

Form, *Glazed Porcelain*.
Merchandising



anatolia

Marketing support, *Floor Display*

This collection's beauty is brought to life in a floor display that features the tiles in the collection in compact and efficient display board sets. The display board sets feature various tile formats on the front of the board along with refined room scenes, tile variations and technical specifications on the back. Furthermore, great care has been taken to maximize display space efficiency while providing the most motivating presentation of the collection.

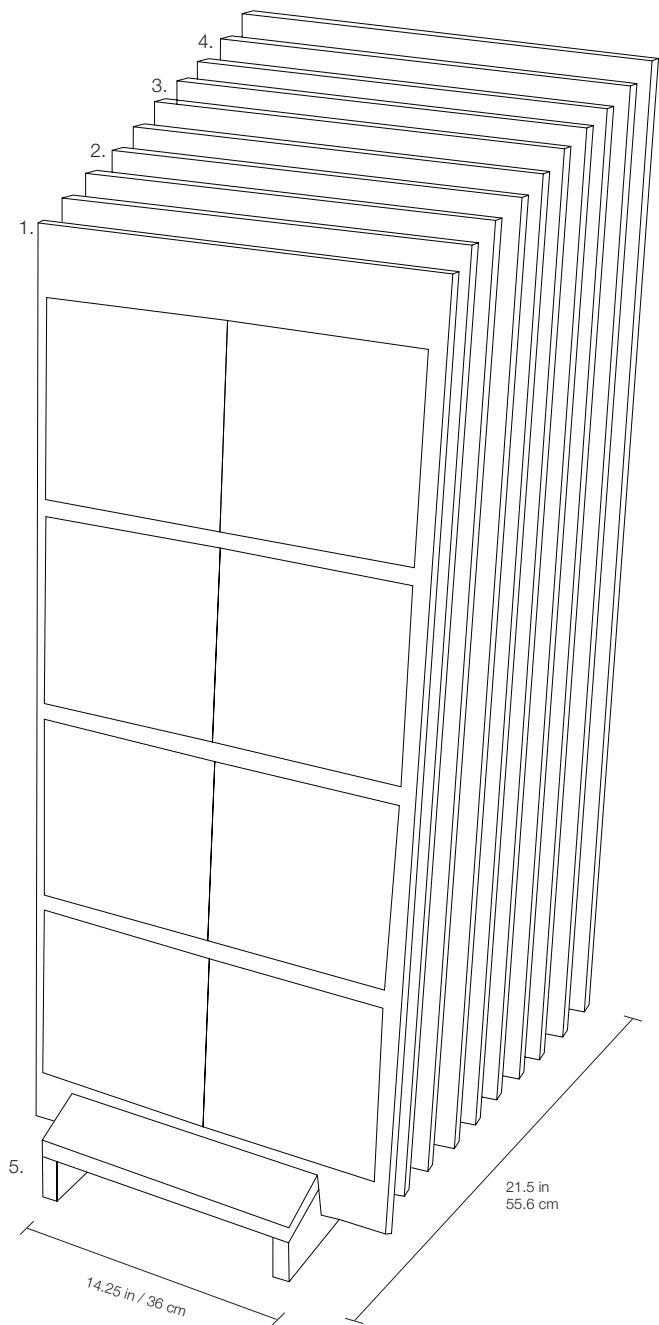


Form, *Floor Display Kit*

Key specifications and item codes

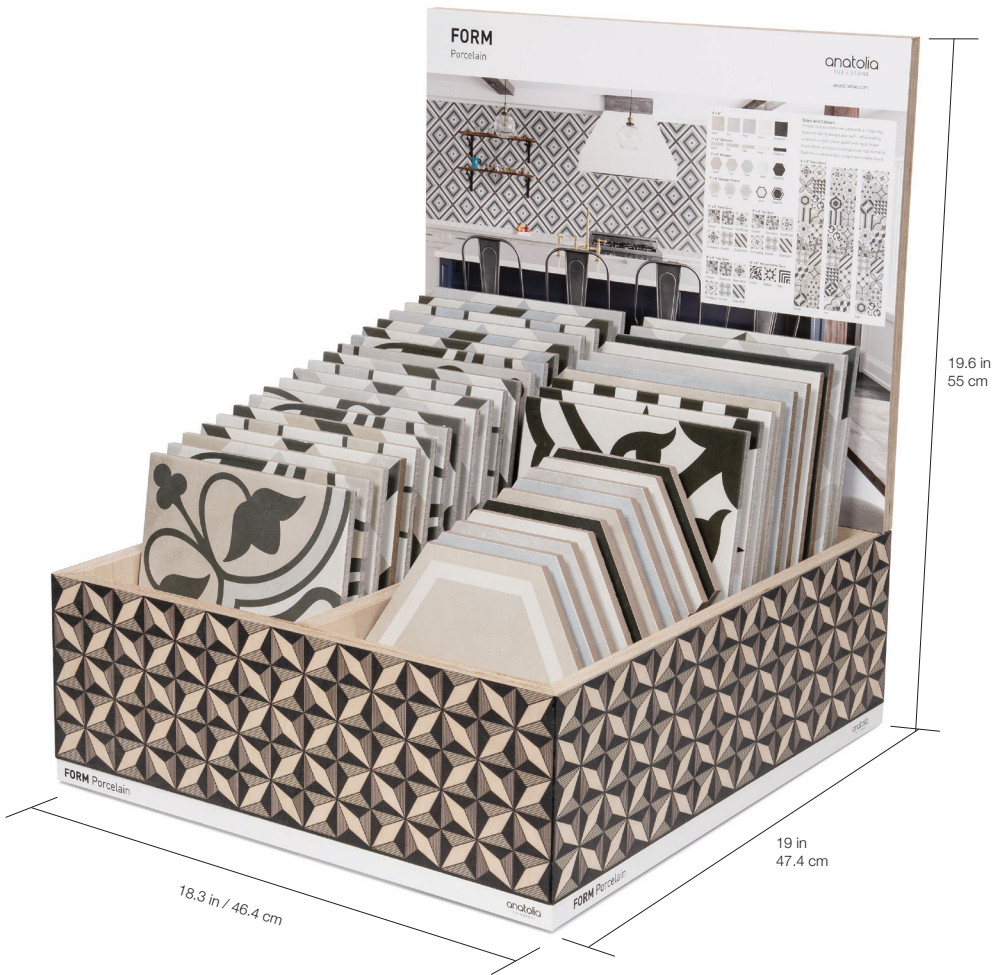
ITEM DESCRIPTION	CONTENTS	ITEM CODE
FORM DISPLAY KIT	4 DISPLAY BOARD SETS, 1 DISPLAY BASE	9901-0079-0

