



EASTER

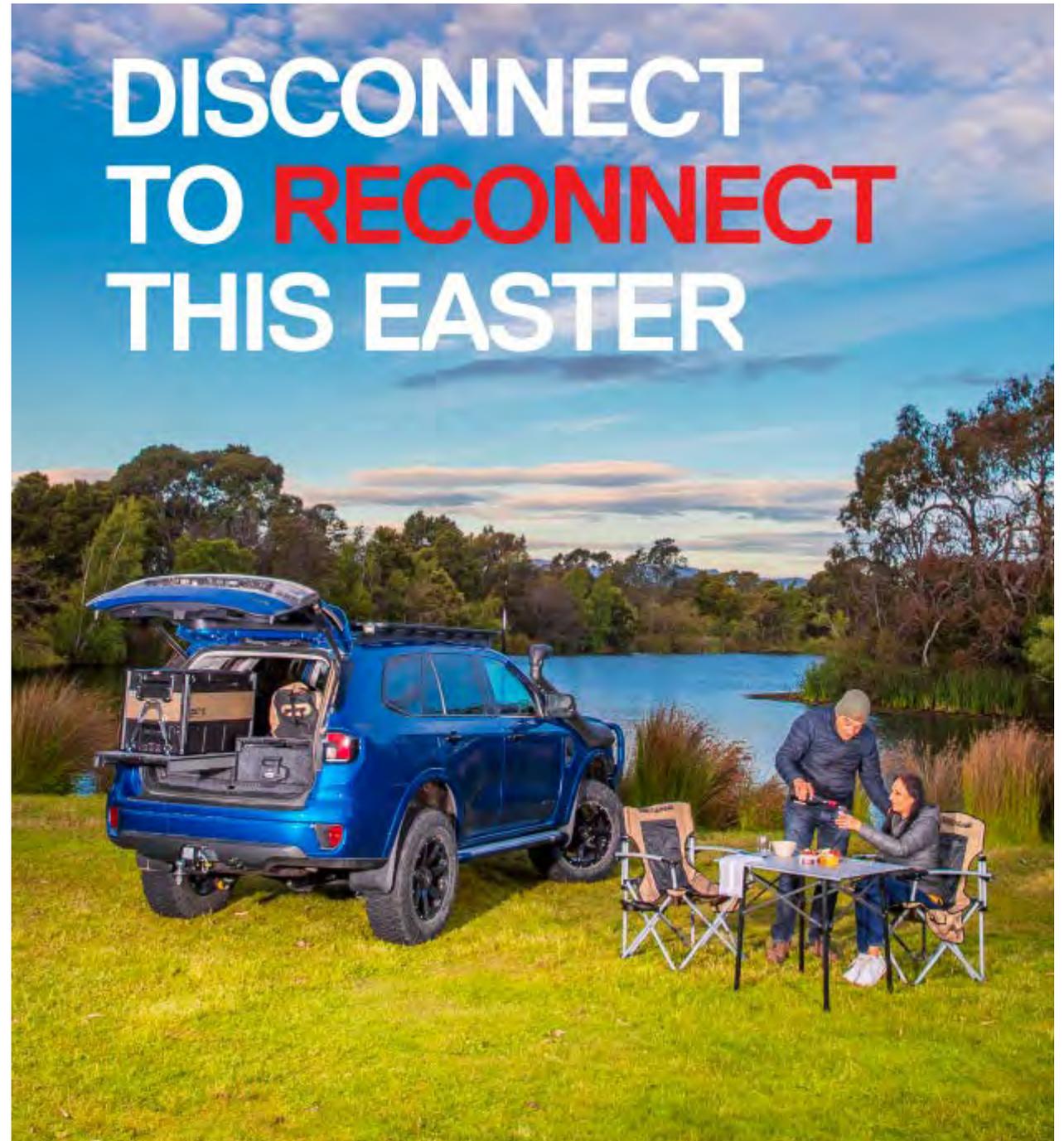
CLASSIC STORES



EASTER
IN STORE DISPLAY

This guide has been designed to assist you in setting up your Easter display in store

This year our Easter theme is 'Disconnect to Reconnect this Easter'



