

FLAGSHIP STORES

FRIDGE DISPLAY



VISUAL MERCHANDISING GUIDES

TOURING ZONE UPDATE



4X4 ACCESSORIES

NOVEMBER 2020

FRIDGE TABLE

J014 / J014C

Placement of Fridge Tables:

- Fridges are part of the Touring Zone, so please follow your floor plans when placing your fridge table. If you need assistance, please contact your state Visual Merchandising Reps.
- Keep in mind hanging cords and/or cord trip hazards. Cords must not block fridges. All power boards are to be concealed and cords displayed neatly at the back of your table.

Additional Notes:

- No podiums are to be used in Flagship stores.
- Mesh on the back of the table is to face the back of the store.
- If you would like to order a fridge table, please contact Jenna Sainsbury <jenna@dlcollective.com.au> for more information.
- We would love to see your set-ups! Please send completed photos through to Bronwyn <bgarrett@arb.com.au>.



TOURING

FRIDGE TABLE

ELEMENTS 60L 10810601

Mounted on:
10900039
ARB FRIDGE
SOLID MOUNT
KIT ELEMENTS 60L

ARB ZERO 60L 10802601 Freestanding

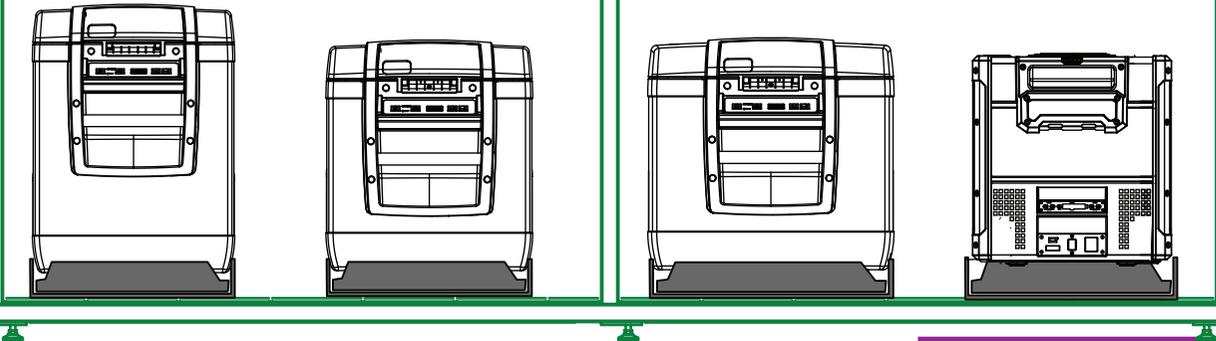
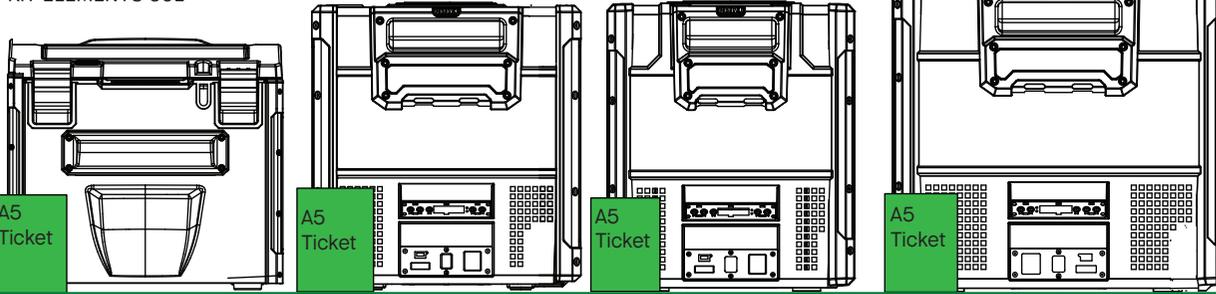
Additional:
NEW
10900049
BATTERY PACK

