

Coliseo, *Glazed Porcelain*.  
Merchandising



# Marketing support, *A&D Boards*

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 Graphite, Platinum, Desert, and Pearl	Coliseo A&D Board	9902-1958-0	828492080450



12 in / 30.5 cm

**anotolia**

**Coliseo Glazed Porcelain**  
Stone Inspiration

Showing limestone's enduring strength and nature's timeless artistry.

Colors of choice

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**anotolia** Coliseo *Glazed Porcelain* Stone Inspiration

12 x 24 in / 30 x 60 in Coliseo Platinum Matte Glazed Porcelain Tile

**Coliseo, Glazed Porcelain.**  
Showing limestone's enduring strength and nature's timeless artistry.

With a softness that evokes its enduring strength, limestone grace design with a timeless elegance, a testament to nature's artistry captured in sedimentary splendor. Showing intricate details and delicate formations, Coliseo artistically encapsulates the essence of the inspired material in its pristine porcelain relation. In the realm of design, limestone emerges as a master, harmonizing effortlessly with both the classical and the contemporary. Its neutral tones imbue spaces with a gentle warmth, a whispered invitation to serenity.

Technical Information

WATER ABSORPTION	ANSI 105 - N6	<0.5%
WATER RESISTANCE	ANSI 103	CLASS 4
STAIN RESISTANCE	ANSI 103 - STAIN 5	5
SCRATCH RESISTANCE	ANSI 103 - STAIN 5	5
IMPACT RESISTANCE	ANSI 108 - 103 - PE	1 - 1000
SLIP RESISTANCE	ANSI 108 - 103 - PE	1 - 1000
SPACE VARIATION		VS
LEAK RESISTANCE	ANSI 103 - 103 - PE	ANSI 103 - 103 - PE
CHEMICAL RESISTANCE	ANSI 103	CLASS 1
FLAME RESISTANCE	ANSI 103	CLASS 1
FROST RESISTANCE	ANSI 103	ANSI

Edge Recommendations\*

WET SLAB PERIMETER	
APPLICATION	WALL
RESIDENTIAL	+
COMMERCIAL	+
INDUSTRIAL	+
OUTDOOR	+

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Board 1 of 1

14.76 in  
37.5 cm

0.7 in  
1.8 cm

Fully Open:  
21.45 in  
54.5 cm

**Coliseo Glazed Porcelain**  
Stone Inspiration

**anotolia**

Formats at a Glance

12 x 24 in / 30 x 60 cm  
Platinum  
Matte

12 x 12 in / 30 x 30 cm  
Platinum  
Matte

12 x 18 in / 30 x 45 cm  
Platinum  
Matte

2 x 2 in / 5 x 5 cm  
Matte  
Matte

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**Pearl**  
Matte

**Desert**  
Matte

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**Platinum**  
Matte

**Graphite**  
Matte

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12 x 24 in / 30 x 60 in Coliseo Platinum Matte Glazed Porcelain Tile

A&D Board Outside

A&D Board Inside

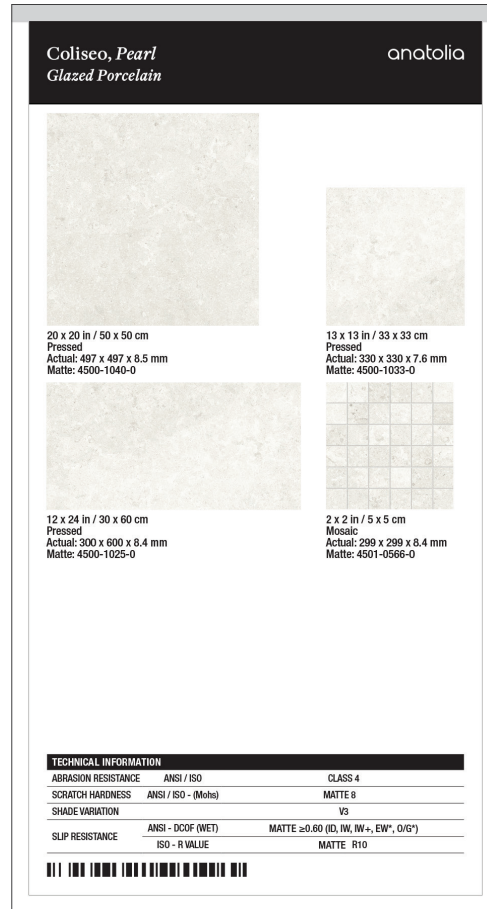
# Marketing support, *Sample Chips*

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.



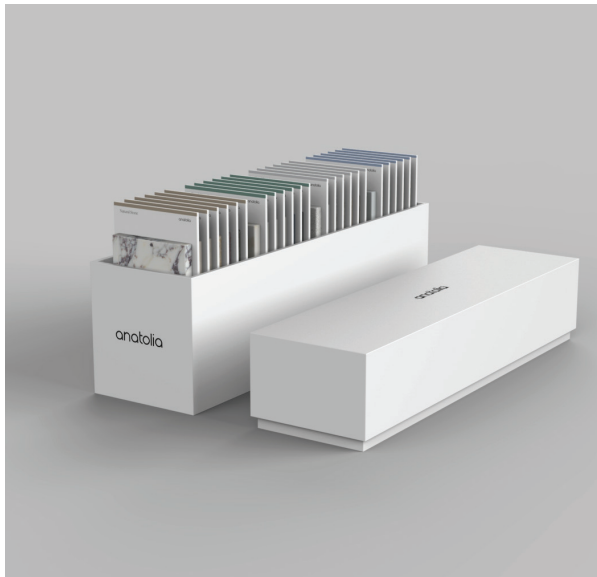
Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm



<i>Sample Chips</i>	ITEM CODE	UPC
Coliseo Graphite Matte Sample Chip	9902-1984-0	828492080719
Coliseo Platinum Matte Sample Chip	9902-1985-0	828492080726
Coliseo Desert Matte Sample Chip	9902-1986-0	828492080733
Coliseo Pearl Matte Sample Chip	9902-1987-0	828492080740

# 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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