

Classic 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 the Visual Merchandising Classic Store Rezone Guide when placing your fridge table.
- If you need assistance, please contact your state Visual Merchandising Rep.
- This table must be placed close to power. 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.
- Be mindful of the height of the tables and ensure it doesn't block major sight lines.

Additional Notes:

- No podiums are to be used in a store where a fridge table is in use.
- 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

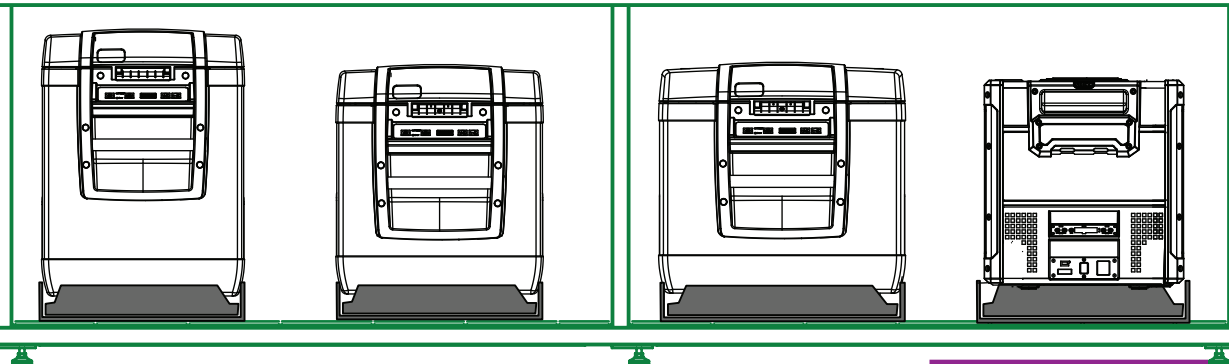
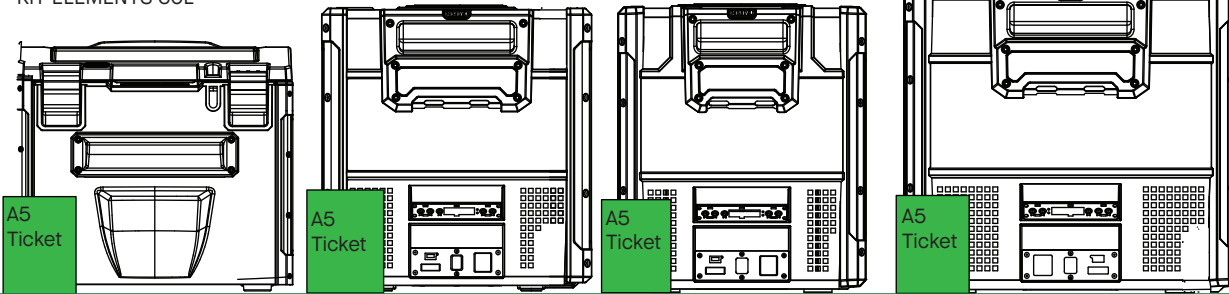
Additional:
NEW
10900049
BATTERY PACK

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

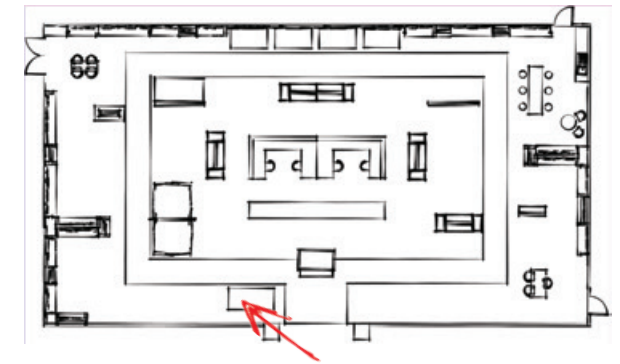
Mounted on:
10900029
ARB CLASSIC
FRIDGE SLIDE
EXTENSION 35/47L

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

- Classic stores with 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 Classic stores if there is a table in use.
- 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 KIT6M W/THREADED SOCKET |
| 9. | 10900049 | Portable Power Pack |
| 10. | 10900041 | FRIDGE APP CONNECT MODULE |
| 11. | 10900028 | THREADED SOCKET SURFACE MNTARB FRIDGE |

Classic stores must only use **chrome** 150mm length prongs, which can be purchased from Shop for Shops.

