits manufactured by companies such as Heller) are used and cheap alternatives discarded, particularly for trade and industry applications.

With regards to data that is not available from elsewhere, the choice of options is stark: either i) conduct testing, at a cost, to the ISO5349 standard; ii) use databases available for purchase off commercial suppliers or iii) download free data from the HAVTEC register which can be located at www.operc.com (data for HAVTEC is produced by a team of researchers at Loughborough University). Whichever option is taken, the safety manager must ensure that the data has been collected by an appropriately qualified and experienced person using specialised equipment.

Managing the data with HAVmeter

So if you are using HAVTEC (or alternative reliable) data and ensuring that suitable control measures are in place (for example, operative training) then theoretically, you should not have a problem – right? Well not quite, because safety managers have to consider that operatives could typically use various tools during a working day and so therefore attention has to be paid to the 'cumulative exposure' of the worker. To compound the problem of reliable cumulative estimation, safety managers have to consider that different tools have different exposure values attached to them and may be used for different periods of time throughout the working day and week. Keeping a precise paper trail to record this cumulative exposure has become the latest issue to earn the focus of attention of industrialists and academics throughout industry.

A simple solution to the dilemma has emerged from an Edinburgh-based company specialising in vibration control. This year Reactec Ltd launched a revolutionary system in the form of the HAVmeter. HAVmeter is a small, robust plastic unit that connects magnetically and electronically to 'tool tags' installed on vibrating power tools. The HAVmeter accesses pre-programmed information about the tool from the tool tag including the vibration magnitude. Every time the trigger is pressed, the HAVmeter clocks up the vibration exposure, and the operator is given an automatic, real-time reading of his exposure points level. Transferring easily from tool to tool, the HAVmeter aggregates these exposure points, and a traffic light system flashes amber when the EAV is reached and red when the ELV is reached. Workers equipped with HAVmeters return them to a base station at the end of every shift where their exposure information, based on exact measurements of trigger time, is automatically transferred for download, analysis and archiving.

continued on next page... ►►

Ensure that you Reactec to HAVS! (continued)

Where paper-based systems of HAV management can be inaccurate and labour intensive, this new technology returns data that is realistic and more detailed, as well being quicker and easier to collect. It eliminates the need for input from operatives or supervisors, allowing them to concentrate on the job at hand. It also goes some way in relieving administration staff, and health and safety professionals, of a considerable burden. No longer are they encumbered with the demands of laborious manual processing and excessive paperwork.

Date Collected	Person ID	Exposure	Full Name	Department	User Name	Date Started	Date Ended
10/01/2008 07:45	894	403			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	895	525			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	902	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	904	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	905	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	906	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	907	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	908	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	909	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	910	0			01/01/2008	01/01/2008	01/01/2008
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10/01/2008 07:45	912	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	913	0			01/01/2008	01/01/2008	01/01/2008
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10/01/2008 07:45	997	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	998	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	999	0			01/01/2008	01/01/2008	01/01/2008
10/01/2008 07:45	1000	0			01/01/2008	01/01/2008	01/01/2008

Worker involvement is intrinsic to HAV management with the HAVmeter system and every worker can easily keep track of their own personal vibration exposure with this system that is simple to operate. With some 1000 new cases of HAVS reported to the HSE each year, and with approximately two million workers in the UK at risk of developing HAVS from regular and sustained use of vibrating power tools, the uptake of the HAVmeter system across the construction industry represents real progress in the campaign to control vibration in the workplace. The HSE have set an ambitious target of eradicating any new incidence of disability from hand-arm vibration by 2015, and to stop employees developing advanced stages of these diseases. The HAVmeter system is a major tool in the effort to achieve this target.

BUILT BY SULLAIR . TESTED BY OPERC



YEARS OF TOOL BUILDING EXPERIENCE
BRINGS 21ST CENTURY
TECHNOLOGY TO
PNEUMATIC HAND TOOLS



SULLAIR EUROPE

Zone des Granges BP 82 F - 42602 MONTBRISON CEDEX
Tél. : +33(0)4 77 96 84 70 - Fax : +33 (0)4 77 96 84 99
sullair.europe@sullaireurope.com

Real life applications

The theoretical science underpinning the development of HAVmeter is fine but many have asked how this new system works in practice. Two leading companies within the UK, namely Tarmac and Shepherd Construction, have purchased and used HAVmeter to manage HAV risk within their respective workforces and both have reported upon the benefits.

