

Crux, Glazed Porcelain + Ceramic.
Merchandising



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Marketing support, *A&D Board*

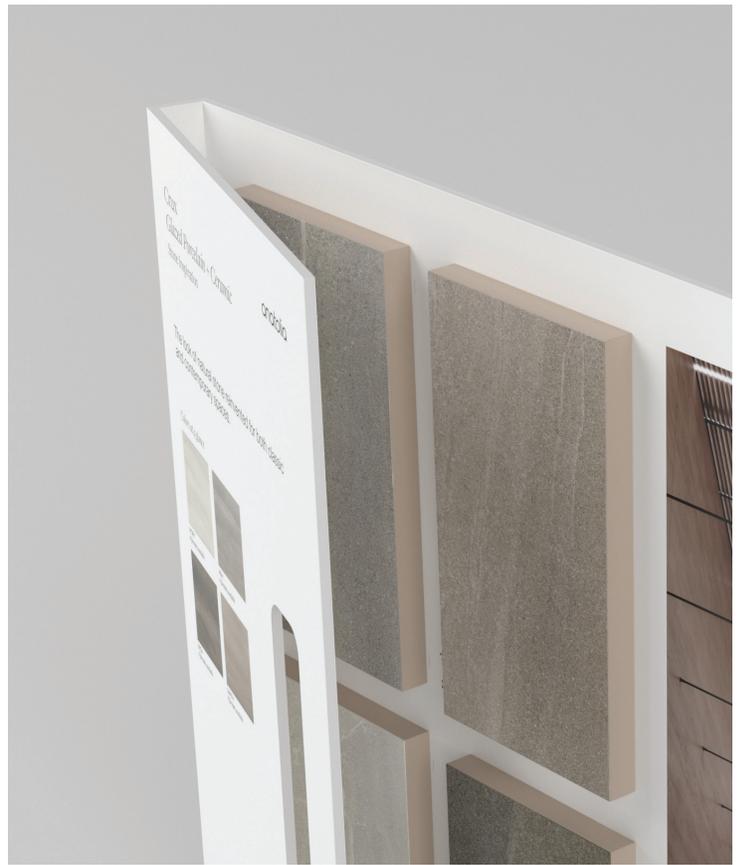
Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

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 Ash, Earth, Ivory, Mica	Crux A&D Board	9902-1331-0	828492068496

12 in / 30.5 cm

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Crux Glazed Porcelain + Ceramic
Stone Inspiration

The look of natural stone reinvented for both classic and contemporary spaces.

Colors at a Glance

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Crux

Glazed Porcelain + Ceramic

Stone Inspiration

14.76 in
37.5 cm

12 x 24 in / 30 x 60 cm Crux Ash Matte Pressed Glazed Porcelain Tile

Crux, Glazed Porcelain + Ceramic.
The clean serenity of ultramodern designs.
The look of natural stone reinvented for both classic and contemporary spaces.

Product of Packaging Information		AS5	AS75	AS150	AS300	AS600	AS900	AS1800	AS3600	AS7200	AS14400
ANATOLIA		12x24	12x36	12x48	12x72	12x144	12x216	12x432	12x864	12x1728	12x3456
12 x 24 in / 30 x 60 cm CRUX ASH MATTE PRESSED GLAZED PORCELAIN	2021-202-000	12x24	AS00001-00	AS00002-00	AS00003-00	AS00004-00	AS00005-00	AS00006-00	AS00007-00	AS00008-00	AS00009-00
12 x 36 in / 30 x 90 cm CRUX PRESSED GLAZED PORCELAIN	2021-202-000	36x36	AS00010-00	AS00011-00	AS00012-00	AS00013-00	AS00014-00	AS00015-00	AS00016-00	AS00017-00	AS00018-00
12 x 48 in / 30 x 120 cm CRUX PRESSED GLAZED PORCELAIN	2021-202-000	48x48	AS00019-00	AS00020-00	AS00021-00	AS00022-00	AS00023-00	AS00024-00	AS00025-00	AS00026-00	AS00027-00
12 x 72 in / 30 x 180 cm CRUX PRESSED GLAZED PORCELAIN	2021-202-000	72x72	AS00028-00	AS00029-00	AS00030-00	AS00031-00	AS00032-00	AS00033-00	AS00034-00	AS00035-00	AS00036-00
12 x 144 in / 30 x 360 cm CRUX PRESSED GLAZED PORCELAIN	2021-202-000	144x144	AS00037-00	AS00038-00	AS00039-00	AS00040-00	AS00041-00	AS00042-00	AS00043-00	AS00044-00	AS00045-00
12 x 216 in / 30 x 540 cm CRUX PRESSED GLAZED PORCELAIN	2021-202-000	216x216	AS00046-00	AS00047-00	AS00048-00	AS00049-00	AS00050-00	AS00051-00	AS00052-00	AS00053-00	AS00054-00
12 x 432 in / 30 x 1080 cm CRUX PRESSED GLAZED PORCELAIN	2021-202-000	432x432	AS00055-00	AS00056-00	AS00057-00	AS00058-00	AS00059-00	AS00060-00	AS00061-00	AS00062-00	AS00063-00
12 x 864 in / 30 x 2160 cm CRUX PRESSED GLAZED PORCELAIN	2021-202-000	864x864	AS00064-00	AS00065-00	AS00066-00	AS00067-00	AS00068-00	AS00069-00	AS00070-00	AS00071-00	AS00072-00

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Crux Glazed Porcelain + Ceramic
Stone Inspiration

Formats at a Glance

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Crux Glazed Porcelain + Ceramic
Stone Inspiration

The look of natural stone reinvented for both classic and contemporary spaces.

