

Ceraforge, *Color Body Porcelain*.
Merchandising



anatolia

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&D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Chromium, Iron, Lithium, Oxide, Titanium	Ceraforge A&D Board	9902-1333-0	828492068519

A&D Board Outside

	<p>* BEST RESISTANCE</p> <p>These values are based on ISO 1000 standards according to: ISO 10131 - Parasols (60°) Class 100 ISO 10030 - 1 - Rain Stress (in 10/15) - 10 - Rain Stress. Variations in test values can occur in different production lots.</p> <p><i>Usage Recommendation</i></p>	<p>AND ISO</p> <p>EN55</p> <p>ISO 10030-300-POURCAGES</p>	<p>Fully Open:</p> <p>21.45 in</p> <p>54.5 cm</p>
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Fully Open:
21.45 in
54.5 cm

A&D Board Inside


Ceraforge
Color Body Porcelain
Contemporary Inspiration

anatolia


Formats at a Glance

Format	Size (mm)	Weight (kg)	Material
Square	60 x 60 x 12	3.5	Porcelain
Square	30 x 30 x 12	0.8	Porcelain
Rectangular	18 x 30 x 12	0.5	Porcelain
Rectangular	12 x 24 x 12	0.3	Porcelain
Mosaic	2 x 2 x 12	0.05	Porcelain
Trim	10 x 20 x 12	0.1	Porcelain


Oxide
Matte



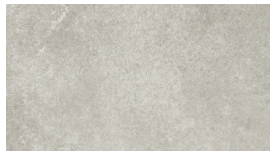
Lithium
Gloss



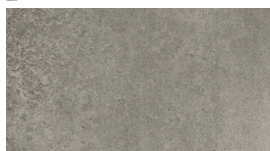
Iron
Matte



Chromium
Matte



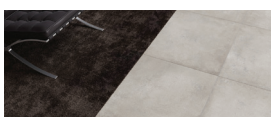
Titanium
Gloss




Installation Details:

- Tile Size: 60 x 60 cm
- Grout Line: 2 mm
- Substrate: Concrete or Stone
- Adhesive: Ceraforge Color Body Adhesive
- Sealer: Ceraforge Color Body Sealer

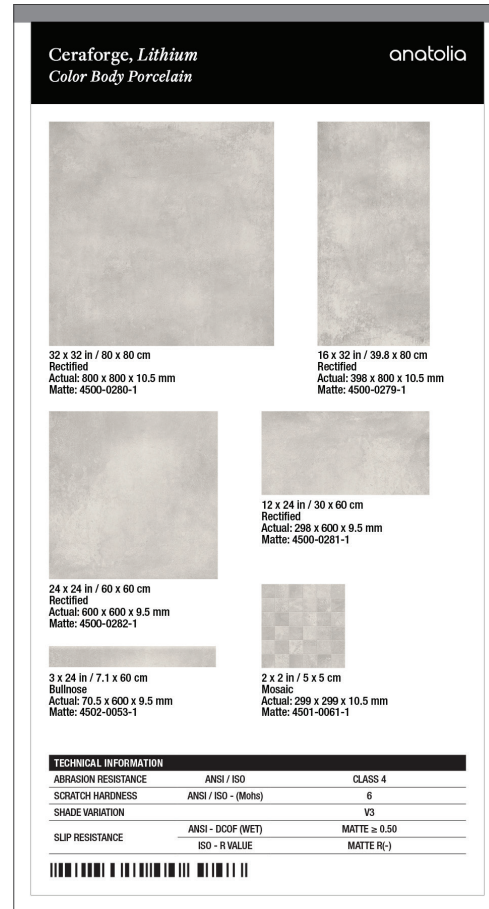
Room Application:



Room Application:



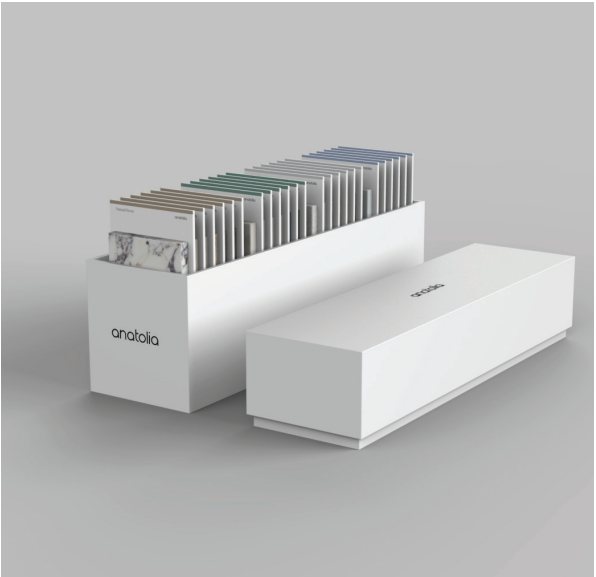
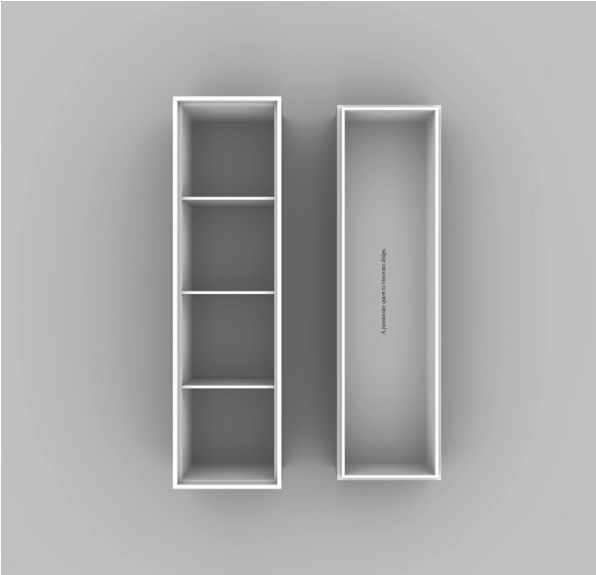
Anatolia has created a sample chip program that categorizes sample chips into color coded material types, includes a sample chip affixed to an elegant backer card and includes all of the key technical information and formats for that color on its back label. Anatolia also developed a premium sample chip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



<i>Sample Chips</i>	ITEM CODE	UPC
Ceraforge Chromium Matte Sample Chip	9902-1172-0	828492065693
Ceraforge Iron Matte Sample Chip	9902-1173-0	828492065709
Ceraforge Lithium Matte Sample Chip	9902-1174-0	828492065716
Ceraforge Oxide Matte Sample Chip	9902-1175-0	828492065723
Ceraforge Titanium Matte Sample Chip	9902-1176-0	828492065730

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
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