

ENGINEERED FOR
ADVENTURE

THANK YOU FOR
TRUSTING US ON
YOUR JOURNEY

VM GUIDE

FLAGSHIP STORES

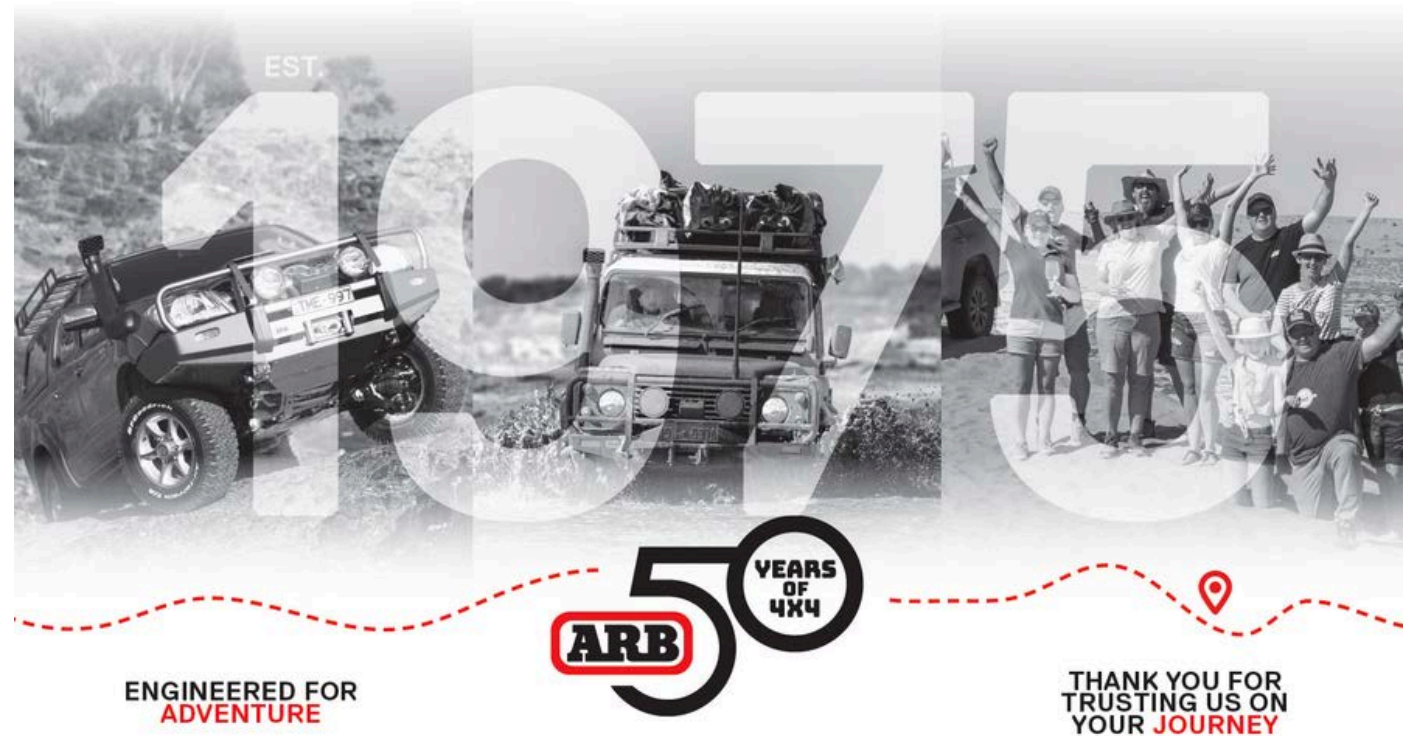
50 YEARS OF ARB

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.