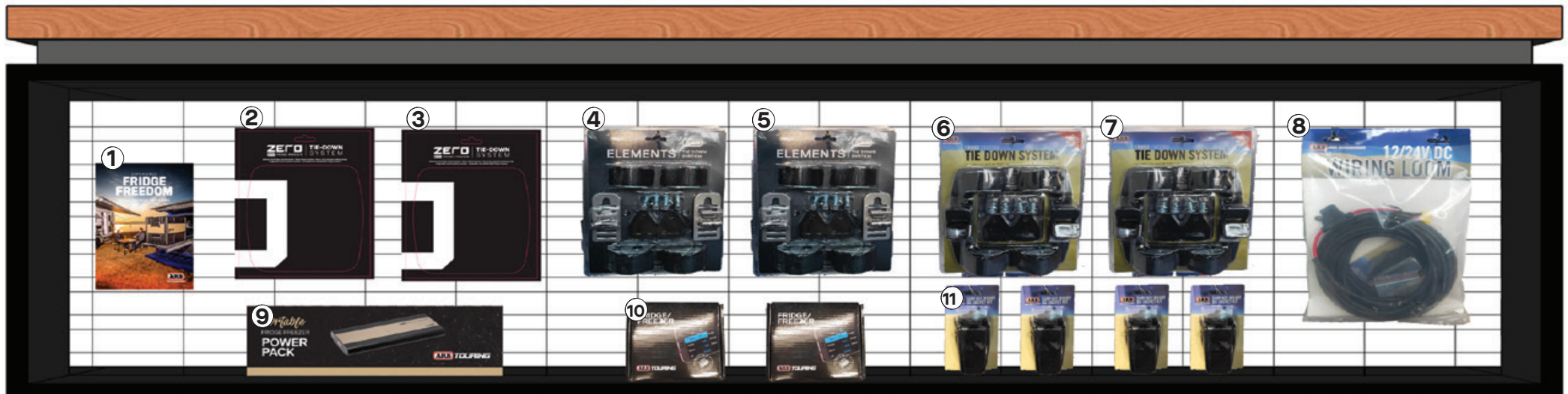


S1741CH

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

150 L x 5 mm DIA

Prices as low as \$1.85



Fridge Podium Display

Stores that do not have fridge tables are to merchandise their fridges on their existing fridge display stands. Stores should ensure that they are using the current fridge sleeve.

Additional Notes:

- Classic Series 1 fridges are no longer to be displayed within ARB showrooms.
- If Classic stores wish to purchase a fridge table, please contact marketing for further information.
- Podiums are NOT to be used when a fridge table is in use.

Fridge Display Stand

Part Number - FDS

Elements Sleeve

Part Number - 570126



Classic Sleeve

Part Number - 570164



One fridge in each range should display a Fridge Transit Bag.

Zero Sleeve

Part Number - 570180



Battery pack to be displayed on one of the ZERO fridges:

NEW

10900049
BATTERY PACK

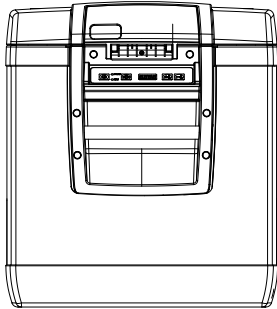
Tub Displays

Classic Canopy

Display Fridge

Fridge - 10801781
Mount - 10900022

ARB Classic 78L series 2
ARB Fridge Slide 60/78L

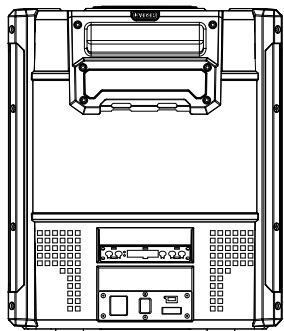


Ascent Canopy

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

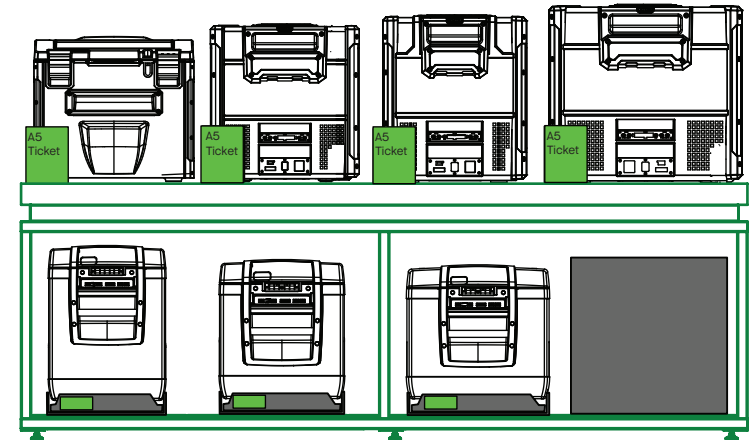
A5 Tickets

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

Magnets will be sent direct to stores that have the table J014 or J014C.

These are to be displayed on the bottom tier of the table, placed on the fridge slide on the left-hand side.



Podium Displays

Fridge tickets are to be printed using the Price Ticket Printing Guide, available on Dealer Dashboard>In store>Ticketing. These tickets are to be placed into data strip (cut to size) and placed neatly on the left-hand side of the stand.

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