Tarmac was in fact directly involved in the development of the HAVmeter. The development process called for input from a number of global construction companies, public bodies and local industries. The involvement of industry heavyweight Tarmac was of particular importance, their collaboration being instrumental when it came to the early prototype trials. Two years of extensive on-site testing was conducted to ensure that the HAVmeter would meet the rigorous demands of the industrial sector. It is not just the construction industry that will take advantage; the highways, manufacturing and automotive industries are all plagued by the problem of HAV.

The HAVmeter is currently being rolled out across the UK by Tarmac's National Contracting Division, ensuring that over 700 of its employees are using the device nationwide. Commenting on the implementation of the new system, Paul Fleetham, director of Tarmac National Contracting said:

"Good health and safety initiatives not only improve the protection for employees but they also enable businesses to conduct their activities more efficiently and effectively, and we firmly believe that a safe company is a successful company. The HAVmeter is an excellent example of this. Not only will it make our reporting mechanism more efficient, but it is also helping us to look at staffing on particular jobs."

Shepherd Construction is one of many companies to follow suit and are currently piloting the HAVmeter system on their Rockcliffe Hall site. As one of the largest privately owned companies in the UK, with a group turnover in excess of £800 million, Shepherd, like Tarmac, are acutely aware of the importance of good health and safety practice. Mark Owen, Company Health and Safety Manager for Shepherd, is an advocate of the HAVmeter system:

"Once I recognised the capabilities of the HAVmeter, I was keen to explore the practicality with our operatives who use a multitude of tools throughout the working day. We are currently at pilot stage with 70 operatives using HAVmeters on the Rockcliffe Hall Project, and the signs so far are very positive. It certainly makes management of HAV easier for site management, and the feedback from the workers has been positive."



Shepherd's adoption of the HAVmeter has been facilitated by their group structure and the fact that the majority of tools used by Shepherd Construction are supplied by group partner Shepherd Hire Centre. This means that every tool that goes on the Rockcliffe Hall site comes pre-tagged, the tags pre-programmed accordingly. Their familiarity with the HAVmeter and the general simplicity of the system has made it easy for them to keep to the protocol of sending out tools pre-tagged.

As a Health and Safety initiative, the HAVmeter system has employers, employees and suppliers all pulling in the same direction. Workers quickly become accustomed to managing their own vibration exposure while Health and Safety representatives can use the HAVmeter companion software to compile reports at the touch of a button. In the words of Tarmac's Paul Fleetham, *"The system will enable us to provide even greater protection to our employees and this innovative design will set the standard for addressing the problem of Hand Arm Vibration Syndrome."*

Commenting as an independent observer, Dr David Edwards, Loughborough University, said: *"These seminal case studies are very encouraging and reveal that this product has obvious safety benefits that are already being exploited by industry. Vibration is an extremely difficult health risk to manage safely and any new technological innovation such as this, which simplifies the process of risk management, has to be applauded."*

For further information about HAVmeter, PEP readers should visit www.reactec.com or contact:

Mr Tim Kent
Commercial Director
Reactec, 5 Leamington Terrace
Edinburgh, EH10 4JW

Tel: 0131 221 0931 Email: tim@reactec.com

The new **lower** benchmark for HAV and noise.

NORTON clipper

TMG FULL SERVICE PACKAGE

Client: SuperTie

Job: Various

SuperTie was a startup retail company offering a range of pre-knotted ties fastened by way of a zipper mechanism. The challenge was to market their product as a high quality article of fashion, rather than a novelty item. Launching in 2010, we provided a full service package which included branding, video production, an eCommerce website, packaging design, print advertising, and ad campaigns via Google Adwords, YouTube, and Facebook.



Branding
Our branding is a visual flag for our business.
It gives people the reassurance of our quality.