EASTER

IN-STORE COLLATERAL

WHAT YOU WILL RECEIVE



x 6 A1 Banner



x 1 A3 poster



x 6 A4 poster



x2 Gift Card stand vinyl

EASTER

IN-STORE COLLATERAL

WHAT YOU WILL NEED



ARB GIFT CARDS



A4 ACRYLIC BLOCKS
(Reused from previous promotions
or
can be ordered from 570177)



EDITIBLE PRICE TICKETS
(Available from Dealer Dashboard)

ADDITIONAL DISPLAY ITEMS

Easter eggs for the front counter - preferably red



An ARB branded cooler
(or equivalent branded
item) to display on the
front counter

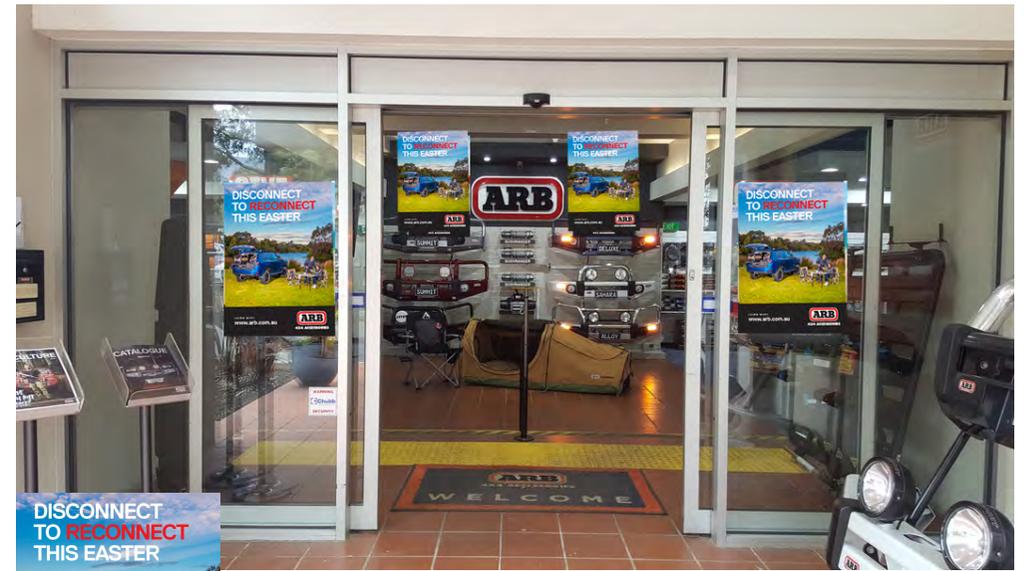
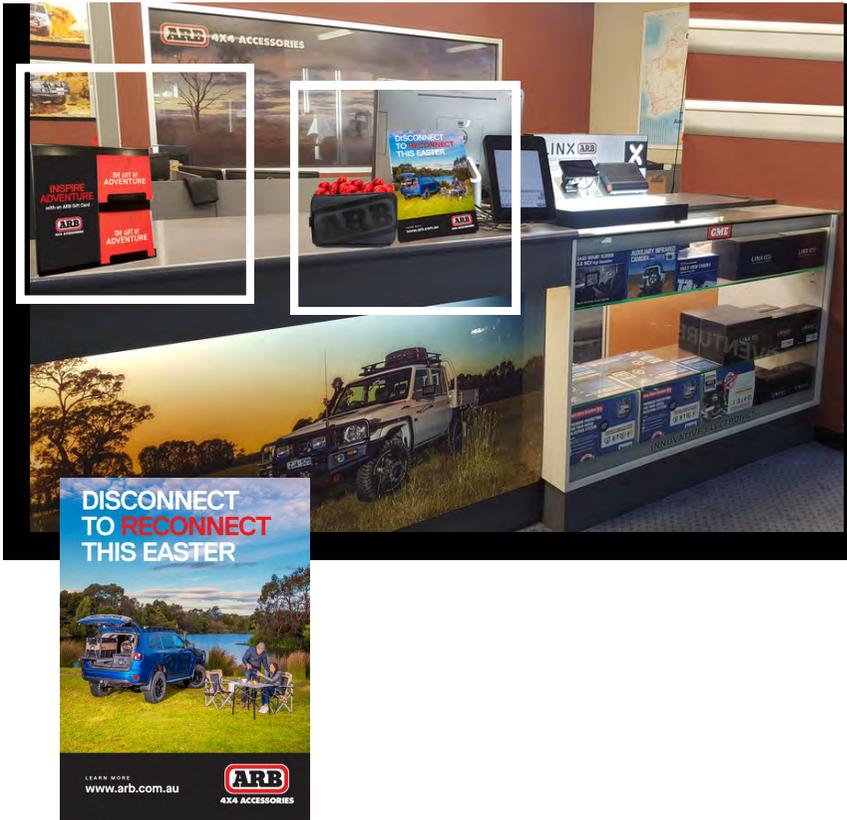


