

SC4000 Dealer Marketing



NILFISK

SC4000

Introduction

Highly maneuverable and productive ride-on scrubber dryer with connected features, to deliver cost-efficient, consistent, and safer cleaning outcomes.

The SC4000 is a compact ride-on scrubber dryer, with a scaled-down design, making it capable of easy maneuverability in narrow spaces, and able to pass through standard-sized doorways.

The SC4000 was developed with contract cleaners, schools, hospitals, and retail stores in mind.

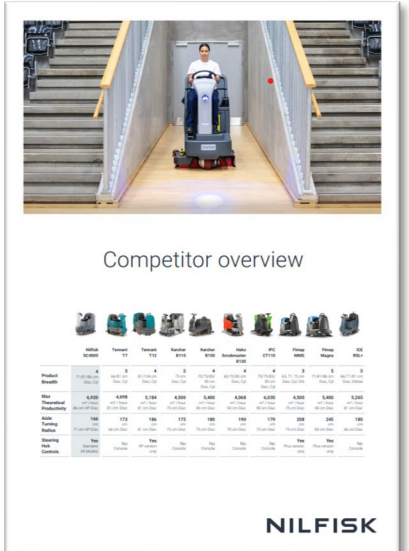
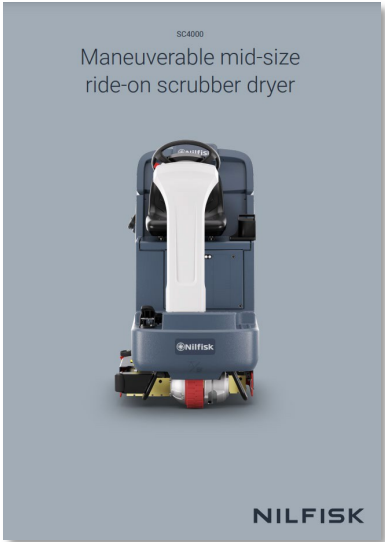
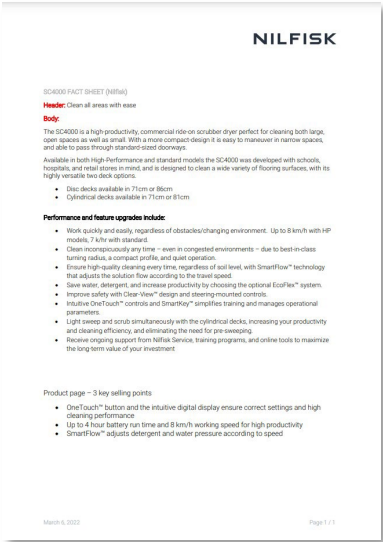
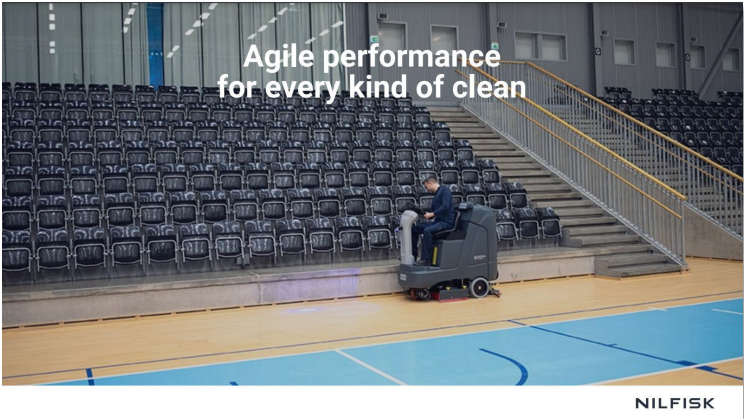
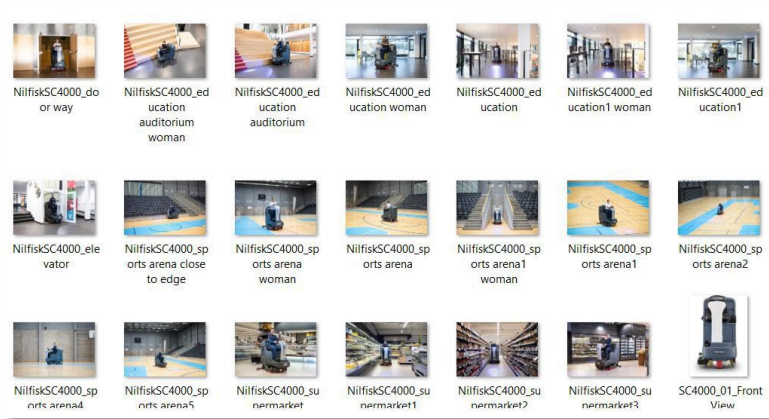


Nilfisk Marketing Assets

SC4000 Launch
– Available via Dealer Portal

Basic Introkit

- Product & lifestyle pictures
- Brochure
- Fact sheet
- External presentation
- Service poster
- Part lists
- Recommended part list
- Use and maintenance manual
- Service manual
- Main data file
- Competitor overview



Insight SC4000 Teaser Campaign

(Nilfisk only)

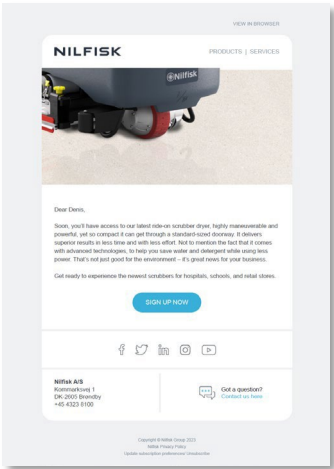
Pre-Launch Toolbox

- 1 x Pardot email - 4 x SoMe posts
- Prelaunch page with sign-up - Nilfisk.com stack