2010 09 version 1.2
components of the brand

The SuperTie brand is a maverick, challenging the status quo, defying stuffy conventional dress codes and those who adhere to them. Not because our brand values go against the principle of sartorial elegance. On the contrary. We have the absolute conviction that our product exemplifies the very pinnacle of presentability. That the SuperTie achieves this through a mechanism wholly unorthodox is one of its selling points. The innovative quality of the SuperTie product and the benefits it offers must be exalted with total confidence, bordering on nonchalance...

SUPERTIE

Our brand ethos

p: 1

2010 09 version 1.2
components of the brand/ethos

THE MAIN USAGE VERSION:
In most cases the logo shall be displayed as a single 'Logotype'.

MINIMUM CLEARANCE AREA



MINIMUM SIZE
SUPERTIE 6mm

SUPERTIE

The logotype

THE 'ON-WHITE' LOGO
(for use on white and pale backgrounds)

Our logo is one of the most important assets of our organisation. Consistent application is vital and should never be compromised.
We use several versions of our logo, depending on the required application and context in which it will be published. The standard logo and the one that should be used most often is the LOGOTYPE. This logo is shown on the page.

Exclusion zones & clearance
To retain the integrity of our mark we have constructed an exclusion zone. This zone is in place to prevent people from putting any elements too close to the logo. It will give a certain amount of space around the logo and help to retain an elegant and legible look.

Minimum size
This makes sure that the logo that is used has been produced for the best clarity at that size.

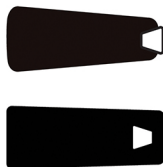
Colour
Our logo (as of version 1.0) is a 100% CMYK black on white. This reverses when the logo is placed on darker colours to a 100% White. Our mission statement describes how the SuperTie aims to bring a flash of colour to a drab and standardised business costume – sometimes literally. The use of colour for the logo is dependent on the context of use (see the Colour section of this guide).

p: 2

THE KEYSTONE MARK



THE ZIPPER PULL MOTIF



THE MARKS & MOTIFS
(graphic vocabulary)

Although we have a single master logo that is made entirely of TYPE, we have a rich vocabulary or symbolism to pull from when creating the brand materials. The development and use of 'marks' and 'motifs' help to convert our brand by way of common elements. A consistent logo application creates a memorable brand.

The KEYSTONE
While the keystone is a simple shape (derived from the KNOT of the tie), it is important that the design we provide is used in every instance and never redrawn. The shape is based on the actual knot of the original SuperTie and it is emblematic of our brand. It can be employed of itself or abstracted for use within patterns and backgrounds.

The Zipper Pull
These Zipper Pull shapes are also designed using elements common to the SuperTie itself. Notice the use of the Keystone as an additional element within the Pull, once as a fastener and in the other as a 'hole'.
The use of the Keystone as an 'opening' or 'window' is a technique that can be pushed as one of the most dynamic ways to use the SuperTie graphic vocabulary, via static and motion graphic design.

p: 3

THE MARKS WITH THE LOGO

The marks were made for consistent branding when developing design compositions. Do NOT float the marks hovering next to the LOGO. 9 times out of 10 a bounding box of some kind is required in order to achieve a unified 'mark and logo' placement.

Also note that the KEYSTONE and ZIPPER shape may be turned within the 360 degree spectrum with great results.



using the zipper shapes

using basic box shapes



THE MARKS & MOTIFS
(with the LOGOTYPE)

The Logotype and the Keystone emblem are stand-alone components of our brand. They can be used together although guidelines do apply. The elements must be combined within a bounding box as shown above.

The Zipper Pull
The Zipper Pull motif is an excellent tool in this regard, as the designs on this page illustrate. The marriage of elements shown here renders the Keystone an arrow device. Pointing outwardly to focus attention to a detail (image or text) or inwardly, to the Logotype. These ready made designs are provided as part of our logo package.

There is room for manoeuvre however when using our marks together. While the need is stressed for the combined elements to be 'contained' within a box, the fusion of the Keystone and Logotype is something that is open to development as regards relative positioning, colour (see the Colour section of this guide), box shape, and the treatment of Keystone emblem.

p: 4

THE PERFECT KNOT.
THE PERFECT LENGTH.
THE PERFECT LOOK.
IN SECONDS.