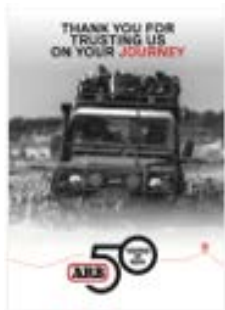
50 YEARS OF ARB

IN-STORE COLLATERAL

what you will receive:



x 3 Counter Card



x 6 A4 Poster



x 1 Ceiling Banners



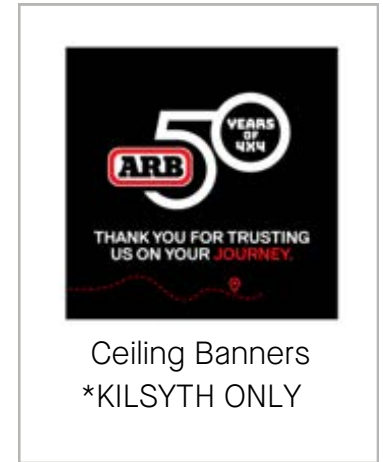
Wobblers x 10 of each



x 4 Stacked boxed tower



x 3 Individual boxes



Ceiling Banners
*KILSYTH ONLY



Cut & slot timeline

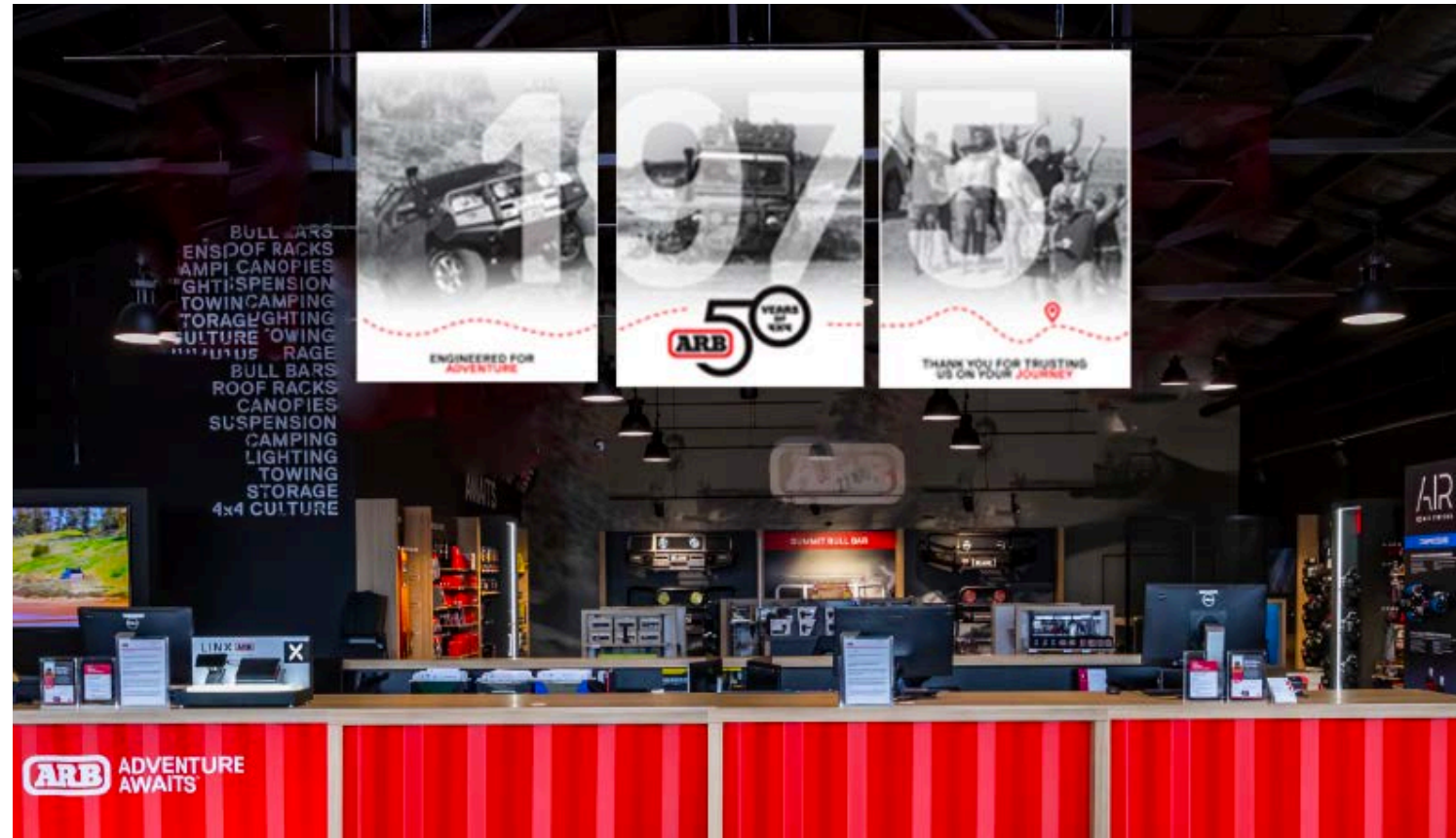
50 YEARS OF ARB

BANNER RAILS SET-UP