EASTER

POSTER AND COUNTER SET-UP

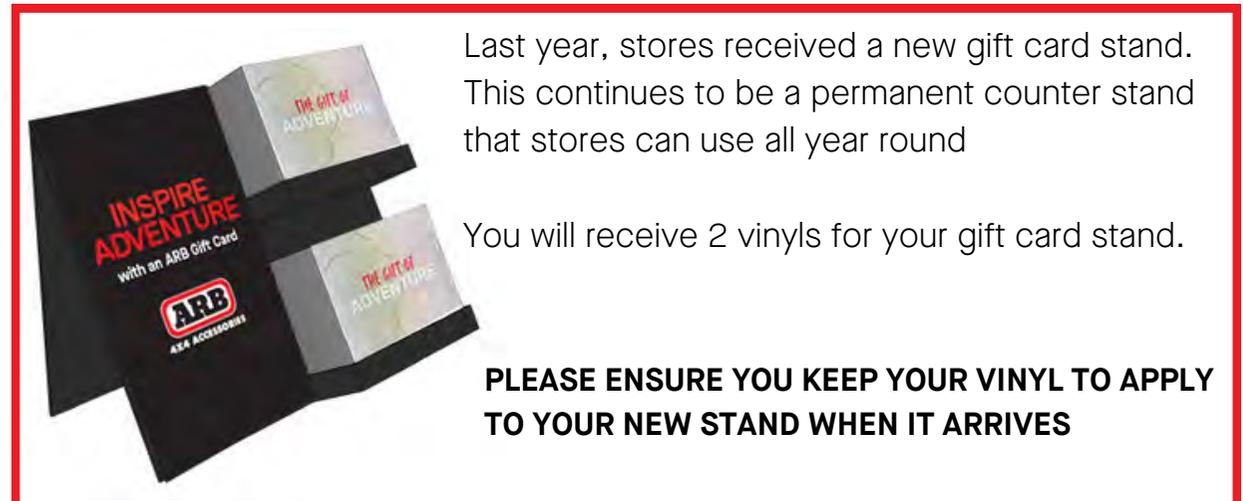
Each store will receive A4 tickets to display on their counter in the A4 acrylic blocks.

▶ **PART NUMBER : 570177 ACRYLIC BLOCK A4**



Classic stores will receive A1 banners to use in the showrooms.

Posters can be placed on the front windows and hung throughout the store creating a runway through the showroom.



Last year, stores received a new gift card stand. This continues to be a permanent counter stand that stores can use all year round

You will receive 2 vinyls for your gift card stand.

PLEASE ENSURE YOU KEEP YOUR VINYL TO APPLY TO YOUR NEW STAND WHEN IT ARRIVES

EASTER

POPULAR EASTER CATEGORIES

The following products categories were top performers in the showroom during the Easter period last year. We recommend you review your stock levels of the following categories to ensure you have enough stock to cover the Easter sales period:

- 083 - COMPRESSOR ACCESSORIES
- 178 - ACCESSORIES ARB EXTRUDED RACKS
- 090 - GME RADIOS AND ACCESSORIES
- 391 - REDARC PRODUCTS
- 590 - ARB APPARELL
- 365 - CAMPING LUGGAGE
- 337 - AUXILIARY RECOVERY PRODUCTS
- 358 - CAMPING STORAGE
- 071 - ARB COMPRESSORS SINGLE
- 080 - ARB COMPRESSORS TWIN
- 399 - ARB DRIVING LIGHTS



EASTER

GONDOLA ENDS

We have put a selection of complementary product ranges together to support the Easter activity in your store. These items have been selected based on sales over the Easter period last year. These items are to be displayed on your ends. Items can be substituted for similar products. We recommend you review your stock levels of the following categories to ensure you have enough stock to cover the Easter sales period.