SUPERTIE

↑ Promotional Banners

SUPERTIE

Welcome to the **necktie revolution.**
Welcome to the **SuperTie.**



The magic of the SuperTie is an ingeniously designed zip mechanism housed inside an immaculate pre-formed half Windsor knot.

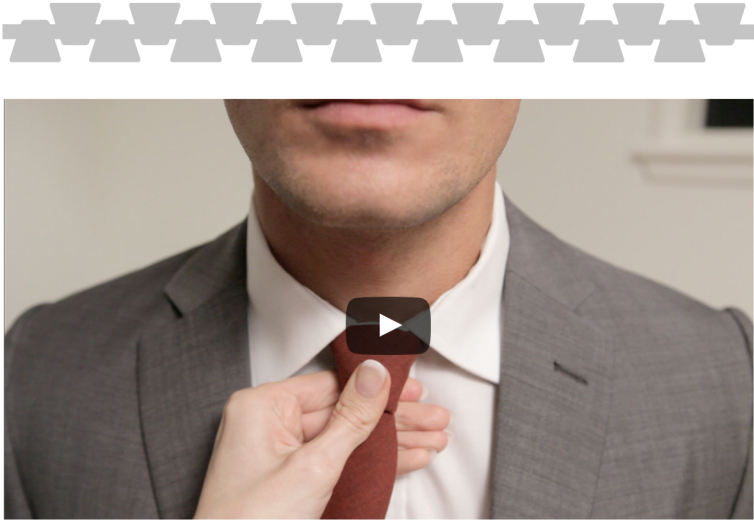
On and off in an instant and **perfect every time.**

Made from **the finest quality silks and wools** and engineered to **the highest standard**, the SuperTie never disappoints.

Visit our website to learn more and to see what people have to say about the SuperTie.

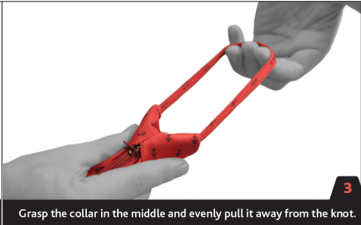
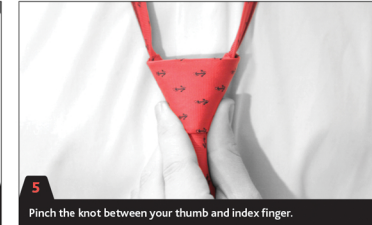
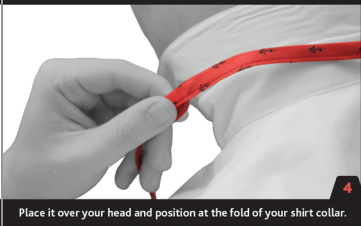
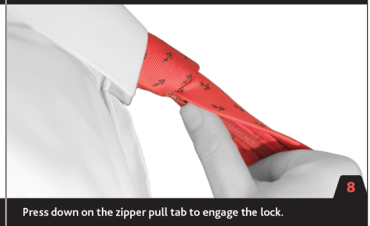
www.thesupertie.com

Here you can browse our introductory collection and buy online... **20% off before Christmas 2010!**