Flagship stores with banner rails will receive x3 banner posters to hang on the front rails.

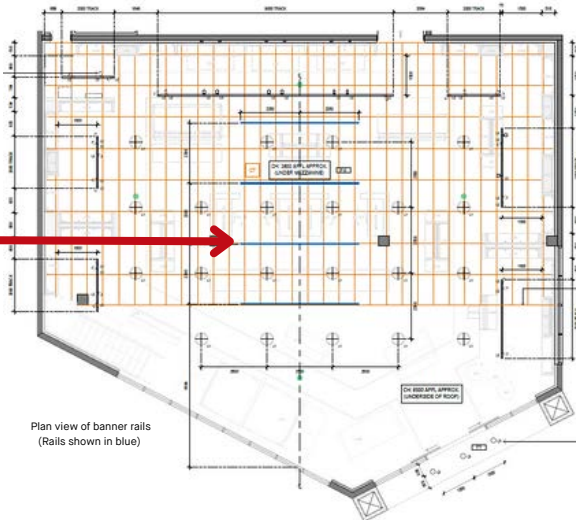
These posters are designed to be displayed in a set of 3, above the front counter.

Depending on the configuration of your banner rails, you may need to display your posters on the second row, rather than the first, so that it is easier for your customers to see as they walk into the showroom.



