



# SLIMLINE 100

VM GUIDE

## SLIMLINE 100 RELEASE

This guide has been designed to assist you in merchandising the Slimline 100 in-store

To ensure consistency across our network, please follow the directives outlined in this guide



# HIDDEN POWER SIMPLIFIED.

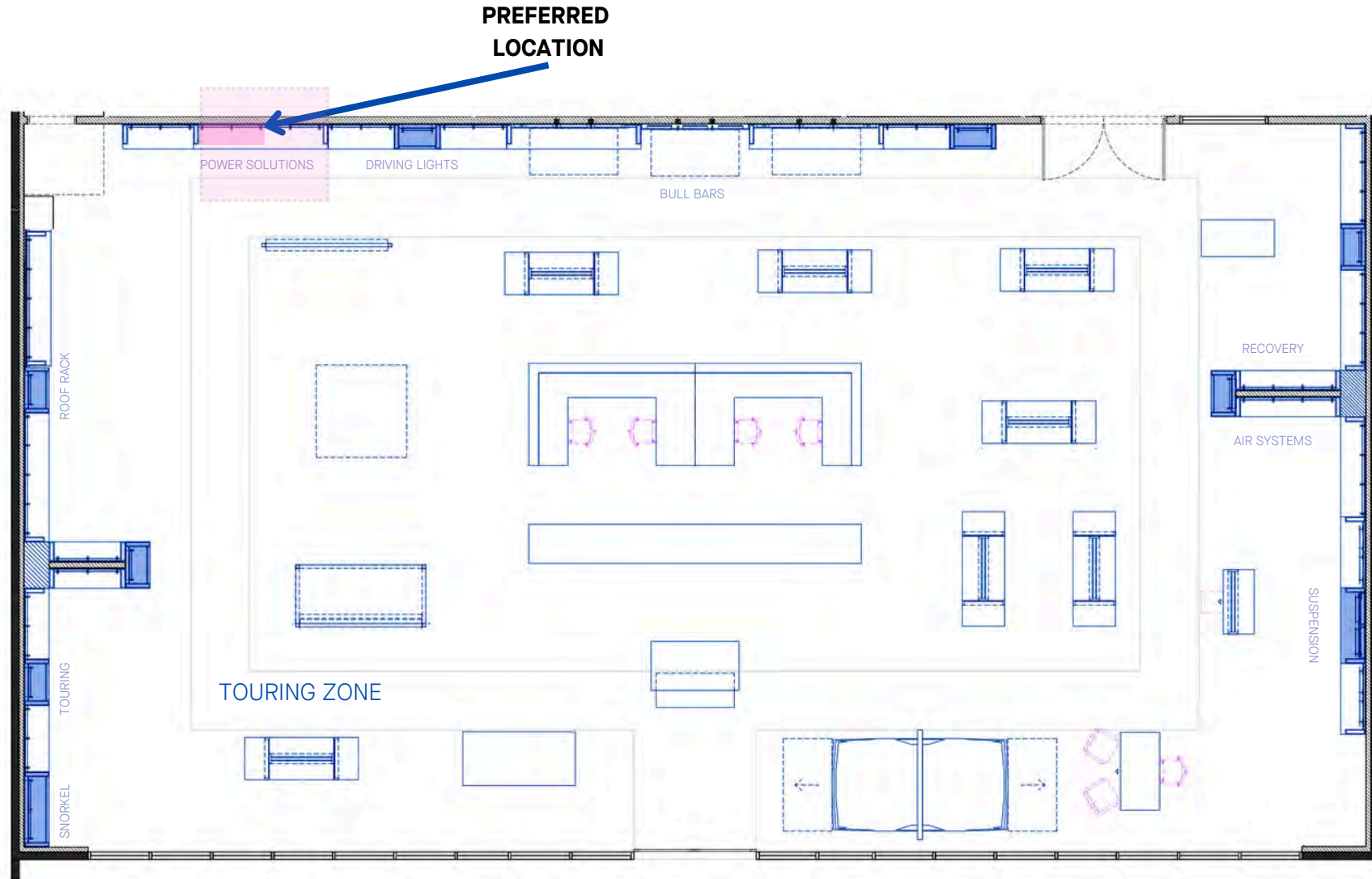
**NEW ARB Slimline 100**  
12v/100Ah Lithium Iron Phosphate Battery

