

ENGINEERED FOR
ADVENTURE



THANK YOU FOR
TRUSTING US ON
YOUR JOURNEY

VM GUIDE

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

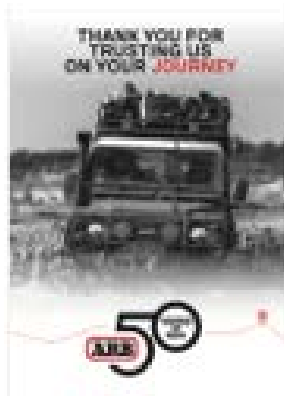
what you will receive:



x 2 Counter Card



Wobblers x 10 of each



x 6 A4 Poster



x 4 Stacked boxed tower



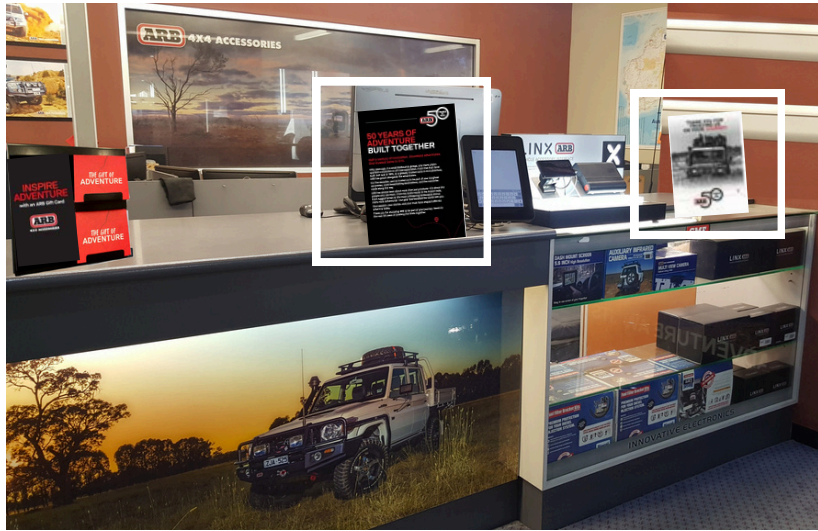
x 3 Individual boxes



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.

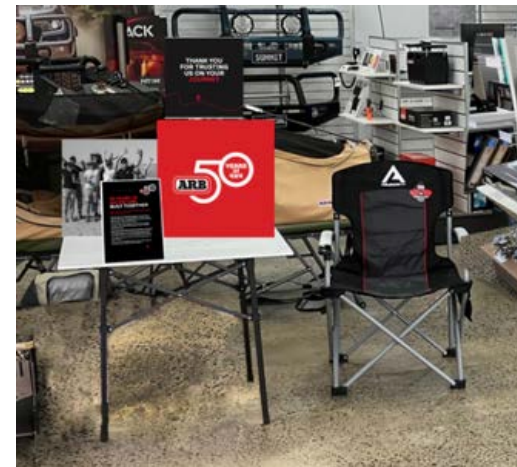


► PART NUMBER : 570177 ACRYLIC BLOCK A4



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)