1. Form Display Board Set - Part 1 of 4
2. Form Display Board Set - Part 2 of 4
3. Form Display Board Set - Part 3 of 4
4. Form Display Board Set - Part 4 of 4
5. 14.25 x 21.5 in MDF Display Base - 10 slots



Marketing support, *Table Top Display*

<i>Table Top Display</i>		ITEM CODE
Form Table Top Sample Tile Set - Part 1 of 3		9902-0889-0
Form Table Top Sample Tile Set - Part 2 of 3		9902-0890-0
Form Table Top Sample Tile Set - Part 3 of 3		9902-0891-0
Form Table Top Display Base		9902-0705-0



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&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

Marketing support, *A&D Boards Cont.*



A&D Board Outside



A&D Board Inside

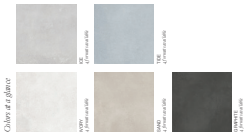
<i>A&D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Boards for Colors Monochrome Blend, Sand Blend, Ice Blend, Tide Blend	Form Deco A&D Board	9902-1360-0	828492068359

12 in / 30.5 cm

anatolia

Form
Glazed Porcelain
Artisan Inspiration

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



anatolia

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%
SCUFF RESISTANCE	ANSI A137.1	100%	100%
GRIND RESISTANCE	ANSI A137.1	100%	100%
TEAR RESISTANCE	ANSI A137.1	100%	100%
IMPACT RESISTANCE	ANSI A137.1	100%	100%
SCUFF RESISTANCE	ANSI A137.1	100%	100%
GRIND RESISTANCE	ANSI A137.1	100%	100%

Product & Packaging Information			
ACTUAL DIMENSIONS	TOLERANCE	NET WT	GROSS WT
7 in x 17.5 in (178 x 443 mm) Hexagon Matte Pressed Glazed Porcelain Tile	±0.1 in (2.5 mm)	0.45 lb (0.20 kg)	0.55 lb (0.25 kg)
7 in x 17.5 in (178 x 443 mm) Hexagon Matte Pressed Glazed Porcelain Tile	±0.1 in (2.5 mm)	0.45 lb (0.20 kg)	0.55 lb (0.25 kg)
7 in x 17.5 in (178 x 443 mm) Hexagon Matte Pressed Glazed Porcelain Tile	±0.1 in (2.5 mm)	0.45 lb (0.20 kg)	0.55 lb (0.25 kg)
7 in x 17.5 in (178 x 443 mm) Hexagon Matte Pressed Glazed Porcelain Tile	±0.1 in (2.5 mm)	0.45 lb (0.20 kg)	0.55 lb (0.25 kg)
7 in x 17.5 in (178 x 443 mm) Hexagon Matte Pressed Glazed Porcelain Tile	±0.1 in (2.5 mm)	0.45 lb (0.20 kg)	0.55 lb (0.25 kg)

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

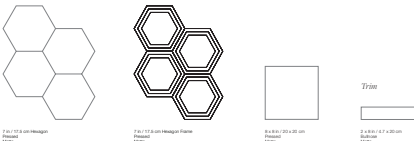
0.7 in
1.8 cm

Fully Open:
21.45 in
54.5 cm

Form
Glazed Porcelain
Artisan Inspiration

anatolia

Formats at a Glance



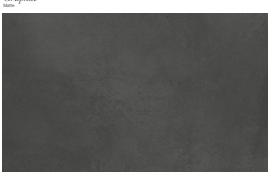
Ivory



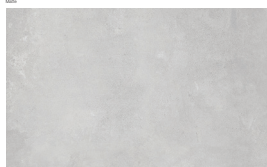
Sand



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.

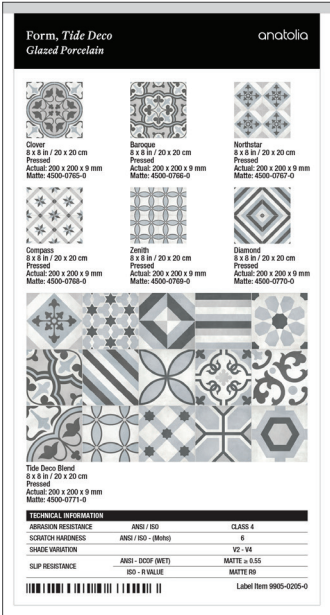
Anatolia has created a sample chip program that categorizes sample chips into color coded material types, includes a sample chip affixed to an elegant backer card and includes all of the key technical information and formats for that color on its back label. Anatolia also developed a premium sample chip 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

Discover more at
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