-  200A DISCHARGE FOR 20 MINUTES
-  In-Built DC/DC & BMS
-  VEHICLE-SPECIFIC MOUNTING & WIRING



# SLIMLINE 100

## FLOOR PLAN & SPACE ALLOCATION



The Slimline 100 battery should be merchandised within the Power Solutions area. The Slimline 100 should be displayed in the most visible part of the bay, or alternatively in the first bays of the Power Solutions zone.

# SLIMLINE 100 COMPONENTS

## What will you need?

### BATTERY MOUNT

► **Part no:** SLB14010 (TO SUIT HILUX)



Bolts & Nuts set  
(Black)  
Mushroom head  
Available from  
Bunnings

Flat washers  
(Black)  
Available from  
Bunnings



A5 Shelf talker

Available for download :  
<https://dealers.arb.com.au>



A5 & A4 Acrylic blocks  
(Reused from previous  
promotions)  
or can be ordered:  
570176 A5  
570177 A4



Hanging rail  
(flagship lite only)

Hanging rail slat wall  
(classic & stockist only)

## What will you receive?



A4 poster

The ARB SLIMLINE 100 in-bay poster was sent to stores together with the 'Nitro Sport' promotional pack. This poster has been designed to be displayed in-bay, to not only inform customers, but also assist your sales team





## **Safety Matters - Ensuring everyone stays safe is a priority in all we do**

It is our priority as a business to ensure that we all stay safe



### **Safe displays**

- Due to the weight of the battery we recommend that the battery be merchandised at the bottom of the bay to reduce the risk of a fall from height



### **How to lift safely**

- Assess the load
- Plan and communicate the lift
- Use other people to help complete the lift if required



# SLIMLINE 100

## IN-BAY FLAGSHIP



### Step 1

#### Clear space in your Power Solutions bay

The Slimline 100 should be merchandised within eye level of your customer. This space is considered the best 'real estate' for displaying products, especially if you want to bring an item to the customers attention.

In order to complete this display, you may need to consolidate your existing power solutions range to create space for the Slimline 100 range.





# SLIMLINE 100

## IN-BAY FLAGSHIP

### Step 2

#### Installing the mounting bracket into the bay

The HiLux battery mount bracket can be bolted directly to the mesh in the bay.



The bolt can be placed through the mounting bracket and then inserted between the the 2 horizontal mesh rails.

We recommend using washers to assist with the load distribution.

### SAFETY MATTERS



**Please note: We DO NOT recommend installing a complete battery onto this bracket (in-bay) due to the weight of the product.**

### Step 3

#### Re-merchandise your bay

The in-bay poster should be positioned to the left of the display, followed by the mounting bracket benefits card. Both of these items should be displayed in the acrylic bricks.

The boxed battery stock should be merchandised on the bottom shelf, along with any other batteries in your range.

Please ensure the Slimline 100 stock is clearly price ticketed.



