

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

#### **Production Basics Debuts Instructional Video Content**

*by Production Basics*

Oct 31, 2013 - Contact: Ryan Southard Production Basics 31 Dunham Road, Billerica, MA 01821 Email: [awisnia@pbasics.com](mailto:awisnia@pbasics.com) Phone: 617.926.8100 / Billerica, MA---Production Basics recently introduced a series of instructional videos on their YouTube channel, [ProductionBasicsInc](https://www.youtube.com/ProductionBasicsInc). These videos show viewers how to assemble a sampling of the company's products and accessories. Also included in the suite of videos are two videos featuring manufacturing processes. "Video is a great way to educate and connect with our end user," says Rob Desmarais, National Sales Manager for Production Basics. "We're pleased to be able to improve our service levels by offering how-to videos to our customers." Production Basics products featured in the instructional videos include the Drawer Unit, C-Leg Workstation, RTW Table, Uprights, Power Rail, RTW Riser Shelf and the Basic Nut and Bolt hardware connection. The company's frame welding and worksurface manufacturing processes are shown step by step in two separate videos on the same channel. Videos can be viewed on [//customerCenter/video.cfm](http://customerCenter/video.cfm) or on YouTube – <https://www.youtube.com/ProductionBasicsInc>. Production Basics partnered with Greg West Photography of Dover, NH to produce the video content. **About Greg West Photography** Boston photographer Greg West has specialized in location photography of architecture and interiors for more than 26 years. His clients include architects, interior designers, building owners, general contractors, product manufacturers and various editorial publications. For more information, visit [www.gregwestphotography.com](http://www.gregwestphotography.com). **About Production Basics** Since 1995, Production Basics has used a fresh approach to designing, manufacturing and marketing ergonomic workstations and accessories. The Company combines clean lines, basic materials and solid components to form sturdy, modular products. The Company provides economical workspace solutions for the electronics assembly, laboratory and material handling industries. For more information, visit [www.pbasics.com](http://www.pbasics.com).