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London, UK



BEYOND LAUNCHES NEW SERIES *MANUFACTURED*

Beyond Distribution has acquired international rights to a new technology series *Manufactured*. Produced by Castlewood Productions for Discovery Canada, the show will feature in Beyond's MIPTV slate. *Manufactured* tells the story of great products, be it a tool, tyre or toilet.

Andrew Burnstein, Castlewood's President and Executive Producer commented, "I'm really excited to continue our relationship with Beyond and know their amazing team will have great success unveiling our very cool show to a global audience."

Each episode follows the conception, history and manufacture of three great products. These include the Stetson hat, the signature of the Wild West; the Toto Drake II toilet, the best thing to happen to bathroom visits; Zippo lighter, a flick of fire guaranteed for life; Vitamix blender, the power tool for your meals and Jack Daniel's Old No 7 Tennessee Whiskey, the highest selling American whiskey to date. We've got the inside stories of thirty-nine iconic products from prototype to hot off the production line.

Beyond also represents *Design DNA* from Castlewood Productions, which has been sold across USA, Latin America, Europe and Asia.

Yvonne Body, Head of Acquisitions from Beyond Distribution, said, "From our very successful sales of Castlewood's *Design DNA* we know that audiences worldwide have an insatiable desire to see how well-known objects are made. *Manufactured* shows the whole process from design to end of the assembly line. It's fast paced, entertaining and informative."
