



# HIDE Skimmer Lids Web Listing Instruction - Product Guide

Contact Brett Arnott for resources: [marketing@skimmerlids.com.au](mailto:marketing@skimmerlids.com.au)



## 1) New Product Category

As HIDE Covers are a very niche product and an desirable upgrade to any landscape project to standard external construction, it is important that the product is introduced or discussed at design and planning stages (see point 4). Hide Lids are a construction product, not a spare part or accessory.

HIDE Custom Covers often require their own product category such as.

- Hidden Landscape Lids
- Custom Stone/Tile Lids
- Hidden Landscape Covers

## 2) Keyword search

The thing to remember is people will not know to search for HIDE. Their search terms will be more general, such as:

skimmer lid, access cover, custom inlay lid, stone inlay lid, custom cover, landscape cover, hidden lids, hidden cover, in ground pool covers, ground cover, landscape cover, stone cover, tile cover

## 3) Some Important product notes:

- It must be clear that HIDE Covers are external only. HIDE Covers should not be listed with, categorised with or mistaken for any interior bathroom floor fittings.
- HIDE Covers are heavy duty 2mm thick 316L Marine Grade Stainless Steel for external landscape, patio, poolside use.
- Kits 10, 20 & 30mm in depth come with 1 key.
- Kits 40, 50 & 60mm in depth come with 2 keys.
- Keys are not sold separately. Warranty replacements and lost keys require proof of purchase.
- Pedestrian Traffic Only. Not for driveways.
- Keep acid and harsh chemicals away from all stainless steel products, check and cleaned regularly.

## Contact Information:

**Brett Arnott** if further clarification information / Graphics are required:  
[marketing@skimmerlids.com.au](mailto:marketing@skimmerlids.com.au)

**Gary Steele** for technical advice, Australian / New Zealand Sales: [gary@skimmerlids.com.au](mailto:gary@skimmerlids.com.au)

**Sarah-Jane Winston** for technical advice, NSW Sales: [sarahjane@skimmerlids.com.au](mailto:sarahjane@skimmerlids.com.au)

**Sam Hazell** for technical advice, International Sales: [sam.hazell@skimmerlids.com.au](mailto:sam.hazell@skimmerlids.com.au)

**Anne-Marie** for accounts, stock and delivery [admin@skimmerlids.com.au](mailto:admin@skimmerlids.com.au)

## Social Media is King:

Support the company that supports you:

1) Post photos of your completed installations so we can repost and promote your business.  
Handle: @HIDESkimmerlids  
Hashtag: #HIDESkimmerlids

2) Follow HIDE for ideas, inspiration & knowledge.

- Instagram
- LinkedIn
- Facebook
- You Tube Channel
- Pinterest
- Vimeo Channel
- Twitter

3) Support HIDE with your positive review.

## 4) Example of Category Heading.

Shown here are the four distinct HIDE product groups with accurate description and application.

Skimmer Lids	Access Covers	Drain Covers	Concrete Covers
<p><b>Hidden Skimmer Lids - Custom Inlay Kits</b></p> <p>Exterior Poolside Skimmer Box Cover</p> <p>Integrated, seamless covers that blend into your landscape.</p>	<p><b>Hidden Access Covers - Inspection point access</b></p> <p>Exterior Landscape Cover</p> <p>Integrated, seamless covers that blend into your landscape.</p>	<p><b>Hidden Drain covers for surface water drainage.</b></p> <p>Exterior Landscape Cover</p> <p>Integrated, seamless covers that blend into your landscape.</p>	<p><b>Hidden Concrete Covers Wet-Pour ready</b></p> <p>Exterior Landscape Cover</p> <p>Integrated, seamless covers that blend into your landscape.</p>

## 5) These are our 4 core products.

These kit hardware images show the principle Stainless Steel components of the lid kit.

- Each come in 6 depths and a range of sizes (see point 8).

Skimmer Lids	Access Covers	Drain Covers	Concrete Covers

## 6) This illustrates the Kit Contents.

Each off the shelf HIDE Kit comes with everything you need to install your stone tile / concrete on-site.

Skimmer Lids - Whats in the kit	Access Covers - Whats in the kit	Drain Covers - Whats in the kit	Concrete Covers - Whats in the kit

## 7) These 'Lifestyle' installed images sell the aesthetics of the product.

For more images like this, please contact me. **Brett Arnott:** [marketing@skimmerlids.com.au](mailto:marketing@skimmerlids.com.au)

Please encourage your contractors to take photos of their installations and send to me with their information.

I will use them to cross promote

- The contractor/tiler
- The stockist of the product
- The HIDE product

Skimmer Lid - Installed	Access Cover - Installed	Drain Cover - Installed	Concrete Cover - Installed

## 8) Each kit comes in a range of sizes and depths.

These sizes are found on our price lists and our Tech Sheets for each product.

Skimmer Lids	Access Covers	Drain Covers	Concrete Covers
<p>Skimmer Lids come in sizes: 306mm &amp; 342mm square</p> <p>Depths: 10mm, 20mm, 30mm, 40mm, 50mm, 60mm</p> <p>(342mm in 15mm depth also)</p>	<p>Access Covers come in sizes: 156mm, 206mm, 256mm, 306mm, 342mm square</p> <p>Depths: 10mm, 20mm, 30mm, 40mm, 50mm, 60mm</p> <p>Man hole Sizes: 506 &amp; 656mm Depth is only 20mm</p>	<p>Drain Covers come in one size: 314mm square</p> <p>Depths: 10mm, 20mm, 30mm, 40mm</p> <p>Also available in wet-pour concrete.</p>	<p>Concrete Covers come in sizes: 156mm, 206mm, 256mm, 306mm, 342mm square</p> <p>Depths: 40mm, 50mm, 60mm</p> <p>Also available in as a Drain Cover.</p>

Skimmer Lids	Access Covers	Drain Covers	Concrete Covers
<a href="#">All Products</a>			

## 9) Technical Resources

• Tech Sheets - Metric (mm)			
• Tech Sheets - Imperial (inches)			
• Care And Maintenance			
• 10-Year Warranty			
• Safe Operation			

## 10) Promotional Resources

• Distributor Landing Page (use as your own)			
• 1 page Introduction (when quoting)			
• 4 page Display Brochure			

## 11) Video Resources

• Introduction	22sec		
• Reception in your showroom	5min 53sec		
• Tile Shop	2min 20sec		
• On-site Installation	5min 30sec		
• Introduction to all 4 products	1min		
• Choosing the right kit	3min 50sec		
• Concrete Installation	1min 25sec		

## 12) Web Banners

--	--	--