# SLIMLINE 100

IN-BAY CLASSIC, STOCKIST  
& FLAGSHIP LITE



## Equipment required

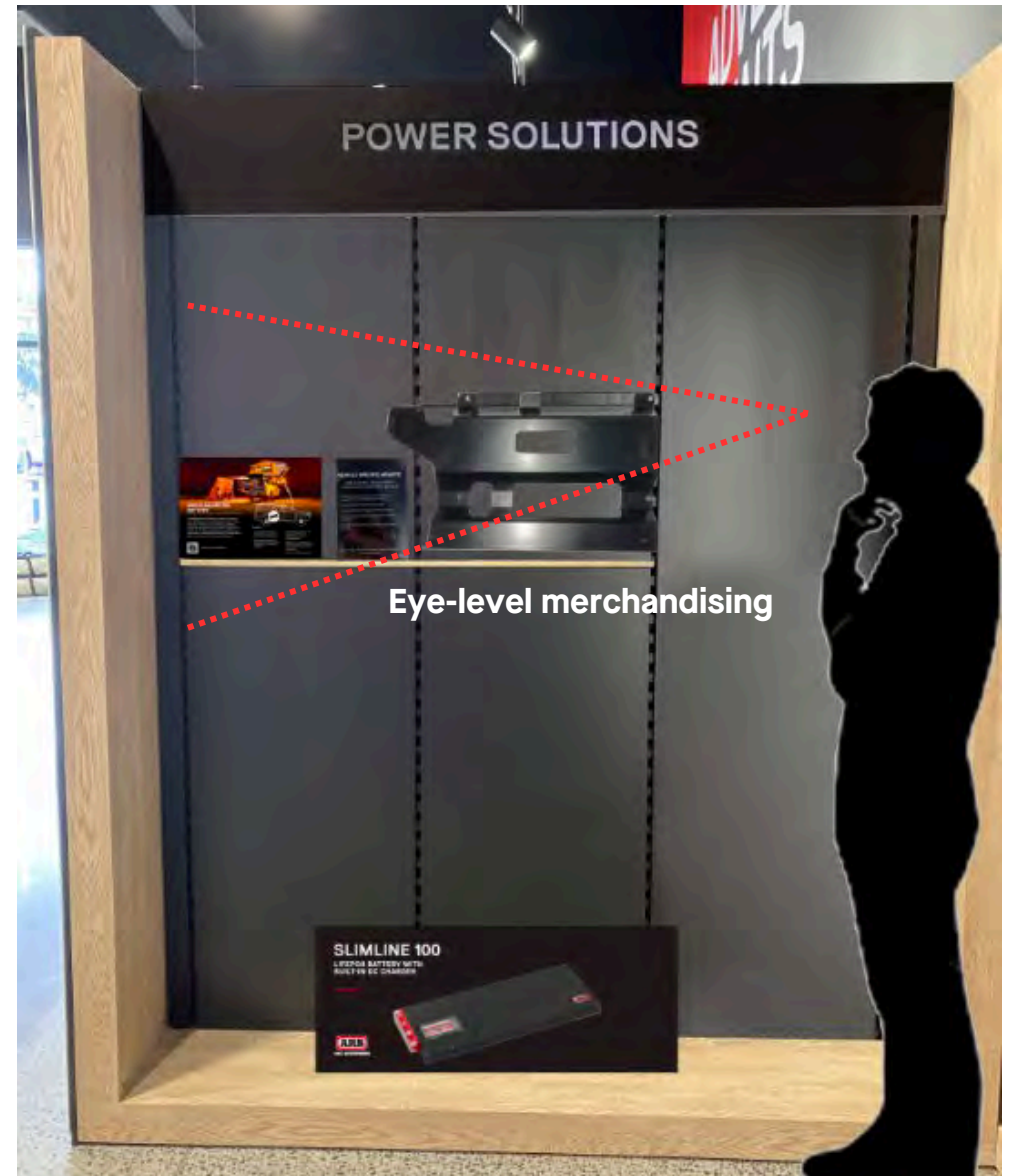


## Step 1

### Clear space in your Power Solutions bay

The Slimline 100 should be merchandised within eye level of your customer. This space is considered the best 'real estate' for displaying products, especially if you want to bring an item to the customers attention.

In order to complete this display, you may need to consolidate your existing power solutions range to create space for the Slimline 100 range.





## SLIMLINE 100

### IN-BAY CLASSIC, STOCKIST & FLAGSHIP LITE

#### Step 2

#### Installing the mounting bracket into the bay

The HiLux battery mount bracket will need to be fixed to your hanging rail.



You will need to drill 3 holes in your hanging rail to install the mounting bracket. Use the 3 tabs at the top of the bracket as a guide. We recommend using a 600mm wide hanging rail.

