



Gexpro Services

THE CHALLENGE

The international provider of B & C class components in the wind energy industry, Gexpro Services, was pressed for time. They needed an informational, professional video showcasing their wind power capabilities, and they needed it fast! The video needed to be completely finished, including scriptwriting, filming, graphics, and post production, within four weeks time. But it was also necessary that this production maintain the high standards that each division of Gexpro Services held themselves to. With filming locations in Florida, Texas and Illinois, and specific needs for graphics and final delivery, this was a job for SolidLine.

THE ANSWER

Immediately, the SolidLine art department went to work collecting assets and modeling the necessary interior and exterior elements of wind turbines, while the script was written, and the voice talent was auditioned. Once the script was approved, the production crew headed out to Gexpro Services facilities in Dallas and Pensacola, and a wind farm just outside of Chicago. Over the course of these travels, the SolidLine production crew captured tons of breathtaking, high-definition imagery. Back at the office, the footage was combined seamlessly with 3d elements and sleek motion graphics, as well as music and narration audio for an on-time delivery of the finished product.

THE OUTCOME

When Gexpro Services were first presented their new video, the rave reviews flooded in. For it's premiere presentation at the European tradeshow and conference with other leaders in the wind power industry, the audience was rapt with attention. The folks at Gexpro Services couldn't have been happier with the end product, a high-end marketing piece that serves as a dynamic introduction to the supply chain solutions they are able to provide for their customers, as well as an arresting, exhilarating calling card for the wind energy division of their company.

"We were so very pleased with how smoothly and meticulously our production was carried out. We set our standards very high, and the SolidLine crew more than met our expectations as well as our deadlines."

-Juan Marin, Business Development and Marketing Director, Gexpro Services

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