Safety

Please ensure that platform ladders are always used to install banners

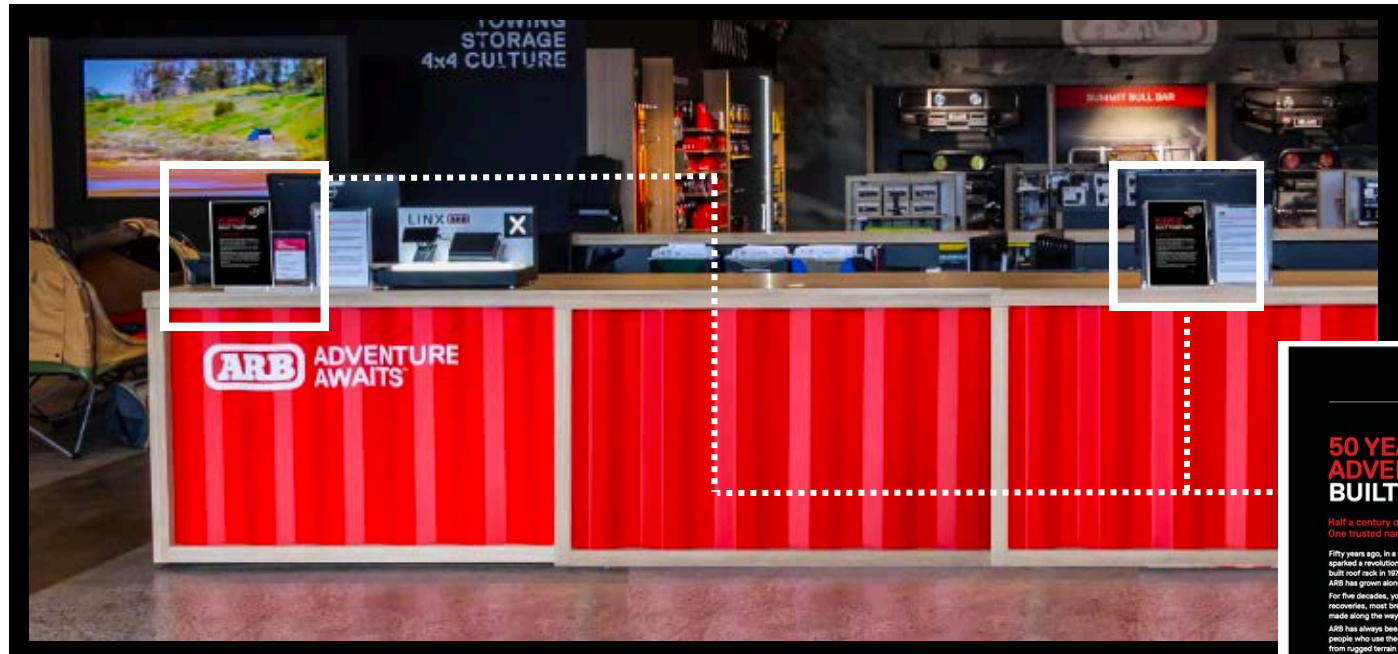


Plan view of banner rails
(Rails shown in blue)

50 YEARS OF ARB

COUNTER 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.



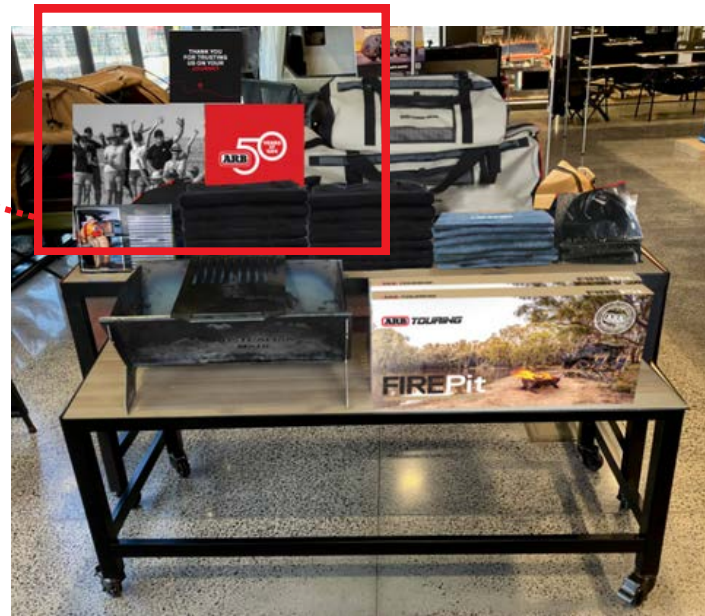
► PART NUMBER : 570177 ACRYLIC BLOCK A4

50 YEARS OF ARB

COUNTER SET-UP

Box display

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



50 YEARS OF ARB

FRONT OF STORE SET UP

Cut and slot timeline



Stores will be receiving a 'cut & slot' timeline that has been designed to show our journey over the 50 years. This is in-lieu of our standard base deck sign.

The timeline is to be assembled and displayed near the front counter.

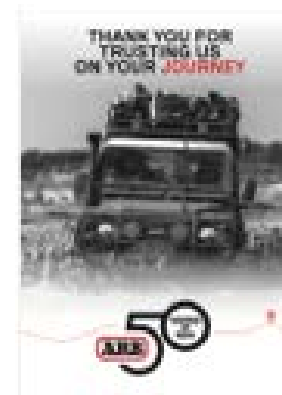


Wobblers should be grouped in key areas (such as the Suspension, BASE Rack or Air Locker locations)



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



Additional A4 posters can also be placed in key customer facing locations in store.

50 YEARS OF ARB

FRONT OF STORE