ARB ZERO 44L 10802441 Freestanding

Additional:
COMING SOON
10900051
TRANSIT BAG ZERO
FRIDGE 44L

ARB ZERO 96L DZ 10802961

Mounted on:
10900046
ARB ZERO FRIDGE TIEDOWN KIT



ARB CLASSIC 47L Series 2, 10801471

Mounted on:
10900029
ARB CLASSIC
FRIDGE SLIDE
EXTENSION 35/47L

Additional:
10900043
TRANSIT BAG CLASSIC
FRIDGE 47L|SERIES 2
GREY/BLACK

ARB CLASSIC 35L Series 2, 10900042

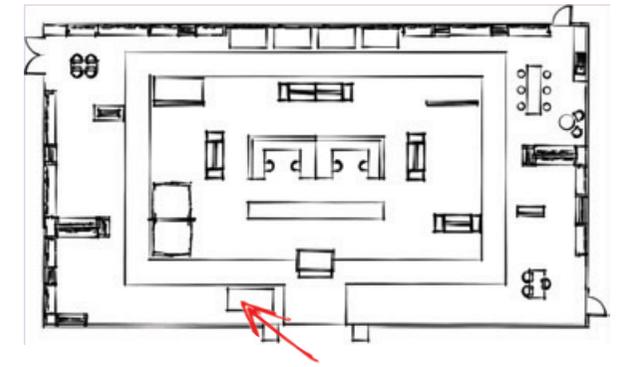
Mounted on:
10900029
ARB CLASSIC
FRIDGE SLIDE
EXTENSION 35/47L

ARB CLASSIC 60L Series 2, 10801601

Mounted on:
10900048
ARB ZERO
FRIDGE SLIDE EXTENSION
60L

NEW ARB ZERO 36L 10802361

Mounted on:
10900047
ARB ZERO
FRIDGE SLIDE EXTENSION
36L/44L



No bolting on the top tier, use sticky hooks to hold tie-down kits.



Fridge Table

- Flagship stores with a J014 or J014C fridge table are to set up each fridge using the current set-up plan as pictured.
- Fridge accessories are to be merchandised on the slat mesh on the back of the table facing the back of the store.

Ticketing

- Each fridge is to have an A5 ticket in an acrylic block placed in front of the fridge on the top tier on the left hand side as pictured.
- Magnet ticketing has been created for the bottom tier to be displayed on the left side of the slide.

Additional Notes

- Podiums must not be used in Flagship stores.
- Elements must be the fridge closest to the entrance. This may mean mirror imaging the planogram.

FRIDGE ACCESSORIES

J014/J014C. MESH BACK

Fridge Table - Back

Planogram of the back of the fridge table

Product List

- | | | |
|-----|----------|--|
| 1. | 573260 | Fridge Freezer Brochure |
| 2. | 10900046 | Zero Tie-down System |
| 3. | 10900046 | Zero Tie-down System |
| 4. | 10900038 | ARB FRIDGE TIE DOWN KIT ELEMENTS 60L |
| 5. | 10900038 | ARB FRIDGE TIE DOWN KIT ELEMENTS 60L |
| 6. | 10900010 | ARB FRIDGE TIEDOWN KIT |
| 7. | 10900010 | ARB FRIDGE TIEDOWN KIT |
| 8. | 10900027 | FRIDGE WIRING KIT 6M W/THREADED SOCKET |
| 9. | 10900049 | Portable Power Pack |
| 10. | 10900041 | FRIDGE APP CONNECT MODULE |
| 11. | 10900028 | THREADED SOCKET SURFACE MNT ARB FRIDGE |

Stores must only use black 150mm length prongs, which can be purchased from Shop for Shops.

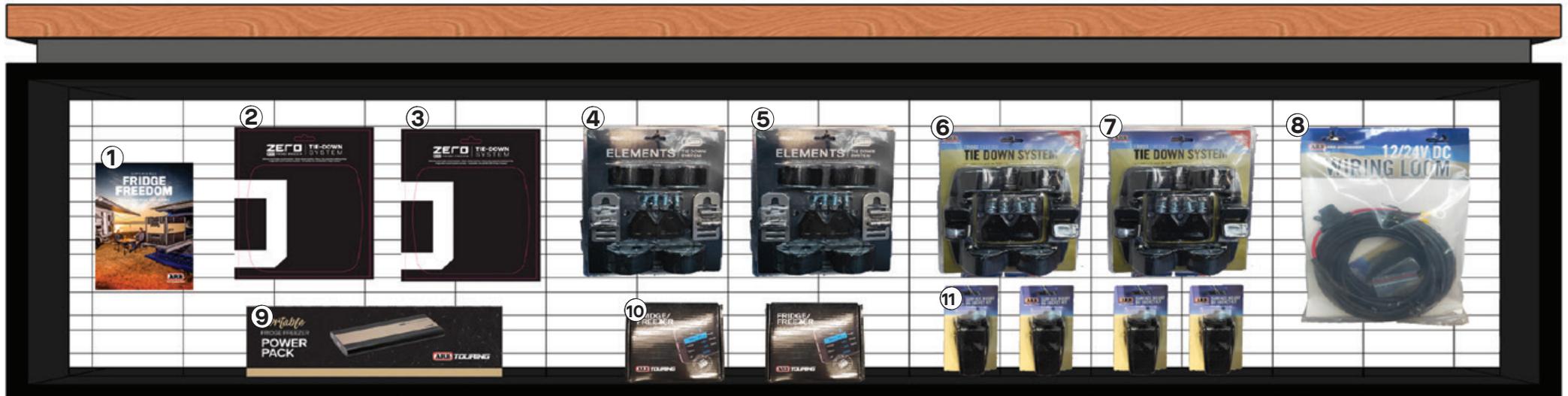


S1731BK

**Slatwall/pegboard hook
with 80 x 26 mm flipper
scan plate**

150 L x 5 mm DIA

Prices as low as \$1.64



OLD STYLE FRIDGE TABLE

If your Flagship store has a older style fridge table and you are yet to purchase the J014C, the following planogram is to be used.

