

Amelia, *Glazed Porcelain*.  
Merchandising



# Marketing support, *A&D Board*

Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

Once opened up the board acts like a traditional contractor board with an easy to hold handle with all the information needed to make design decisions. On the front are sizes and finishes at a glance along with color chips and room renders. On the back are all of the critical technical specifications needed to specify a design space along with room scenes for inspiration.

This unique to Anatolia A&D board sits on shelf folded with a book like spine that clearly identifies the collection name, material type and corresponding inspiration for the collection. When pulled out slightly, one can easily see the collection's colors at a glance.



A&D Board Outside



A&D Board Inside

<i>A&amp;D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Carbon, Earth, Mist, Smoke	Amelia A&D Board	9902-1319-0	828492068373

12 in / 30.5 cm

**anatoia**

**Amelia Glazed Porcelain**  
Stone Inspiration

A warm and welcoming atmosphere wrapped in natural earthy tones.

*Cherished glaze*

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**anatoia** Amelia *Glazed Porcelain* Stone Inspiration

12 in x 12 in x 1/4 in Amelia Matte Porcelain Glazed Porcelain Tile

**Amelia, Glazed Porcelain.**  
Engaging layers of stone.  
A warm and welcoming atmosphere wrapped in natural earthy tones.

*Product packaging information*

ITEM	QUANTITY	NET WEIGHT	GROSS WEIGHT	NET VOLUME	GROSS VOLUME	NET AREA	GROSS AREA	NET WEIGHT PER SQ FT	GROSS WEIGHT PER SQ FT	NET WEIGHT PER SQ YD	GROSS WEIGHT PER SQ YD
12 in x 12 in x 1/4 in AMELIA MATTE PORCELAIN GLAZED PORCELAIN TILE	10	10.00	10.50	0.00	0.00	1.00	1.00	10.00	10.50	0.00	0.00

12 in x 12 in x 1/4 in Amelia Matte Porcelain Glazed Porcelain Tile

**Technical Information**

PROPERTY	TEST METHOD	POSSIBLE	ACTUAL
WATER ABSORPTION	ISO 10545-6	< 0.5%	< 0.5%
WATER RESISTANCE	ISO 10545-12	CLASS 4	CLASS 4
SCRATCH RESISTANCE	ISO 10545-15	5 & 7	5 & 7
STAIN RESISTANCE	ISO 10545-14	< 100	< 100
SLIP RESISTANCE	ISO 10545-19	PEBAC	PEBAC
CHEMICAL RESISTANCE	ISO 10545-13	CLASS 1	CLASS 1
STAIN RESISTANCE	ISO 10545-14	CLASS 1	CLASS 1
FROST RESISTANCE	ISO 10545-11	PEBAC	PEBAC

**Usage Recommendations**

PROPERTY	POSSIBLE	ACTUAL
INDOOR	•	•
OUTDOOR	•	•
WALL	•	•
FLOOR	•	•

0.7 in  
1.8 cm

**Amelia Glazed Porcelain**  
Stone Inspiration

**anatoia**

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*Formats at a Glance*

12 in x 12 in x 1/4 in  
Amelia  
Matte

12 in x 6 in x 1/4 in  
Amelia  
Matte

12 in x 12 in x 1/4 in  
Amelia  
Matte

12 in x 12 in x 1/4 in  
Amelia  
Matte

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**anatoia** Amelia *Glazed Porcelain* Stone Inspiration

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STAIN RESISTANCE	ISO 10545-14	CLASS 1	CLASS 1
FROST RESISTANCE	ISO 10545-11	PEBAC	PEBAC