↑ YouTube Ad Campaign

↓ Selected Booklet Pages

<p>The SuperTie Company Ltd., Edinburgh, Scotland www.thesupertie.com e-mail: info@thesupertie.com</p>	 <h1>SUPERTIE</h1> 	 <p>Welcome to the NECKTIE REVOLUTION.</p> <p>Welcome to the SuperTie.</p> <p>Thank you for your purchase. We're sure that you will enjoy your SuperTie for years to come.</p> <p>This guide provides instruction on how to use your SuperTie and guidance on how to care for it...</p>	<p>Stay up to date with new additions to our range as well as the latest news from SuperTie Heights at www.thesupertie.com</p>  <p>You can also stay in touch by emailing us at info@thesupertie.com</p>
<p>1 <i>to put on your SuperTie...</i></p>  <p>First up, free the collar from in behind the back blade.</p>	<p>3</p>  <p>Grasp the collar in the middle and evenly pull it away from the knot.</p>	<p>5</p>  <p>Pinch the knot between your thumb and index finger.</p>	<p>7</p>  <p>Zip that bad boy up to perfection.</p>
<p>2</p>  <p>Release the lock mechanism by lifting the zipper pull tab.</p>	<p>4</p>  <p>Place it over your head and position at the fold of your shirt collar.</p>	<p>6</p>  <p>Use your other hand to hold the back blade, and slide the knot up.</p>	<p>8</p>  <p>Press down on the zipper pull tab to engage the lock.</p>
<p>9</p>  <p>Tuck the back blade through the material loop and the label.</p> <p>10</p>  <p>Perfect. Good to go.</p>		<h3>SUPERTIE TOP TIPS</h3> <ul style="list-style-type: none">While the SuperTie zip mechanism is built to the highest specification, it should be treated with care. Do not operate it with the lock engaged and when unzipping make sure you pull evenly from the middle so that both sides of the zip are actioned at once.When it comes to storing your SuperTie, hanging it up is an acceptable option although the best method is to roll it up and keep it in its box. This maintains the shape and condition of your SuperTie and will limit creasing. You can keep the box flat in your drawer or upright on a shelf with the plastic sleeve in place.You may like to treat your SuperTie with a specialised fabric protection spray before use. Use a reputable brand and follow the instructions carefully.Keep out of reach from children.	<ul style="list-style-type: none">Try to avoid wearing your SuperTie around hazardously splashy foodstuffs such as spaghetti sauce, soup, fondue and ketchup or mayonnaise sachets. If you sense danger, one of the great things about the SuperTie is that it's off in an instant and straight back on again when the coast is clear.Other self-evident perils include velcro (or anything that might snag the fabric of your SuperTie), machinery, and babies and toddlers.SuperTies both wool and silk are made from the highest quality and most intricately woven fibres. With so many countless threads they must be handled with the utmost care to make sure they are not caught or snagged. If your SuperTie does get snagged, do NOT pull at the fibres under any circumstances. Wait instead until you have a sharp pair of scissors and very carefully cut the fibres as close to the material as you can manage without causing further damage.

Bonjour,

— French Classes —

Client: Bonjour-FrenchClasses

Job: Various

www.bonjour-frenchclasses.com

Established in 2021, Bonjour-FrenchClasses is an independent French language school based in Edinburgh. I helped them set up their website and social media presence on Instagram and Facebook, and have been called upon to write copy for high-impact posts requiring a more exacting level of English language.

The image shows the Instagram profile for 'bonjour.frenchclasses'. The profile picture is a circular photo of a smiling woman with long brown hair. The bio identifies her as 'Louise - French teacher' and lists services: 'Classes in Scotland', 'You've got a French partner?', 'Wanna travel to France without stress?', and 'Start with your FREE... more'. A link 'linktr.ee/bonjour.students' is provided. Below the bio are six icons representing different content types: Reviews, Group Class, 1-1 Class, About me, Discussion, and a FREE guide. The main feed shows a grid of six posts. The first post is a photo of a woman holding a croissant. The second post is a yellow graphic with the text 'Bonjour. Je m'appelle Louise and I'm a French teacher' and a call to action 'Get to know me a bit more'. The third post is a blue graphic titled 'CLASSES TIMETABLE 2024' with a challenge 'So you think you can pronounce "croissant"?!'. The fourth post is a white graphic titled 'Test your level in French for FREE' with a link to a bio. The fifth post is a yellow graphic titled 'Speaking French' with a list of topics: verbs conjugation, accent, silent letters, false friends, pronunciation, prepositions, and gender. The sixth post is a brown graphic titled 'Don't let your French take a vacation this summer' with a video of a woman on a laptop screen.

bonjour.frenchclasses Following Message + ...

318 posts 2,087 followers 134 following

Louise - French teacher
✳️ Classes in Scotland
👯 You've got a French partner?
🇫🇷 Wanna travel to France without stress?
📄 Start with your FREE... more
🔗 linktr.ee/bonjour.students

Reviews Group Class 1-1 Class About me Discussion FREE guide

POSTS REELS TAGGED

Bonjour.
Je m'appelle Louise and
I'm a French teacher
Get to know me
a bit more

CLASSES TIMETABLE 2024
So you think you can
pronounce "croissant"?!

