

Ceraforge, *Color Body 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&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

12 in / 30.5 cm

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Ceraforge
Color Body Porcelain
Contemporary Inspiration

A contemporary expression of oxidized metal fused with worn cement.

Color at a Glance

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Ceraforge

Color Body Porcelain

Contemporary Inspiration

14.76 in
37.5 cm

30 x 30 x 11/16" (76.2 x 76.2 x 1.48 cm) Ceraforge Lithium Matte Rectified Color Body Porcelain Tile

Technical Information

WATER ABSORPTION	ANSI (ISO) PVI	<0.05
ACID/ALKALI RESISTANCE	ANSI (ISO) SO	CLASS 4
STAIN/ABRASION RESISTANCE	ANSI (ISO) SMOG	7
WEAR/IMPACT STRENGTH	ANSI (ISO) S100	>500 >1500
SLIP RESISTANCE	ANSI (ISO) S109	W
FLAME RESISTANCE	ANSI (ISO) S109.2	MEF1 + 0.50 MEF2 0.00
CHEMICAL RESISTANCE	ANSI (ISO) S109.3	CLASS 4
TEAR RESISTANCE	ANSI (ISO) S109.4	CLASS 1
FROST RESISTANCE	ANSI (ISO) S109.5	FM2

See also our technical sheets: ANSI A137.1, Performance Criteria, and ISO 10545-5. See also our website: www.anatoliatile.com

Usage Recommendations **Not to be used on:**

APPLICATION	WALL	FLOOR
RESIDENTIAL	+	+
COMMERCIAL	+	+
HEAVY COMMERCIAL	+	+
OUTDOOR	+	+

Technical Information is for reference only. Always refer to the technical sheets.

Product & Packaging Information

DESCRIPTION	AREA	PACKAGING	NET WEIGHT	GROSS WEIGHT	NET VOLUME	GROSS VOLUME	PACKAGING DIMENSIONS (L x W x H)	NET WEIGHT (kg)	GROSS WEIGHT (kg)	NET VOLUME (m³)	GROSS VOLUME (m³)
30 x 30 x 11/16" (76.2 x 76.2 x 1.48 cm) Ceraforge Lithium Matte Rectified Color Body Porcelain Tile	30 x 30 cm	600 (20") x 600 (20")	4.20	4.50	0.012	0.013	600 x 600 x 11/16"	4.20	4.50	0.012	0.013
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Board 1 of 1

A&D Board Outside

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Ceraforge
Color Body Porcelain
Contemporary Inspiration

Formats at a Glance

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Ceraforge

Color Body Porcelain

Contemporary Inspiration

0.7 in
1.8 cm

30 x 30 x 11/16" (76.2 x 76.2 x 1.48 cm) Ceraforge Lithium Matte Rectified Color Body Porcelain Tile

Color at a Glance

Oxide

Chromium

Lithium

Titanium

Iron

30 x 30 x 11/16" (76.2 x 76.2 x 1.48 cm) Ceraforge Lithium Matte Rectified Color Body Porcelain Tile

A&D Board Inside

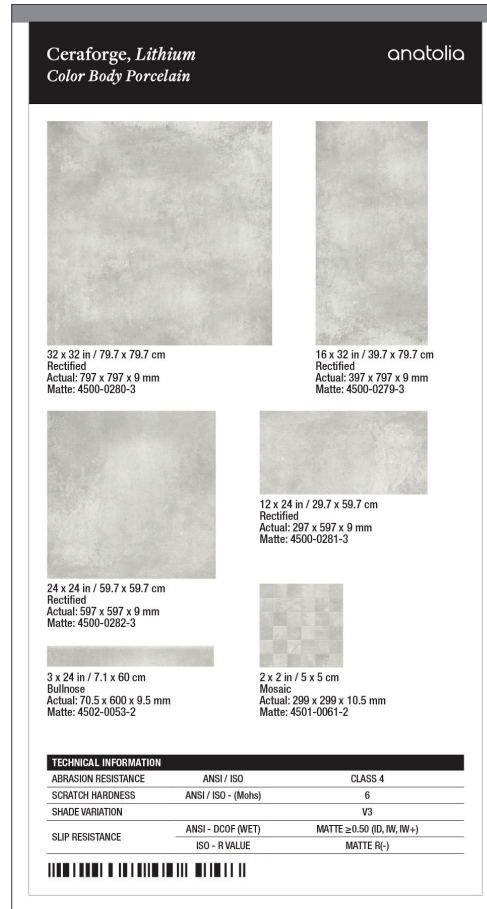
Marketing support, *Sample Chips*

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.



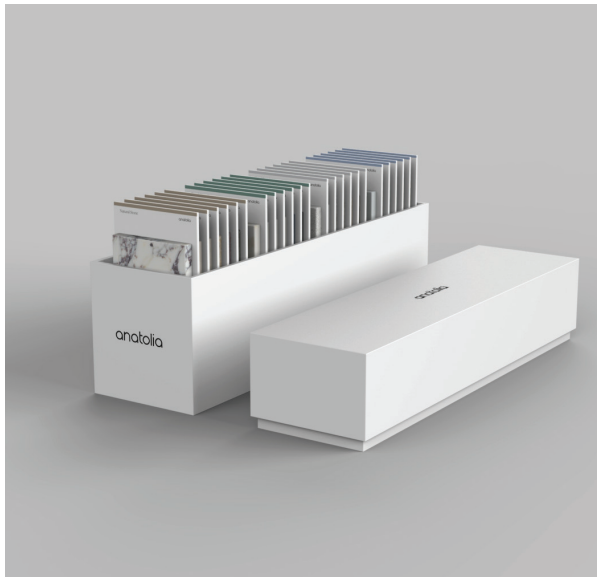
Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm



<i>Sample Chips</i>	ITEM CODE	UPC
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
anatolia.com