

MADE IN AMERICA

A large industrial factory interior with a red robotic arm in the foreground welding a large, conical metal object. Sparks are flying from the welding point. The background shows various industrial structures and equipment under warm lighting.

The American spirit isn't just an idea—it's something you can weld, stitch, forge, and finish. From steel-forged axes in Pennsylvania to custom cowboy boots in Texas, **MADE IN AMERICA** gives viewers a never-before-seen look into the beauty and ingenuity of the factories, forges, and workshops powering the nation's heart and soul — one machine, one maker, one masterpiece at a time.

FORMAT

Each 30 minute episode of **MADE IN AMERICA** spotlights three iconic products, each one proudly built on U.S. soil. From raw materials to final masterpiece, viewers get a peek behind the curtain on how things get made the American way. Through cinematic close-ups, rhythmic time-lapses, and gritty, industrial sound design, the series dives into the tools, techniques, and tenacity behind the build.

Stylized and hypnotic, every segment is a high-octane tribute to precision, power, and pride. No host. No interviews. Just pure, unfiltered process—narrated with a voice that's as rugged and reverent as the makers themselves.



KEY FORMAT ELEMENTS

20 episodes, 30 minutes each

Three Products Per Episode: One legacy icon, one innovative build, one small-batch artisan good.

Cinematic, Stylized Visuals: Macro close-ups, time-lapses, slow-motion, and natural light bring the process to life.

One Narrator: No Host, No Interviews, just pure process and story-telling

Industrial Sound Design: Authentic factory ambiance mixed with rhythmic, Americana-inspired scores.

Product Journey: Start to Finish: From raw materials to final product, each segment shows the full build.

On-Screen Stats & Specs: Quick, punchy graphics highlight surprising product facts (e.g., weight, volume, output per day).

"Made Here" Map Pins: Each segment includes visual callouts showing where the product is made in the U.S.

Segment Structure: Cold open → build process breakdown → finished product reveal → quick tag or stat to close.

Mix of Scale: Combines mass-manufactured machines with handmade, heritage craftsmanship.

A dramatic industrial scene featuring a massive shower of bright orange sparks falling from a central point, likely a grinding or welding operation. Two workers in protective gear are visible on either side of the sparks. The background shows a complex steel structure with stairs and walkways.

SAMPLE EPISODES

EP 1: “THE AMERICAN STANDARD”

Legacy Icon: American Flag (Annie Flagmakers - Roseland, NJ)

For over 175 years, Annin has stitched the stars and stripes that fly over front porches, firehouses, and military bases across the country. At their New Jersey facility, every flag is cut, dyed, embroidered, and assembled with the respect it deserves. This isn't just fabric—it's a symbol, built with pride, precision, and the spirit of the nation it represents.

Innovation: Catalytic Converters (3M – Maplewood, MN)

A miracle of modern chemistry, this under-the-car component scrubs harmful emissions from millions of engines daily. See how ceramic substrates, precious metals, and precision coating come together to help keep the air cleaner—one tailpipe at a time.

Artisan Craft: Gibson Guitars (Nashville, TN)

Each Gibson guitar starts as a block of hardwood and ends as a piece of living history. From hand-carved necks to vintage nitrocellulose finishes, master luthiers shape every curve and detail with surgical precision and soul. These aren't just instruments—they're icons, built by American hands for the sound of generations.





EP 2: “HOUSEHOLD HEROS”

Legacy Icon: Post-it® Notes (3M – Cottage Grove, MN)

They’re in every classroom, office, and kitchen drawer across the country. But how does that little yellow square get its perfect peel? From specialty adhesive science to high-speed cutting machines, we reveal how a simple sticky note became a national staple.

Innovation: Toothbrushes (Oral-B – Iowa County, WI)

Don’t let the size fool you—this little tool is an engineering marvel. At this Wisconsin facility, precision-milled bristles, ergonomic handles, and high-speed robotics combine to create the toothbrushes that keep millions of American smiles shining.

Artisan Craft: Balloons (Premium Balloon Accessories – Fresno, CA)

From birthday bashes to Fourth of July parades, balloons bring the party—and it all starts in California. Here, latex meets color, shape, and shine through a blend of custom molds and artistic flair. These aren’t just decorations—they’re joy, hand-poured and made to float.

EP 3: “FORM & FUNCTION”

Legacy Icon: Scotch® Magic™ Tape (3M – Cottage Grove, MN)

A marvel of everyday engineering, this nearly invisible tape holds everything from holiday wrapping to office life together. See how polymer films, pressure-sensitive adhesives, and automated spooling machines create a household hero.

Innovation: NASA Space Suits (Houston, TX / Dover, DE)

Built for zero gravity, engineered for zero failure. Every NASA space suit is a self-contained survival system—stitched, sealed, and tested by American hands. In Dover, Delaware, layers of Kevlar, Teflon, and Nomex are precision-crafted into suits that can withstand the vacuum of space. In Houston, they're tested, refined, and trained in, just steps from Mission Control. These aren't costumes—they're life-saving machines, built for the edge of the unknown, and trusted to protect the boldest explorers on Earth and beyond.

Artisan Craft: Handmade Cowboy Boots (Lucchese – El Paso, TX)

Leather is cut by hand. Soles are stitched with care. Every boot is built to fit like a handshake. Inside this legendary Texas workshop, craftsmanship still rides tall in the saddle.





EP 4: “BUILT TO LAST”

Legacy Icon: Levi’s Jeans (Levi’s Eureka Innovation Lab - San Francisco, CA)

Born in the gold mines and raised on the job site, Levi’s jeans are the original American uniform. Inside their U.S. facility, heavy denim is cut, sewn, and riveted to endure whatever the day throws at it. From cowboys to construction crews to rock stars, these aren’t just jeans—they’re a symbol of strength, rebellion, and the kind of durability you can only build into fabric when you’ve been doing it since 1873.

Innovation: Flat Screen Display Panels (3M – Columbia, MO)

Beneath your laptop or TV screen lies a network of advanced optical films. Witness how these whisper-thin layers of tech are engineered, stretched, and laminated to give your favorite devices that signature glow

Artisan Craft: Lodge Cast Iron (South Pittsburg, TN)

Forged in fire and seasoned by tradition, every Lodge skillet starts with raw American iron and ends with heirloom-quality toughness. Inside the foundry, molten metal meets sand molds in a process perfected over generations. These aren’t just pans—they’re legacy tools, built to last, built to cook, and built the American way.

WHY NOW?

In an age of global outsourcing and digital everything, there's a growing hunger for the real, the tactile, and the authentically American. From the revival of Rust Belt industry to the rise of small-batch makers, American manufacturing is having a moment—and people want to see how it's done.

MADE IN AMERICA taps into the national pride, nostalgia, and curiosity of a country that's ready to rediscover its roots—not just in history books, but in the hands of welders, weavers, and workers who build things the right way. It's a love letter to American grit and ingenuity, just when we need it most.



ORIGINAL

P R O D U C T I O N S

A *Fremantle* Company