**Test your
level in French
for FREE**
(link in my bio)

Speaking French
verbs conjugation
accent
silent letters
false friends
pronunciation
prepositions
gender

**Don't let your French
take a vacation this summer**



So, you think you can pronounce “croissant”?!

Join our French classes NOW!



When you think it'll take you 2 months to **learn French** before your **summer holidays**



bonjour.frenchclasses

Dante9K • Tomfoolery (Dante9K Remix)



bonjour.frenchclasses Think about it: it takes a long time to master your mother tongue, and you've been speaking it your entire life!

Learning a new language requires you to develop a whole new set of skills, including vocabulary, grammar, and pronunciation. 🧠

So if you're just starting out on your language-learning journey, don't get discouraged if you don't see progress right away. Stick with it, practice consistently, and be patient with yourself. 🌍💪

Remember that language learning is a journey, not a destination, and every step you take is bringing you closer to your ultimate goal. So take your time, enjoy the process, and celebrate every small victory along the way. You've got this! ✨

What about you, how long have you been learning French?

#french #français #learnlanguage #learnfrenchonline #speakfrench #frenchclass #frenchlanguage #frenchstudy #onlinecourse #languefrançaise #easyfrench



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bonjour.frenchclasses Always bored during French conversations cause you can't understand a word? 😞

Well maybe it's time to learn French! What about a FREE guide that can fit your needs? 📖

Whether you are travelling to France and you need to be able to express yourself for daily life and basic situations. 🇫🇷

Or you have a French partner and you want to impress them with some good vocab and phrases. 💡

Or maybe you are looking to engage a bit more with their family and friends in order to give a good impression (oui oui you'll win points if you speak French with them!) 🇫🇷

Try the quiz in my bio and you'll receive your FREE survival kit. I hope you'll like it!!

Come back here after taking the quiz and share with us which kit you got hihi 📦📖

#quiz #learnfrench #languagebarrier #travelfrance #frenchpartner #frenchenglish #relationship #learnfrenchonline #speakfrench #frenchclass #frenchlanguage #frenchstudy #onlinecourse #languefrançaise #easyfrench



Client: The Environment Exchange

Job: Corporate Video AV Script

www.t2e.co.uk

The Environment Exchange provides an online marketplace that allows buyers and sellers of Packaging Recovery Notes (PRNs) and recovered paper to trade swiftly, safely and securely. The brief for this 2011 assignment was to write an AV script to introduce the business and explain how it operates.

AUDIO (VOICEOVER SCRIPT)	VISUAL
The Environment Exchange operates marketplaces for Packaging Waste Recovery Notes (or PRNs); Waste Electronic & Electric Equipment Evidence Notes (WENs); and Recovered Paper — old corrugated containers and old newspaper and pamphlets.	<ul style="list-style-type: none"> t2e LOGO Text on screen: marketplace <i>n.</i> 1 an open space where a market is held in town. 2 the arena of competitive or commercial dealings, bargaining, etc. Introduce graphics for PRN document, WEN document, and a balled up piece of scrap paper
t2e was founded in 1998 to provide a low cost, transparent pricing and trading mechanism whereby companies whose business involves the use of packaging could comply with legislation encouraging them into environmentally sustainable business practice.	<ul style="list-style-type: none"> Tilted t2e LOGO slides in, then recedes to reveal this is a sticker on the side of a cardboard box; the other side bears the stamp “1998” Box moves LEFT off screen as if on a conveyor belt, introducing more graphics crawling RIGHT to LEFT: drinks cartons, wooden pallets, plastic bottles, tin cans, glass bottles, Recycling LOGO
t2e provides its customers with a smart, simple and safe way to trade PRNs, WENs and Recovered Paper.	<ul style="list-style-type: none"> Text on screen: smart simple safe Graphics: PRN document, WEN document, stack of paper/card
t2e makes life easier for our members and customer satisfaction is all important.	<ul style="list-style-type: none"> Image of corporate manager reclining behind desk
The service offered by t2e is highly effective. You can minimise the time you spend on administration, maximise your trading knowledge and be confident that the code of conduct will ensure that you are treated fairly.	<ul style="list-style-type: none"> t2e LOGO in background Graphic of clock ticking - hands start moving much slower... Graphic of man's head in silhouette with “brain space” filling up Graphic of tick mark