Colors at a Glance

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Crux

Glazed Porcelain + Ceramic

Stone Inspiration

0.7 in
1.8 cm

12 x 24 in / 30 x 60 cm Crux Ash Matte Pressed Glazed Porcelain Tile

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The clean serenity of ultramodern designs.
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12 x 36 in / 30 x 90 cm CRUX PRESSED GLAZED PORCELAIN	2021-202-000	36x36	AS00010-00	AS00011-00	AS00012-00	AS00013-00	AS00014-00	AS00015-00	AS00016-00	AS00017-00	AS00018-00
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Crux Glazed Porcelain + Ceramic
Stone Inspiration

Formats at a Glance

14.76 in
37.5 cm

0.7 in
1.8 cm

Fully Open:
21.45 in
54.5 cm

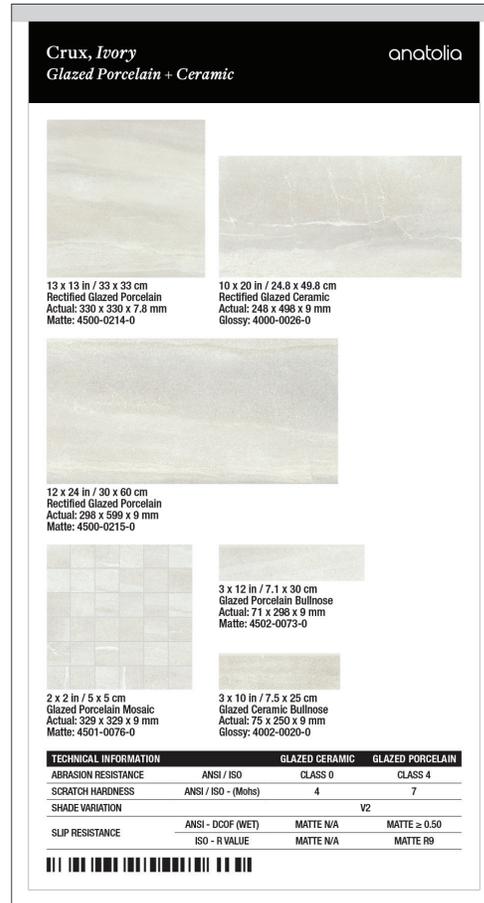
Marketing support, *Sample Chips*

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

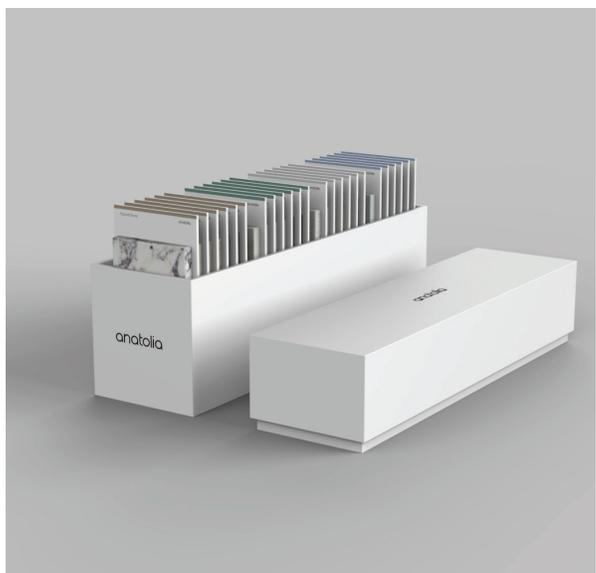


<i>Sample Chips</i>	ITEM CODE	UPC
Crux Ash Matte Ceramic Sample Chip	9902-1245-0	828492066423
Crux Earth Matte Ceramic Sample Chip	9902-1246-0	828492066430
Crux Ivory Matte Ceramic Sample Chip	9902-1247-0	828492066447
Crux Mica Matte Ceramic Sample Chip	9902-1248-0	828492066454

<i>Sample Chips</i>	ITEM CODE	UPC
Crux Ash Matte Porcelain Sample Chip	9902-1249-0	828492066461
Crux Earth Matte Porcelain Sample Chip	9902-1250-0	828492066478
Crux Ivory Matte Porcelain Sample Chip	9902-1251-0	828492066485
Crux Mica Matte Porcelain Sample Chip	9902-1252-0	828492066492

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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