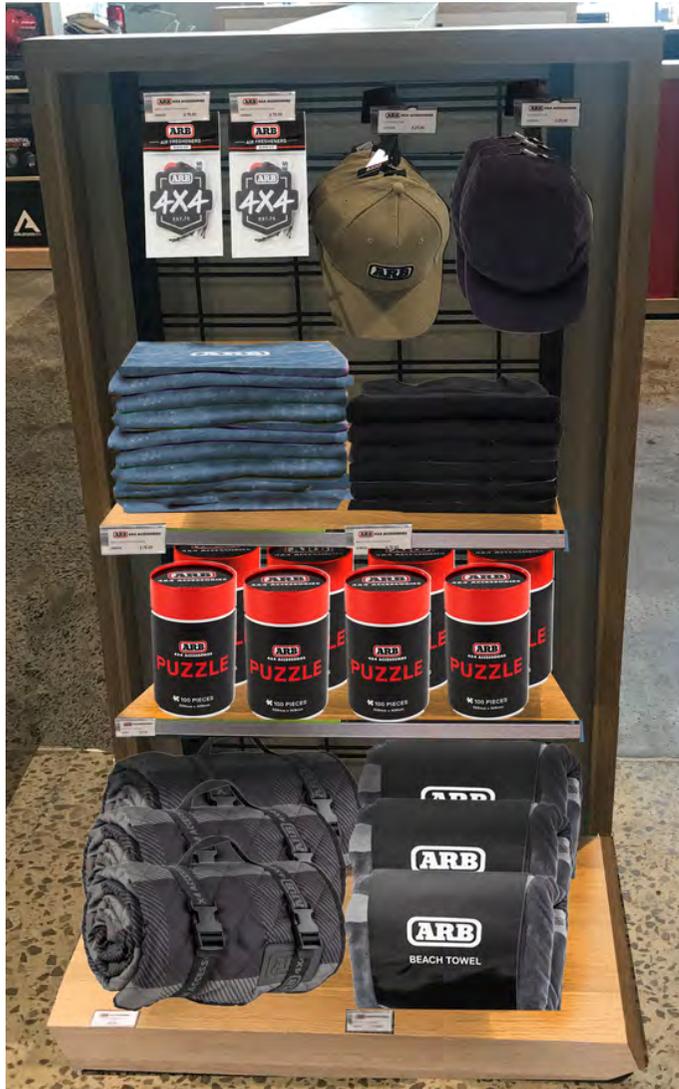
- 083 - COMPRESSOR ACCESSORIES
- 071 - ARB COMPRESSORS SINGLE
- 080 - ARB COMPRESSORS TWIN



337 - AUXILIARY RECOVERY PRODUCTS



365 - CAMPING LUGGAGE



Apparel display

ARB Apparel is really popular over the Easter break. We have put together a list of suitable lines that can be merchandised on a prominent end. Please check your apparel stock levels to ensure you will have enough stock to sell over the Easter period.