If you wish to purchase a new style table, please contact Jenna Sainsbury <jenna@dlcollective.com.au>.

Fridge accessories are to be placed on the closest gondola or grouped together within your Touring Zone.

Product List

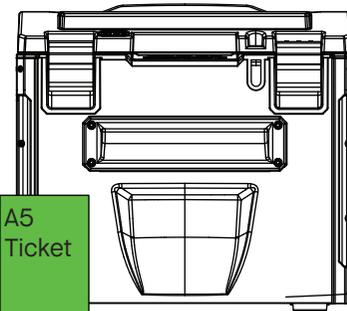
1. 573260
Fridge Freezer Brochure
2. 10900046
Zero Tie-down System
3. 10900038
ARB FRIDGE TIE DOWN KIT ELEMENTS 60L
4. 10900010
ARB FRIDGE TIEDOWN KIT
5. 10900027
FRIDGE WIRING KIT6M W/THREADED SOCKET
6. 10900049
Portable Power Pack
7. 10900041
FRIDGE APP CONNECT MODULE
8. 10900028
THREADED SOCKET SURFACE MNTARB FRIDGE



NOTE:
No podiums are to be used in Flagship stores.

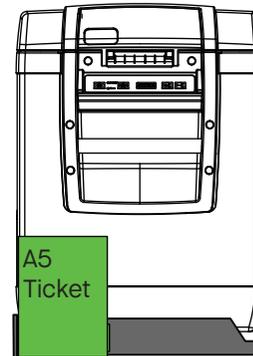
ELEMENTS 60L 10810601

Mounted on:
10900039
ARB FRIDGE
SOLID MOUNT
KIT ELEMENTS 60L



ARB CLASSIC 47L Series 2, 10801471

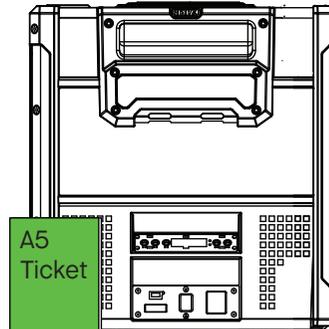
Mounted on:
10900021
ARB CLASSIC
FRIDGE SLIDE
Additional:
10900043
TRANSIT BAG CLASSIC
FRIDGE 47L|SERIES 2
GREY/BLACK



ARB ZERO 60L 10802601

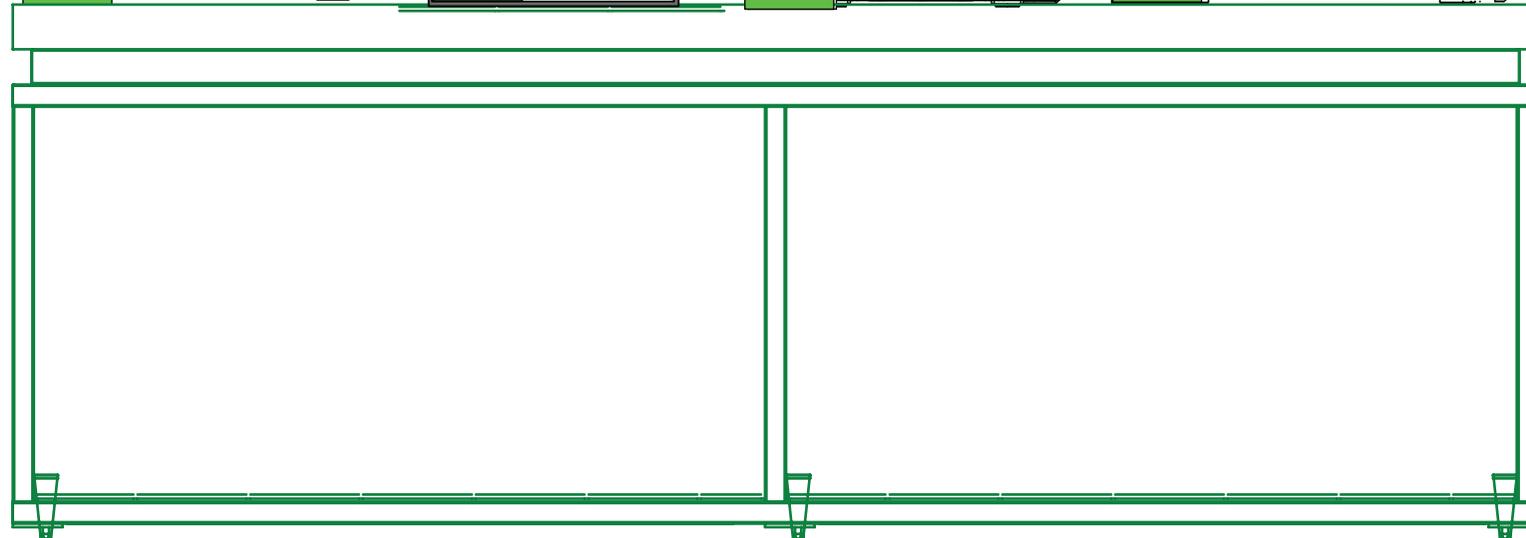
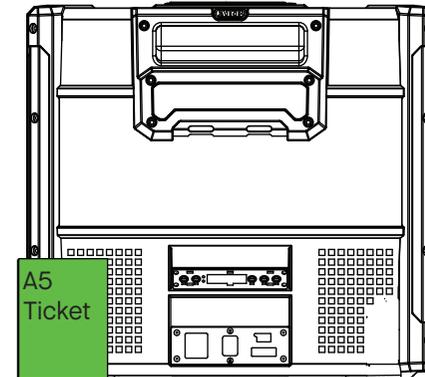
Freestanding

