

Crux, *Glazed Porcelain + Ceramic.*
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 Ash, Earth, Ivory, Mica	Crux A&D Board	9902-1331-0	828492068496

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



TECHNICAL INFORMATION		GLAZED CERAMIC	GLAZED PORCELAIN
ABRASION RESISTANCE	ANSI / ISO	CLASS 0	CLASS 4
SCRATCH HARDNESS	ANSI / ISO - (Mohs)	4	7
SHADE VARIATION			V2
SLIP RESISTANCE	ANSI - DCOF (WET)	MATTE N/A	MATTE ≥ 0.50
	ISO - R VALUE	MATTE N/A	MATTE R9

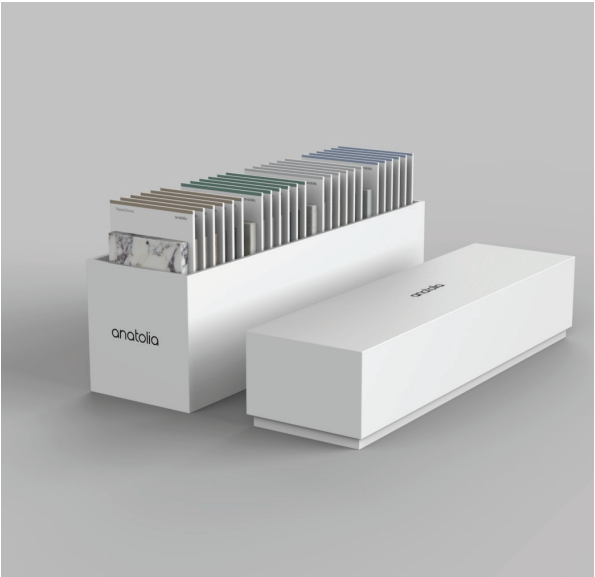
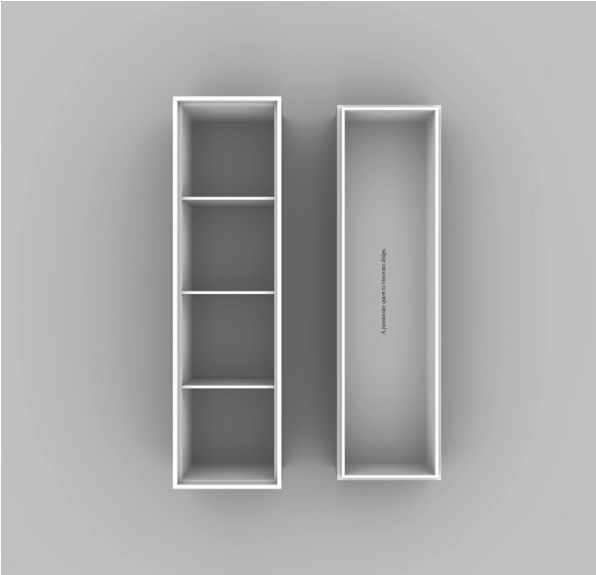


<i>Sample Chips</i>	ITEM CODE	UPC
Crux Ash Matte Ceramic Sample Chip	9902-1245-0	828492066423
Crux Earth Matte Ceramic Sample Chip	9902-1246-0	828492066430
Crux Ivory Matte Ceramic Sample Chip	9902-1247-0	828492066447
Crux Mica Matte Ceramic Sample Chip	9902-1248-0	828492066454

<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
anatolia.com