t2e regulates its markets with standardised contracts which are protected by anti-default and anti-fraud measures, and procedures for dispute resolution.	<ul style="list-style-type: none"> • Graphic of contract with pen > graphic of shield lands on top of it • Graphic of scales of justice
This kind of marketplace is suitable for any kind of commodity and can be replicated and implemented in any other country.	<ul style="list-style-type: none"> • Graphics of discarded plastic, electrical goods, cardboard & paper
In the PRN marketplace, t2e records and displays anonymous offers from sellers and bids from buyers, providing price transparency for all participants. When a bid matches an offer a trade is automatically made.	<ul style="list-style-type: none"> • 4 quadrants on screen display Bid and Offer boards for Paper, Glass, Steel, Plastic • New Bids and Offers are added to the board • A new Bid is added to the Steel quadrant which matches one of the offers - both graphics HIGHLIGHT in YELLOW • Graphic of hands shaking in silhouette lands on top (background going out of focus).
While the marketplace is built for interactive online use by t2e 's customers, many participants use the phone to instruct market operators.	<ul style="list-style-type: none"> • Introduce new background: generic graph / stock market computer display animation • Graphic of t2e phone operator slides in
Once orders are received market operators help to facilitate trades and the settlement of these trades is managed by t2e 's administrative team.	<ul style="list-style-type: none"> • Graphic of Bid and Offer board for Glass marketplace appears alongside phone operator graphic. • A new Offer is added to the board (800 tonnes @ £15). There is an existing Bid for 800 tonnes in the Bid column, at a price of £13.75. Both prices HIGHLIGHT in YELLOW, and both are shown to change - the Bid increasing, the Offer decreasing, until they match and both graphics HIGHLIGHT fully in YELLOW.
The marketplace for Recovered Paper follows the same principles as the PRN marketplace. The key difference is that tangible commodities are being traded.	<ul style="list-style-type: none"> • Photo imagery of collected paper waste • Graphics of stacks of cardboard

<p>Here we can see the electronic marketplace for Recovered Paper in action....</p> <p>A user clicks the TRADE button to enter a new buying order or to find matching offers...</p> <p>First he selects his market. He then specifies from where he wants to buy and a maximum distance from that location in road miles, keeping his transport costs in mind. Once the load and packing preferences are selected, you can see the system immediately returns matching offers in the right hand column, descending from the best available price.</p> <p>Clicking “B” will pre-populate the bid fields — instead this buyer chooses to enter a different quantity and price, to place his bid in the market.</p> <p>There are further options for time limiting the bid and varying payment terms. Once satisfied the buyer clicks to enter his bid. For security reasons you must check and confirm the order which once submitted shows up straight away in the marketplace, highlighted in yellow.</p>	<ul style="list-style-type: none"> • Screen capture video of t2e application with user activity as narrated
<p>It's as straightforward to join t2e as it is to take advantage of their services. There is no joining fee, trading fees are fixed and small, and the annual membership fee can be reduced to zero by signing a direct debit mandate and utilising the trading fee rebate.</p>	<ul style="list-style-type: none"> • t2e LOGO • Graphic of pennies • Direct Debit LOGO
<p>As a special introductory offer there are no fees in the Recovered Paper market — as a new venture for everyone involved, it is a “learning by doing” process and our market operators are here to help you along every step of the way.</p>	<ul style="list-style-type: none"> • Photo image: collected paper at recycling facility • Superimposed text: £0 • Photos of t2e employees on phone / headsets
	<ul style="list-style-type: none"> • t2e LOGO • Text on screen: 0131 473 2337 (Recovered Paper) email: paper@t2e.co.uk 0131 473 2330. (PRNs and WENs) email: info@t2e.co.uk