Additional:
COMING SOON
10900051
TRANSIT BAG ZERO
FRIDGE 44L



ARB ZERO 96L DZ 10802961

Mounted on: Additional:
10900046 **NEW**
ARB ZERO FRIDGE 10900049
TIE DOWN KIT BATTERY PACK



TUB DISPLAYS

Classic Canopy

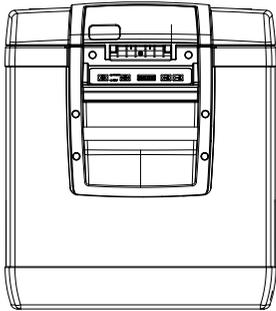
Display Fridge

Fridge - 10801781

Mount - 10900022

ARB Classic 78L Series 2

ARB Fridge Slide 60/78L



Ascent Canopy

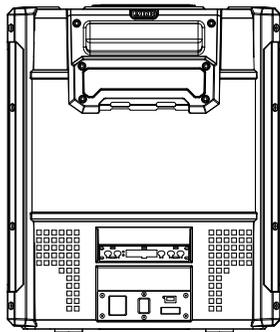
Display Fridge

Fridge - 10802691

Mount - 10900048

ARB Zero 69L DZ

Zero Fridge Slide 60/69/73L



PLEASE ENSURE THE
FRIDGE IS SITTING ON THE
LOWEST DRAWERS.



TICKETING

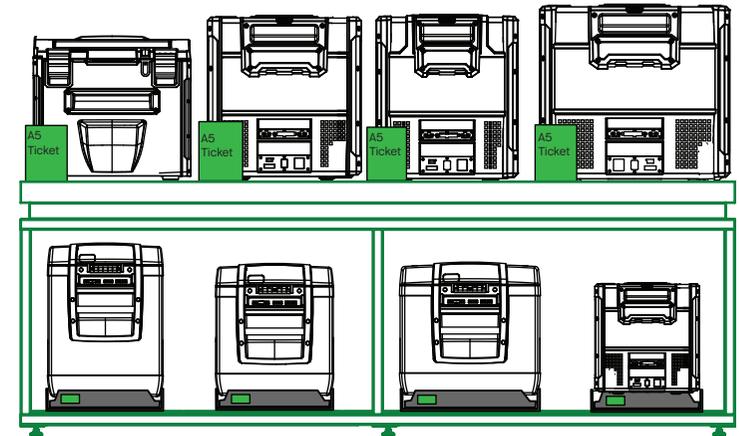
Fridge Table

A5 Tickets

A5 editable tickets are available for download on Dealer Dashboard. These must be printed in colour and placed in A5 acrylic blocks on the left-hand side of the fridge.

NOTE: All tickets must be printed at a local printer in full colour on 180gsm gloss paper (e.g. Officeworks).

(A5 Acrylic Block Part Number 570176)



Magnets

Stores should all have their magnets for the bottom tier of the table. These are to be placed on the fridge slide on the left-hand side.

If you do not have these, please contact your state Visual Merchandising Rep.

