



POS & MERCHANDISE

PERFORMANCE THAT ENDURES

Brand awareness is key!

At Ardina Car Care, we understand how important good marketing is. Eye-catching merchandise and a good Point-of-Sale play an important role in this. Not only do they boost sales, it adds to the customer experience which in turn results in customer loyalty.

To support generating exposure and increasing the number of returning customers, we have developed a series of exclusive Ardina Car Care branded promotional and merchandise products and multiple POS materials. Of course, with the unique and eye-catching design and quality you have come to expect from Ardina.

special wishes in terms of customising? All design and styling is done in-house, making it possible to quickly adapt designs and customise promotional products according to your corporate identity.

BALLPOINT PEN

A pen is one of the most popular merchandise products for a reason. A pen takes on a life of its own and can really end up anywhere - after all, we all write! Whether the customer has a pen in his hand, the pen is on a desk or counter, lying around in the workplace or has ended up somewhere at home. There is no escaping the Ardina logo and brand. Talk about Brand Awareness!

Specifications:

- ▶ Ardina blue soft grip
- ▶ Blue writing

Several versions are available upon request and starting from a certain quantity.



OIL DRUM PEN HOLDERS

These oil drum shaped pen holders with lids are more than a handy, fun and an original give-aways for placing on a counter or desk. They create a positive association with the brand and because the brand Ardina Car Care and the different products are on the drum, the customer will automatically link these products to Ardina Car Care. The drums create a positive brand experience and give a huge boost to brand awareness.

- ▶ Dimensions (WxH): 65 x 110mm



AIR FRESHENERS

Brand perception and brand exposure means little more than giving the customer as many (positive) contact moments with the brand as possible, especially near a vehicle or point of sale of Ardina Car Care products. With this in mind, we designed our own Ardina Car Care air fresheners.

The air fresheners feature the text "This car is treated with" which makes them a fun gimmick for garages and workshops to hang in the car after treatment or give to their customers.

Thanks to the printed images they remain hanging in the car even after the scent has worn off.

Specifications:

- ▶ Fragrance: Blue Ocean
- ▶ Appearance: Side one road through forest + logo
Side two road along the coast + logo



STICKERS

Everyone loves stickers!

Stickers are of course perfect to add as a goodie to a purchase. They are flat, take no space and weigh almost nothing. An unobtrusive extra to differentiate the brand that creates a positive brand experience.

All stickers are vinyl and for indoor and outdoor use.

Version 1.

- ▶ Ardina Car Care logo
- ▶ Dimensions (WxH): 120 x 40 mm

Version 2.

- ▶ Logo Ardina Car Care Silver
- ▶ Dimensions (WxH): 200 x 73 mm

Version 3.

- ▶ Exclusive car.
- ▶ Dimensions (WxH): 70 x 110 mm

Version 4.

- ▶ Go fast!
- ▶ Dimensions (WxH): 90 x 90 mm

Depending on the print run, other sticker designs are also available.



FLAGS

When it comes to a striking eye-catcher, nothing beats a flag!
At the entrance of a workshop or point of sale, or at an event or meeting, a flag stands out as an unmistakable landmark, attracts attention and provides unprecedented added value!

We design our Ardina Car Care flags in various models and sizes and for different applications. If required, we can make adjustments as long as it conforms to our brand identity.



EVENTS TENT

If you are at a meeting or event, you cannot do without an eye-catching folding tent. The Ardina Car Care tent is fully printed all around and on the roof in the striking Ardina house style. Put two flags next to it and the picture is complete.

Specifications:

- ▶ Easy to unfold tent
- ▶ Size 3x3 m
- ▶ 3 sides closed, 1 side open
- ▶ Waterproof
- ▶ Carrying bag with wheels
- ▶ Foot weights (optional)

Because each tent is made individually, other dimensions or customization of the design are possible.



OIL DRUMS

If you really want to stand out at the POS, in a workshop or at a point of sale, you put up a stylish full-colour printed oil drum. You can order different versions and different sizes from us.

- ▶ Standard drums with a removable lid
- ▶ Drums with tabletop of various kinds
- ▶ Seats with pillow
- ▶ Barbecue drums
- ▶ Botanical drums
- ▶ Bin drums



ROLL-UP BANNER

Roll-up banners are the ideal mobile promotional tool to take with you to a fair, event or presentation, or simply to set up in your office or showroom. Easy and quick to set up and roll up again, they are a promotional tool that should not be missing among your marketing products.

Specifications:

- ▶ Roll-up banner small (85 x 200 cm)
- ▶ Material: PVC (frontlit, B1 fire retardant)



These marketing products make it possible to significantly increase exposure and hence brand awareness in your district. This can increase demand and thus the sales market, with the result that sales will also get a big boost.

Of course, we will help and advise you on how to deploy these marketing tools if required. We can produce the products and ship them to you, but if it is more practical, we can also look into the possibility for you to have them produced yourself.

For questions and orders, please contact us.

ARDINA CAR CARE B.V.

Molenwerf 56
1911 DB Uitgeest
The Netherlands

Tel: +31 (0)251 262 070
info@ardinacarcare.com
www.ardinacarcare.com

ARDINACARCARE.COM

