

Form, *Glazed 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 Ivory, Sand, Ice, Graphite, Tide	Form A&D Board	9902-1359-0	828492068342



A&D Board Outside



A&D Board Inside

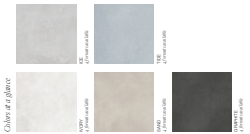
<i>A&D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Monochrome Blend, Sand Blend, Ice Blend, Tide Blend	Form Deco A&D Board	9902-1360-0	828492068359

12 in / 30.5 cm

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Form
Glazed Porcelain
Artisan Inspiration

A retro modern collection that embodies unique design and décor motifs.



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Form

Glazed Porcelain

Artisan Inspiration



7 in x 17.5 in Form Ice Hexagon Matte Pressed Glazed Porcelain Tile



7 in x 17.5 in Form Ice Hexagon Matte Pressed Glazed Porcelain Tile

Technical Information			
WATER RESISTANCE	ANSI A137.1	100%	100%
ABRASION RESISTANCE	ANSI A137.1	100%	100%
STAIN RESISTANCE	ANSI A137.1	100%	100%
ACID RESISTANCE	ANSI A137.1	100%	100%
SLIP RESISTANCE	ANSI A137.1	100%	100%
FLAME RESISTANCE	ANSI A137.1	100%	100%
LEAKAGE RESISTANCE	ANSI A137.1	100%	100%
CRACK RESISTANCE	ANSI A137.1	100%	100%
TEAR RESISTANCE	ANSI A137.1	100%	100%
IMPACT RESISTANCE	ANSI A137.1	100%	100%

Large Dimensional Information			
WATER RESISTANCE	ANSI A137.1	100%	100%
ABRASION RESISTANCE	ANSI A137.1	100%	100%
STAIN RESISTANCE	ANSI A137.1	100%	100%
ACID RESISTANCE	ANSI A137.1	100%	100%
SLIP RESISTANCE	ANSI A137.1	100%	100%
FLAME RESISTANCE	ANSI A137.1	100%	100%
LEAKAGE RESISTANCE	ANSI A137.1	100%	100%
CRACK RESISTANCE	ANSI A137.1	100%	100%
TEAR RESISTANCE	ANSI A137.1	100%	100%
IMPACT RESISTANCE	ANSI A137.1	100%	100%

Product & Packaging Information			
WATER RESISTANCE	ANSI A137.1	100%	100%
ABRASION RESISTANCE	ANSI A137.1	100%	100%
STAIN RESISTANCE	ANSI A137.1	100%	100%
ACID RESISTANCE	ANSI A137.1	100%	100%
SLIP RESISTANCE	ANSI A137.1	100%	100%
FLAME RESISTANCE	ANSI A137.1	100%	100%
LEAKAGE RESISTANCE	ANSI A137.1	100%	100%
CRACK RESISTANCE	ANSI A137.1	100%	100%
TEAR RESISTANCE	ANSI A137.1	100%	100%
IMPACT RESISTANCE	ANSI A137.1	100%	100%

anatoliatile.com
info@anatoliatile.com
Board 1 of 2

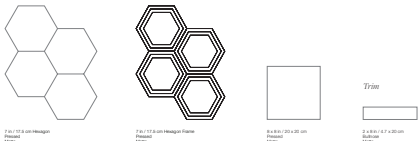
0.7 in
1.8 cm

Fully Open:
21.45 in
54.5 cm

Form
Glazed Porcelain
Artisan Inspiration

anatolia

Formats at a Glance



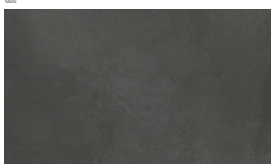
Ivory



Sand



Graphite



Ice



Tide



7 in x 17.5 in Form Ice Hexagon Matte Pressed Glazed Porcelain Tile

A&D Board Outside

A&D Board Inside

Marketing support, *Sample Chips*

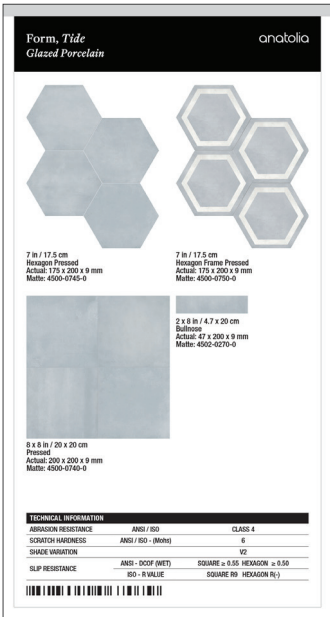
Sample chips are an essential tool to bring mood boards to life and inspire a cohesive design space. They need to be relatively small and yet contain all of the critical design and collection specifications needed.

