

# Stockists

## FRIDGE DISPLAY



*VISUAL MERCHANDISING GUIDES*  
TOURING ZONE UPDATE



**4X4 ACCESSORIES**

NOVEMBER 2020

# 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.

## 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

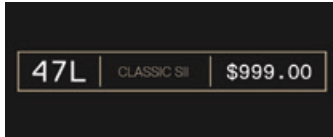


# Ticketing

## Freestanding Display

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 on 180gsm gloss paper (e.g. Officeworks).



# Fridge Accessories

Fridge accessories are to be placed on the closest gondola.

## 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. | 10900028 | THREADED SOCKET SURFACE MNTARB FRIDGE |
| 7. | 10900041 | FRIDGE APP CONNECT MODULE             |
| 8. | 10900049 | Portable Power Pack                   |

# Fridge Table

## Fridge Tables

If Stockist are interested in purchasing a J014C fridge table for their store, please contact Jenna Sainsbury <jenna@dlcollective.com.au> for further details.

This table is to be used instead of the current fridge podium displays.

Please see following pages for table set up.



# 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:

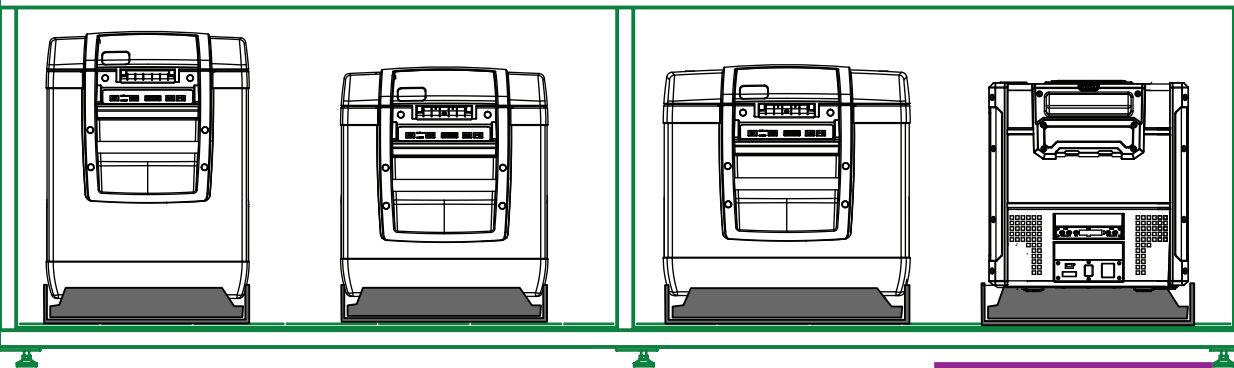
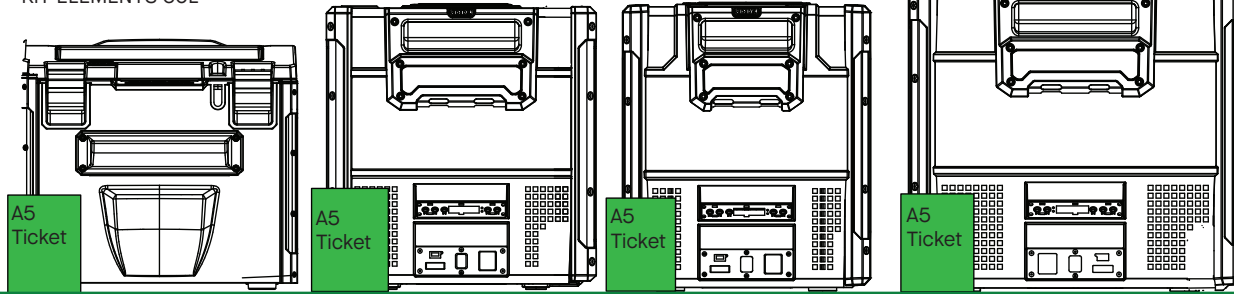
**COMING SOON**

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

FRIDGE SLIDE  
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

- Stores with 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 if a nested table is 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

