

ENGINEERED FOR  
ADVENTURE



THANK YOU FOR  
TRUSTING US ON  
YOUR JOURNEY

VM GUIDE

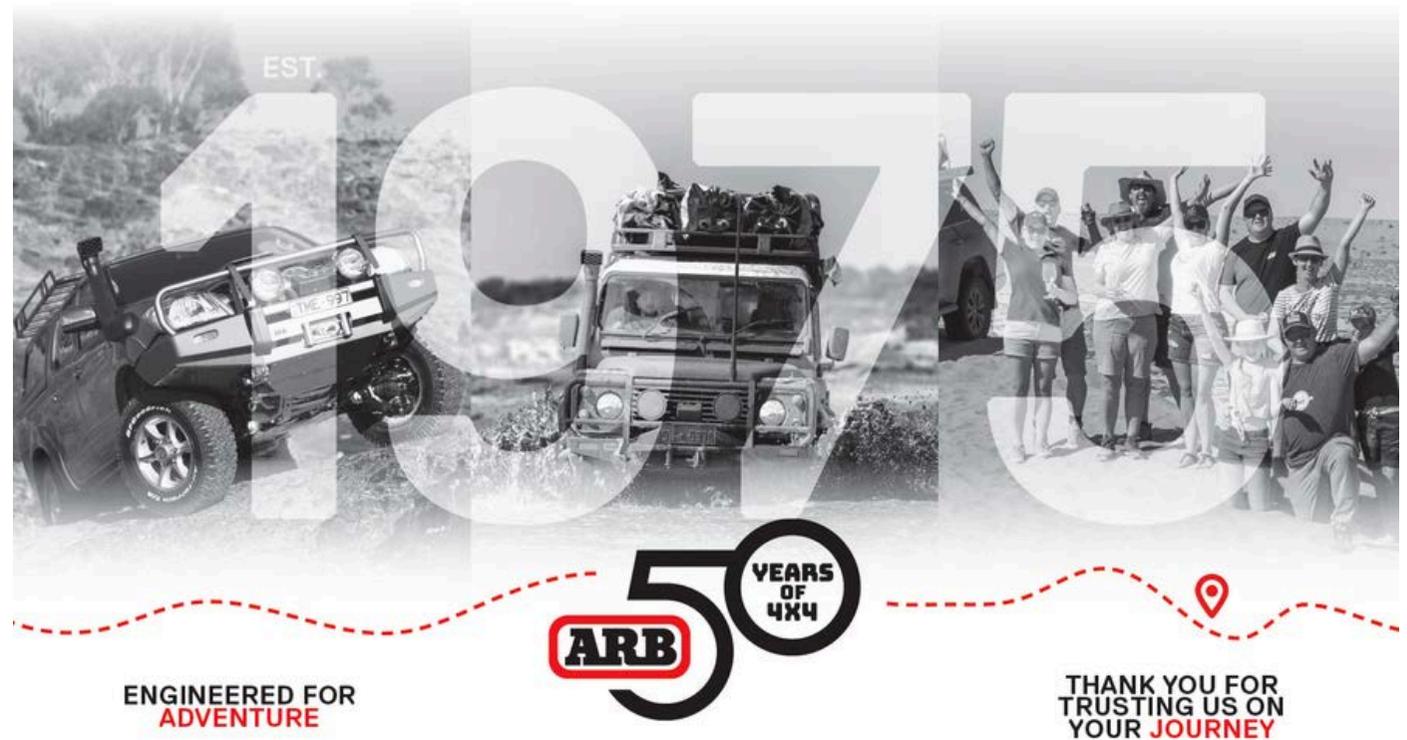
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CLASSIC STORES

# 50 YEARS OF ARB

## IN-STORE DISPLAY

This guide has been designed to assist you in setting up our 50 year celebration in store



This guide is the 1st stage of a 2 stage roll out of celebrations.

The second drop of the campaign will take place later in the year, with an updated guide.

# 50 YEARS OF ARB

## IN-STORE COLLATERAL

what you will receive:



x 2 Counter Card



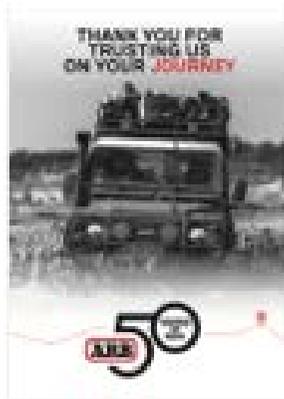
Wobblers x 10 of each



x 4 Stacked boxed tower



x 3 Individual boxes

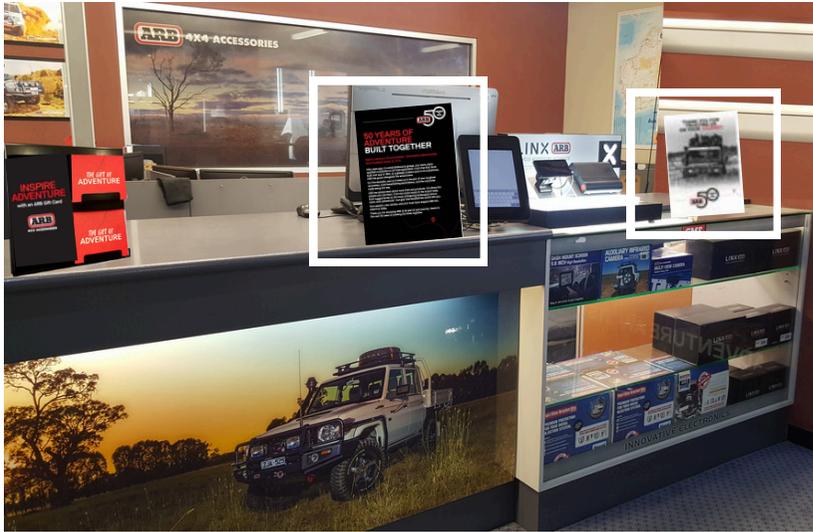


x 6 A4 Poster

# 50 YEARS OF ARB

## FRONT OF STORE SET-UP

Each store will receive A4 posters with our thank you message to our customers. It is really important that this message is displayed on your front counter and also in your customer waiting area.

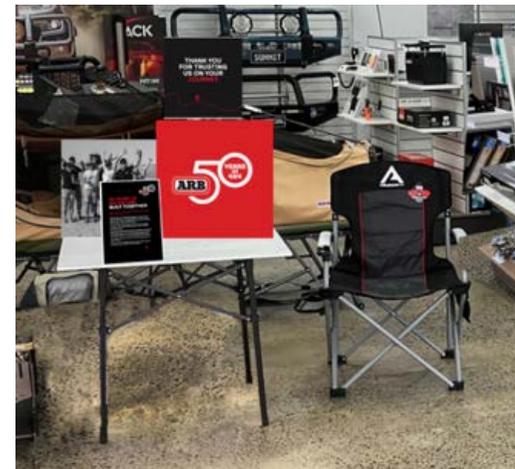


**PART NUMBER : 570177 ACRYLIC BLOCK A4**



## Box display

Stores will be supplied with box displays that can be set up on the front counter, or alternatively on your camp table set up



# 50 YEARS OF ARB

## FRONT OF STORE SET-UP

### Stacked vertical box display

Stores will also be receiving stacked vertical boxes to be displayed towards the front of the store. These boxes will come flat packed and will need to be assembled and stacked



### Wobbler display

Wobblers should be grouped in key areas (such as the Suspension, BASE Rack or Air Locker locations)