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.

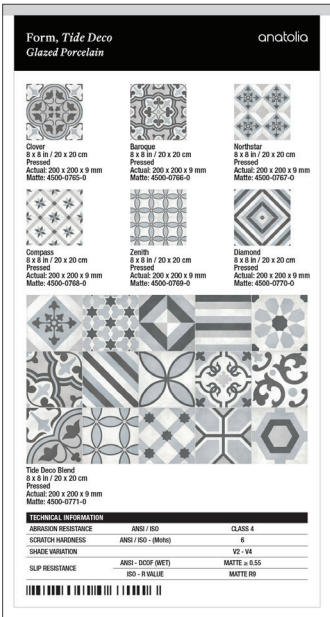
Anatolia also developed a premium sample chip carrying case to easily and beautifully store, organize, and carry sample chips to meetings.



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



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

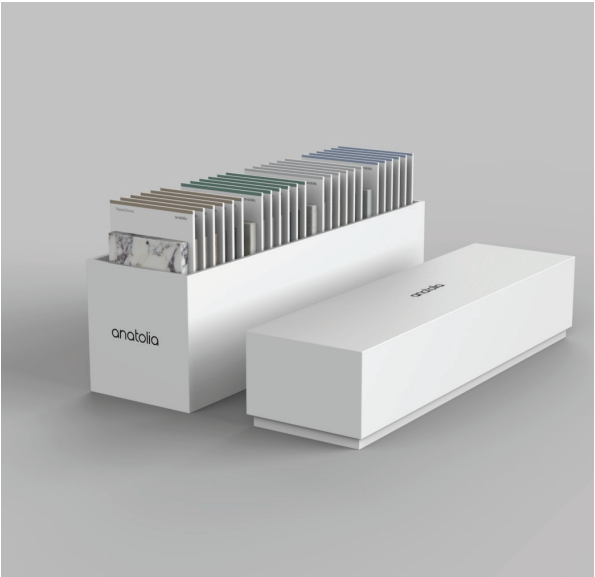
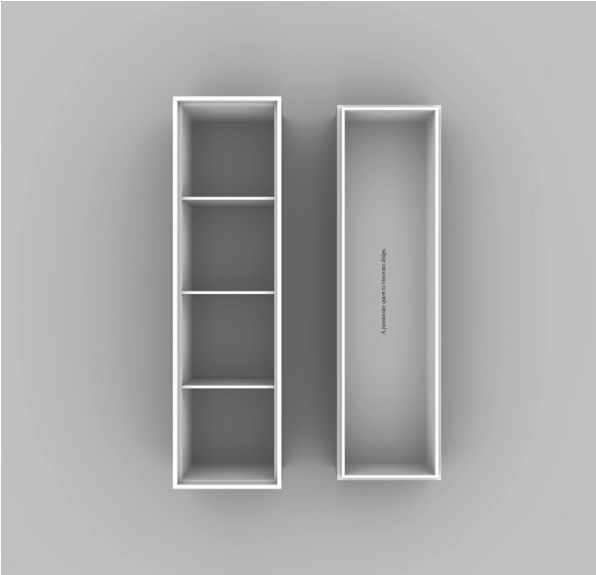


<i>Sample Chips</i>	ITEM CODE	UPC
Form Ivory Matte Sample Chip	9902-1105-0	828492065020
Form Sand Matte Sample Chip	9902-1106-0	828492065037
Form Ice Matte Sample Chip	9902-1107-0	828492065044
Form Graphite Matte Sample Chip	9902-1108-0	828492065051
Form Tide Matte Sample Chip	9902-1109-0	828492065068

<i>Sample Chips</i>	ITEM CODE	UPC
Form Ice Clover Matte Sample Chip	9902-1110-0	828492065075
Form Sand Clover Matte Sample Chip	9902-1111-0	828492065082
Form Tide Clover Matte Sample Chip	9902-1112-0	828492065099
Form Monochrome Matte Sample Chip	9902-1113-0	828492065105

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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