

## **VTTV x Hulamin: Transforming Safety Through High-Impact Incident Animations**

Hulamin operates in one of the most demanding industrial environments in South Africa — a world of molten metal, high-speed machinery, heavy equipment, and precision-driven processes. In this environment, safety is not optional. It is the foundation of every shift, every task, and every decision.

To strengthen their safety culture and deepen learning across the organisation, Hulamin partnered with VTTV to create a series of high-impact incident animations — visual stories that bring real events to life in a way that is clear, memorable, and behaviour-changing.

### **Turning Real Incidents Into Powerful Learning Moments**

Hulamin needed a way to communicate safety lessons that went beyond traditional toolbox talks and written reports. They needed something that would capture attention, show exactly what went wrong, highlight the human and operational factors, reinforce preventative actions, and drive long-term behavioural change.

VTTV stepped in with a solution that combined technical accuracy, storytelling, and world-class animation. Each animation recreated a real incident from the Hulamin environment using 3D modelling, motion graphics, and scenario-based storytelling.

### **Animations Designed for Impact, Accuracy, and Clarity**

Every incident animation was built through a meticulous process:

- Reviewing incident reports and investigation findings
- Mapping the sequence of events with precision
- Recreating the environment using accurate layouts and equipment models
- Visualising human behaviour and decision points
- Highlighting root causes and contributing factors
- Ending with clear, actionable safety messages

### **A Tool That Changed the Way Hulamin Communicates Safety**

The incident animations quickly became one of Hulamin's most effective safety communication tools. They were used in safety briefings, leadership engagements, contractor inductions, refresher training, behaviour-based safety discussions, and post-incident learning sessions.

### **A Partnership Built on Trust and Shared Purpose**

Hulamin chose VTTV because they needed a partner who could handle sensitive safety content with professionalism, accuracy, and care. VTTV delivered by working closely with safety teams, ensuring confidentiality, translating technical detail into accessible visual

storytelling, and producing animations that were both educational and emotionally impactful.

### **Changing Behaviour, One Story at a Time**

The incident animations created by VTTV have helped Hulamín shift from compliance-based safety to learning-based safety — where people understand not just the rules, but the reasons behind them.

These animations don't just tell stories. They change mindsets. They save lives.