Bolt the bracket to the hanging rail, with the mushroom head on the inside of the bracket. This will ensure that there is enough clearance between the bolt and the backing board.



We also recommend using washers to assist with the load distribution.

If you do not have any hanging rails, they can be ordered via:

**Shane Cunningham**  
**SI Retail**

**P: 1300 434 775 D: 03 7003 4801**

**M: 0499 330 611**

**E: [scunningham@siretail.com](mailto:scunningham@siretail.com)**

#### CLASSIC & STOCKIST STORES (SLAT WALL DISPLAY)

If you are ordering a hanging rail for your store, please ensure you specify a hanging rail suitable for SLAT WALL

#### SAFETY MATTERS



**Please note: We DO NOT recommend installing a complete battery onto this bracket in-bay due to the weight of the product.**

# SLIMLINE 100

## IN-BAY CLASSIC, STOCKIST & FLAGSHIP LITE

### Step 3

#### Install the hanging rail (with the mounting bracket attached) into the bay

The hanging rail should be positioned in bay, within the 'eye-level' merchandising space. The rail should be positioned to the right of the bay



### Step 4

#### Re-merchandise your bay

The in-bay poster should be positioned to the left of the display, followed by the mounting bracket benefits card. Both of these items should be displayed in the acrylic bricks.

The boxed battery stock should be merchandised on the bottom shelf, along with any other batteries in your range.

Please ensure the Slimline 100 is clearly price ticketed.



# SLIMLINE 100

## IN-BAY COLATERAL SUPPORT

### Adding Battery graphic to the bay

Stores will have the ability to purchase a dummy battery display unit that can be fitted to the Slimline 100 mounting bracket. This unit is light weight and is suitable to display in bay.

The unit looks the same as the complete battery, but is not functional and is for display purposes only.

Dummy batteries will be available from April 2025

► **Part no:** SLBMKT01 (DUMMY FOR SLB100A40)

In the interim, stores can print and display the in-bay battery graphic in place of the dummy display. This can be positioned in front of the mounting bracket.

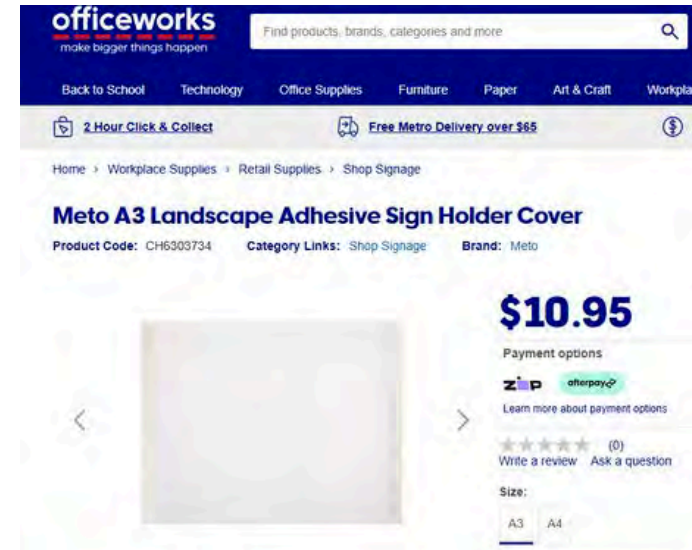


The battery graphic artwork is available for download from [Dealer Dashboard](#).

The artwork should be printed in an A3 Landscape format



To display the battery graphic we recommend using a sign holder, available from Officeworks (as shown below). This is self adhesive and can be secured to the mounting bracket



► **CH6303734:** A3 Landscape sign holder  
Available at Officeworks



# SLIMLINE 100

## CANOPY DISPLAY

### A new VM Guide for Canopies

A new VM guide is currently in the works for the Canopy displays. Included in this, will be some merchandising options for the Slimline 100

In the meantime, if you wish to display a battery in your canopy display, please ensure you use the corresponding vehicle specific mount

