

Tyler: Magic

By

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INT-B_ROLL-DAY

Fade in.

Intro:

CAPTION

There's a **magic** to Tyler that sets it apart from both its competition, and even its peers.

(fade to)

Trane and American Standard Heating & Air Conditioning have facilities all across the country, yet Tyler has managed to distinguish itself as a **dynamo** of industry and creativity since its inception.

(fade to)

Our story begins in 1956:

Cut to:

CAPTION

Originally intended to make vacuum cleaners, the Tyler plant opened its doors in 1956 under the Air Conditioning division of GE and was a mere half the size it is today.

Cut to:

CAPTION

"Go West, young man, and grow up with the country."

(fade to)

In 1978, long after the gold rush, we had our own Westward Expansion. GE moved its Air and Heating headquarters from Kentucky to Tyler, Texas.

(fade to)

Over the years, the Tyler plant grew to the **million+** square feet facility you stand in today.

Cut to:

CAPTION

The 80s was a period of optimistic change for most of the US, and we were in on the enthusiasm:

(fade to)

In 1982 GE's AC division was acquired by Trane. Just two years

(MORE)

(CONTINUED)

CAPTION (cont'd)

later, Trane was acquired by American Standard.

(fade to)

But the most exciting change the 80s brought was the Systems Extreme Environmental Test lab (SEET).

(fade to)

The SEET lab manages to do in weeks what nature does in years: by alternating extreme frigid, polar conditions and unbearable, hellish heat, SEET guarantees every unit that ships out is as **rugged** and **resilient** as possible.

Cut to:

CAPTION

In 1989 Trane really broke the mold with the first ever variable-speed hermetic compressor. This was ground-breaking and made a massive technology statement about Trane as an industry leader.

(fade to)

This idea was generated, designed, executed, tested, built, launched, and marketed all from the Tyler location.

(fade to)

Many feel the magic of Tyler is why this innovation happened...that the designers, engineers, marketing team, and factory workers were all under one roof collaborating and constantly communicating, led to this triumph of technology.

Cut to:

CAPTION

Inspiration comes from perpiration, and Inspiration struck yet again in **1994** when American Standard Heating & Air Conditioning launched their own outdoor unit.

(fade to)

Both the AS unit and the Trane unit have become common fixtures in homes all across America.

Cut to:

(CONTINUED)

CAPTION

A new millennium demanded newer solutions to newer problems, and our sphere of influence went from the national to the global stage. It was time for a shift in structure.

(fade to)

Trane went public in 2007. The following year Ingersoll Rand acquired both Trane and American Standard Heating & Air Conditioning. Once again, our family tree changed a bit, but our mission stayed the same.

Cut to:

CAPTION

In 2013, Trane celebrated its **centennial**. Five years later, American Standard celebrated its **thirtieth** birthday.

(fade to)

The Tyler plant has seen and experienced numerous social and technological changes in all this time, changing when it needed, and standing firm when it should.

Cut to:

CAPTION

Today, the Tyler plant is the one of the top five employers in Tyler, Texas.

(fade to)

Through all these years of changing names and faces and even owners, Tyler has remained the headquarters for the Trane Residential business.

(fade to)

Why?

(fade to)

How?

(fade to)

The magic is apparent as soon as you walk in the door.

(fade to)

The energy is still present today, even stronger and more palpable as it was in 1956.

Cut to:

(CONTINUED)

CAPTION

There's a real magic to the Tyler plant. How else could such a massive facility still feel like a small family?

(dramatic fade)

How else could we constantly be on the cutting edge of new technology, while maintaining timeless loyalty and values?

(dramatic fade)

How else could we bring together the rugged strength of our past and the elegant innovations of the future?

Cut to:

CAPTION

The truth behind our success is the same now as it was from the very beginning.

(fade to)

We at Tyler trust each other. We help each other. We **elevate** each other.

(fade to)

It's not innovation that drives our success. It's cooperation that drives our innovation. The success comes from our close-knit structure and drive to support most invaluable resource.

(fade to)

You.

Cut to:

CAPTION

You're going to feel the magic here today.

(fade to)

Welcome to Tyler.

Fade out.