Stock list

Part number	Description	Part number	Description
2170152	SHIRT NOMAD MENS SML MIDNIGHT	2170231	TEE MENS DUSTY BLUE XL
2170153	SHIRT NOMAD MENS MED MIDNIGHT	2170232	TEE MENS DUSTY BLUE 2XL
2170154	SHIRT NOMAD MENS LGE MIDNIGHT	2170233	TEE MENS DUSTY BLUE 3XL
2170155	SHIRT NOMAD MENS XL MIDNIGHT	2170234	TEE MENS DUSTY BLUE 4XL
2170156	SHIRT NOMAD MENS 2XL MIDNIGHT	2170235	TEE MENS BLACK M
2170157	SHIRT NOMAD MENS 3XL MIDNIGHT	2170236	TEE MENS BLACK L
2170158	SHIRT NOMAD MENS 4XL MIDNIGHT	2170237	TEE MENS BLACK XL
2170159	SHIRT NOMAD LADIES 8 MIDNGHT	2170238	TEE MENS BLACK 2XL
2170160	SHIRT NOMAD LADIES 10 MIDNGHT	2170239	TEE MENS BLACK3XL
2170161	SHIRT NOMAD LADIES 12 MIDNGHT	2170240	TEE MENS BLACK 4XL
2170162	SHIRT NOMAD LADIES 14 MIDNGHT	217992	ARB BLACK OUT PERFORMANCE CAP
2170163	SHIRT NOMAD LADIES 16 MIDNGHT	2170191	BEANIE POMPOM UNISEX PETROL
2170164	SHIRT NOMAD LADIES 18 MIDNGHT	2170192	BEANIE RIBBED UNISEX BLACK
2170221	TEE MENS DUSTY BLUE SML	2170272	ARB SUMMER TOWEL
2170222	TEE MENS BLACK SML	2170273	ARB PICNIC BLANKET
2170229	TEE MENS DUSTY BLUE M	573294	ARB AIR FRESHENERS PK2
2170230	TEE MENS DUSTY BLUE L	573295	ARB JIGSAW PUZZLE 100PCS

EASTER

IN-BAY POSTERS

A4 posters should be placed in strategic locations in store to support the promotion.

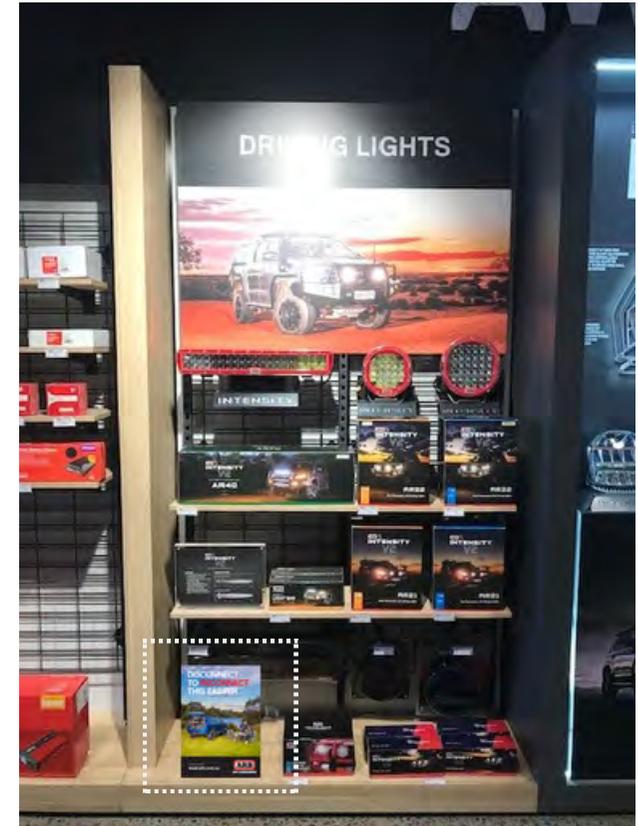
We suggest the following merchandising zones:



GME RADIOS AND ACCESSORIES



REDARC PRODUCTS



DRIVING LIGHTS

EASTER

IN-BAY POSTERS



AUXILIARY RECOVERY PRODUCTS

CAMPING FURNITURE

ARB Camping furniture is also another favorite of customer over the Easter break. Please check your camping furniture stock levels to ensure you will have enough stock to sell over the easter period.



Floor displays

Large items such as swags, tables, chairs, tents etc, are to be left in their home location with an A4 poster, and an editable price ticket displayed

EASTER

IN-STORE EASTER EGGS



To help get into the spirit of the season, we suggest stores purchase Easter Eggs for your customers to enjoy. These are to be placed on the front counter.

To help keep your counter on brand, we recommend using a cooler bag or similar branded product (or product box) as a container to hold your easter eggs. We also recommend red eggs where possible.

