

Nova Crown: Voice-Over Script for Crown Moulding Instructional Video

(The video starts with a separately written, brief introduction of the company and the product)

Then:

“I will now show you how to install crown moulding in your own home. Unlike wood crown where you need a saw and a nail gun and have dust flying everywhere, crown moulding by Nova Crown is clean and easy. This is all you need: A piece of cardboard, a box cutter, a square, a pencil, caulking with an application gun, a damp cloth and a chair or stool or stepladder so that you can reach the ceiling.

Start by laying out the cardboard on a nearby table. This way the surface will be well protected when you cut the crown.

You prepare the caulking gun by inserting the tube of caulking, cutting the top off and piercing a hole at the end of the tube.

Next you want to identify all the corners in the room. Some rooms have only inside corners, while others have both inside and outside corners. The first pieces of crown that will go up will cover all the corners.

That’s it! You’re now ready to start installing the crown.

Let’s begin with an outside corner piece. Apply the caulking on the back, along the top and the bottom. Don’t be afraid to be generous with the caulking as it is important that it seals the gap all the way. If excess amounts come oozing out, then that’s a good thing.

Get up on your chair and gently press the piece up against the corner so it fits snug against both the wall and the ceiling. Most corners are not perfectly square but Nova Crown’s pieces are flexible and will adapt to the angles.

You can then release the piece right away. It is so light that gravity doesn’t have any effect on it once the caulking is applied.

Don’t worry if the middle of the piece splits a little bit. This gap can easily be filled with a little bit of caulking and once the crown is painted it will be completely invisible.

Wet your finger and wipe off the excess caulking, and then use the damp cloth to remove any caulking residue that might be left.

Now for the inside corners. Again you generously apply the caulking on the back, along the top and the bottom.

With your fingers on the outer edges instead of the middle, gently press the piece up against the wall and the ceiling.

Wipe off any excess caulking and fill in any gap in the middle that might have opened up.

Continue this process until all the corners of the room have been fitted with crown.

Finally, you will put up the straight pieces. These will be extra easy to apply if you have a friend who can help out with the other end, but thanks to the pieces being ultra lightweight and easy to manoeuvre you can do it on your own too.

Do not apply any caulking at first. Just push the far end of the piece up against the end of the corner piece. It will then overlap with the corner piece closest to you.

Use your pencil to mark the spot where the pieces overlap.

Line up the square with the marked spot and use it to draw a straight line across the piece.

Take out your box cutter and cut along the line. You don't need to cut very deep. Just pierce the paper and you will then be able to easily break off the unwanted section.

Finally you cut along the back in order to complete the separation.

Now dry-fit the piece again. If it is still overlapping a bit you can simply trim it by cutting off the excessive part. If there is a small gap then that can be filled in with caulking.

When you are satisfied that the piece fits, generously apply caulking on the back along the top and the bottom just like before, and also add a few drops on each of the edges so that the straight piece gets attached to the corner pieces.

Gently press the piece up against the wall and the ceiling.

Repeat the process until all the corner pieces are connected with straight pieces and you have crown moulding running nicely around the whole room.

As a final step, fill in all little gaps and joints with caulking so that it's nice and smooth.

That's it! It is now ready to be painted."