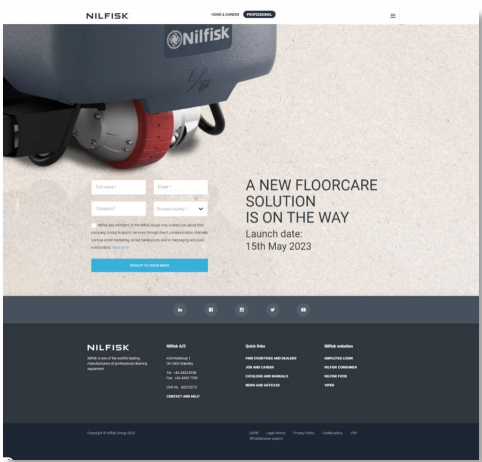
Teaser Campaign - Activation – 18th May - 31st May.

SC4000 marketing materials *to REMAIN CONFIDENTIAL* until 1st June – Go Live Day

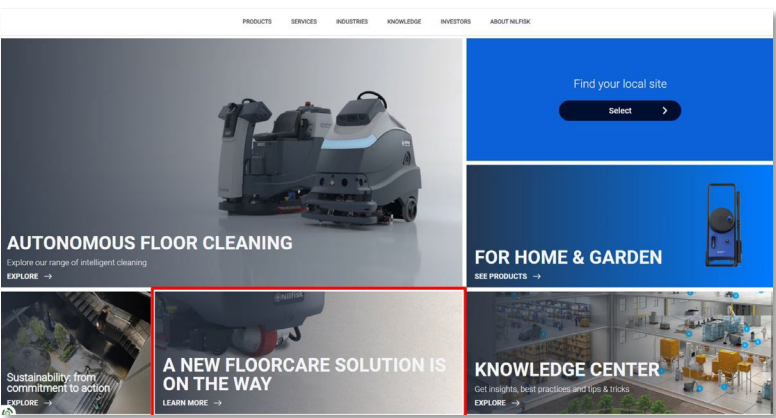
Pardot email



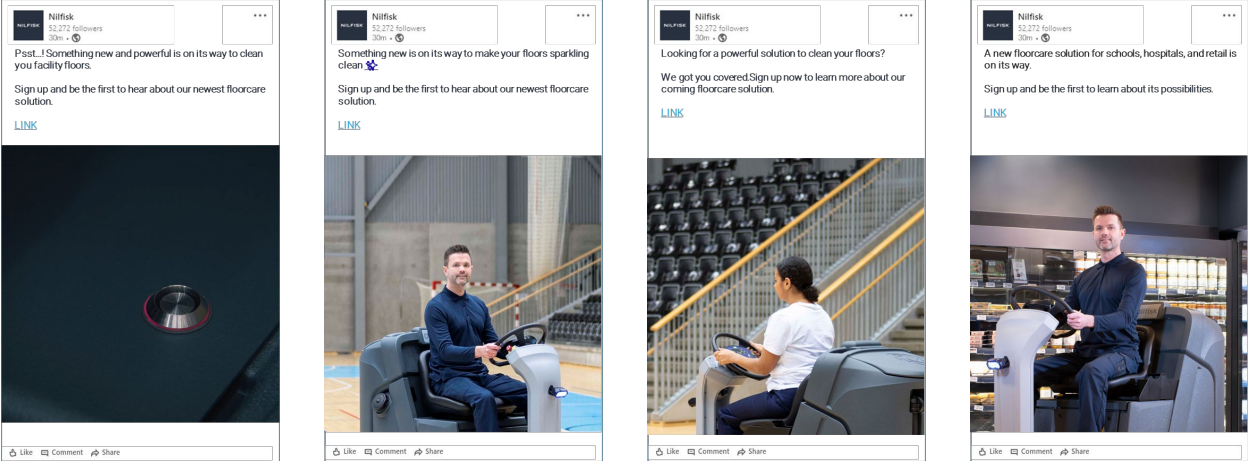
Landing page



Nilfisk.com stack



SoMe posts



Dealer Marketing Assets

SC4000 Launch

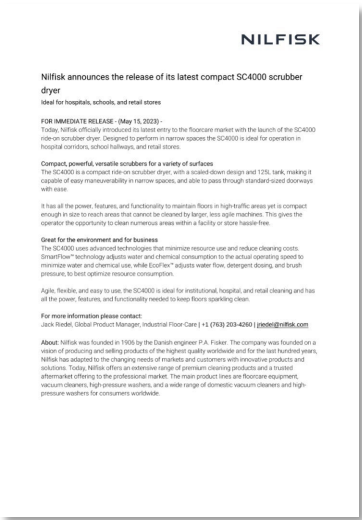
Campaign toolbox

- Web banners (5 different sizes)
- Roll-up banners
- Press Release
- SoMe Posts x 3
- Email x 1 for End Users

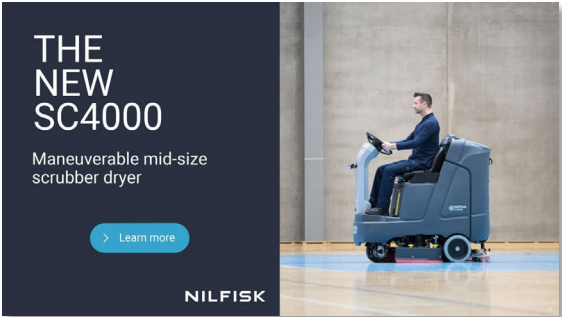
Roll-up banners



Press Release



Web banners



To request POS and artwork email marketing.uk@nilfisk.com

SC4000 Launch Timeline