**Usage Recommendations**

PROPERTY	POSSIBLE	ACTUAL
INDOOR	•	•
OUTDOOR	•	•
WALL	•	•
FLOOR	•	•

Fully Open:  
21.45 in  
54.5 cm

14.76 in  
37.5 cm

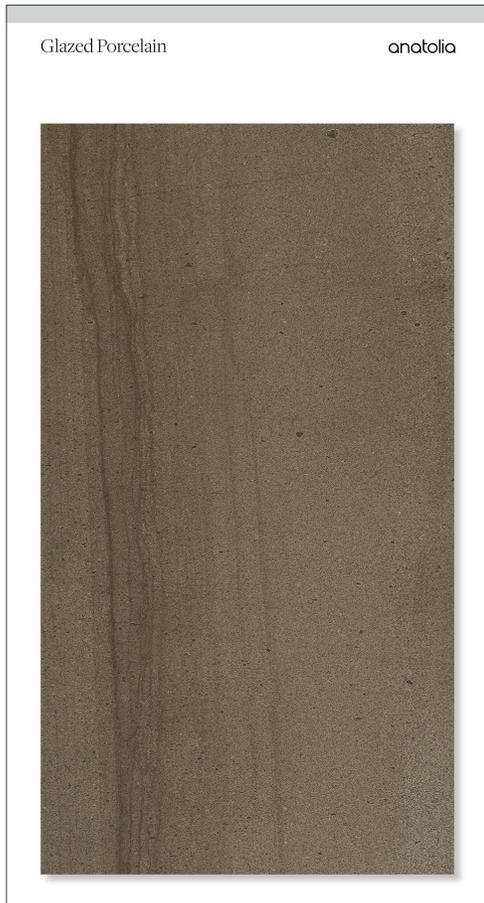
A&D Board Outside

A&D Board Inside

# Marketing support, *Sample Chips*

Sample chips are an essential tool to bring mood boards to life and inspire a cohesive design space. They need to be relatively small and yet contain all of the critical design and collection specifications needed.

Anatolia has created a sample chip program that categorizes sample chips into color coded material types, includes a sample chip affixed to an elegant backer card and includes all of the key technical information and formats for that color on its back label. Anatolia also developed a premium sample chip carrying case to easily and beautifully store, organize, and carry sample chips to meetings.



Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm

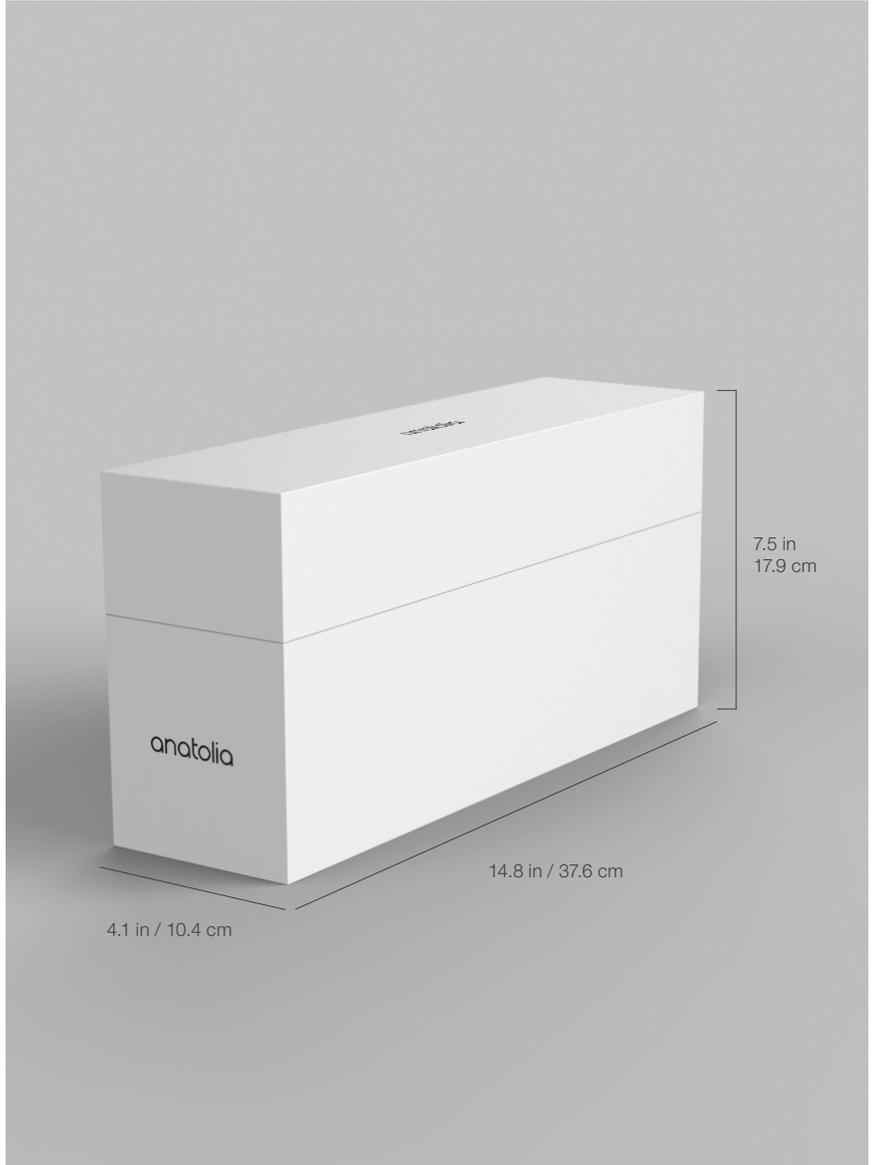
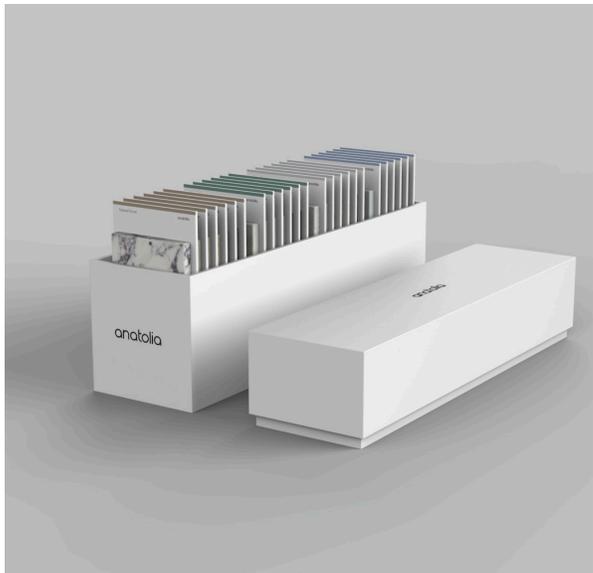
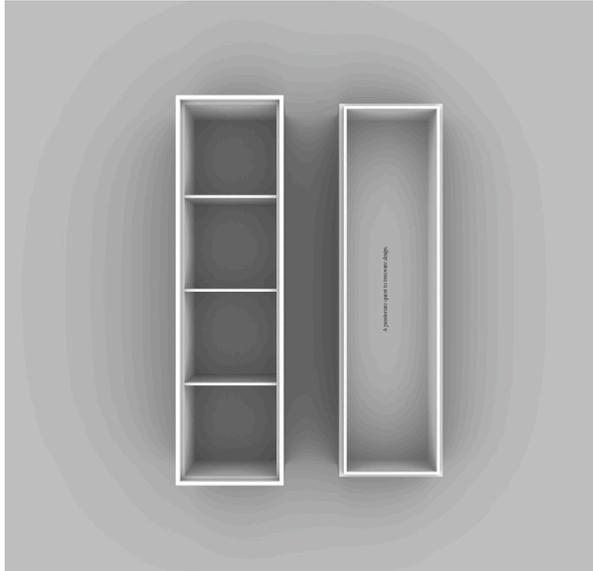


<i>Sample Chips</i>	ITEM CODE	UPC
Amelia Carbon Matte Sample Chip	9902-1225-0	828492066225
Amelia Earth Matte Sample Chip	9902-1227-0	828492066249
Amelia Mist Matte Sample Chip	9902-1229-0	828492066263
Amelia Smoke Matte Sample Chip	9902-1231-0	828492066287

<i>Sample Chips</i>	ITEM CODE	UPC
Amelia Carbon Polished Sample Chip	9902-1226-0	828492066232
Amelia Earth Polished Sample Chip	9902-1228-0	828492066256
Amelia Mist Polished Sample Chip	9902-1230-0	828492066270
Amelia Smoke Polished Sample Chip	9902-1232-0	828492066294

# Marketing support, *Sample Chip Carrying Case*

Anatolia has developed a premium sample chip carrying case to easily and beautifully store, organize, and carry sample chips to meetings and for sample libraries. The case comes empty and can hold up to 24 sample chips.



ITEM DESCRIPTION	CONTENTS	ITEM CODE	UPC
4.1 x 14.8 x 7.5 in / 37.6 x 10.4 x 17.9 cm Sample Chip Carrying Case (Empty)	As per above	9902-1659-0	828492074879

*Discover more at*  
anatolia.com