

Geometra, *Glazed Ceramic.*  
Merchandising



anatolia

# Marketing support, *Table Top Display*

This collection's beauty is brought to life in a table top 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.



Geometra, *Table Top Display at a glance*



Side angle view of display boards accentuates the beauty and impeccable quality of the designs.

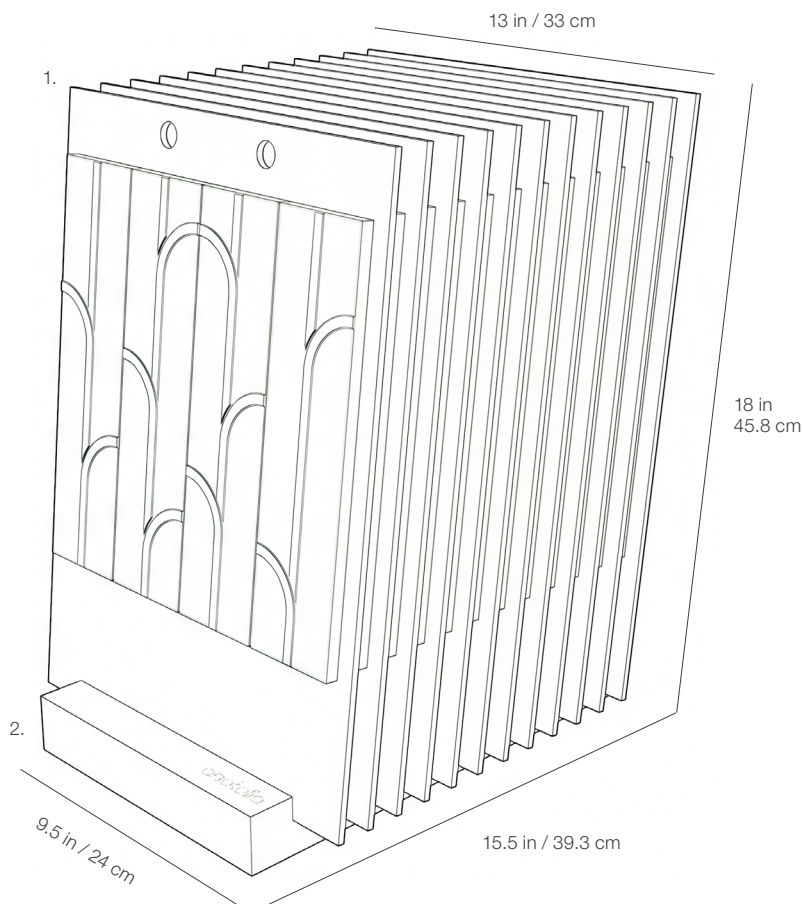


# Geometra, *Table Top Display Kit*

## Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
GEOMETRA DISPLAY BOARD KIT	2 DISPLAY BOARD SETS (12 BOARDS IN TOTAL), 1 DISPLAY BASE	9901-0073-0

1. 13 x 18 in / 33 x 45.8 cm Display Boards (12 in total)
2. 15.5 x 9.5 in / 39.3 x 24 cm Geometra MDF Display Base (1 in total)





Marketing support, *Display Boards*

Anatolia has designed a premium, compact and efficient display board that allows for it to be easily picked up and moved around for design discussions with clients. The front of the board displays a variety of formats.

The back of the board features elegant and refined rooms scenes specific to each tile color for inspiration. Technical specifications include tile sizes, finishes available, usage recommendations and highlight a sample of tile variations.



13 x 18 in / 33 x 45.8 cm Geometra Panel, front



13 x 18 in / 33 x 45.8 cm Geometra Panel, back

Display Board Sets	ITEM CODE	UPC
Display Board Set 1 for colors Powder, Silver, Stone	9902-1766-0	828492077511
Display Board Set 2 for colors Ink, Charcoal, Emerald	9902-1767-0	828492077528

Additional Components	ITEM CODE	UPC
15.5 x 9.5 in / 39.3 x 24 cm 4.5 cm Geometra MDF Display Base	9902-0676-0	828492070611

# Marketing support, *A&D Board*

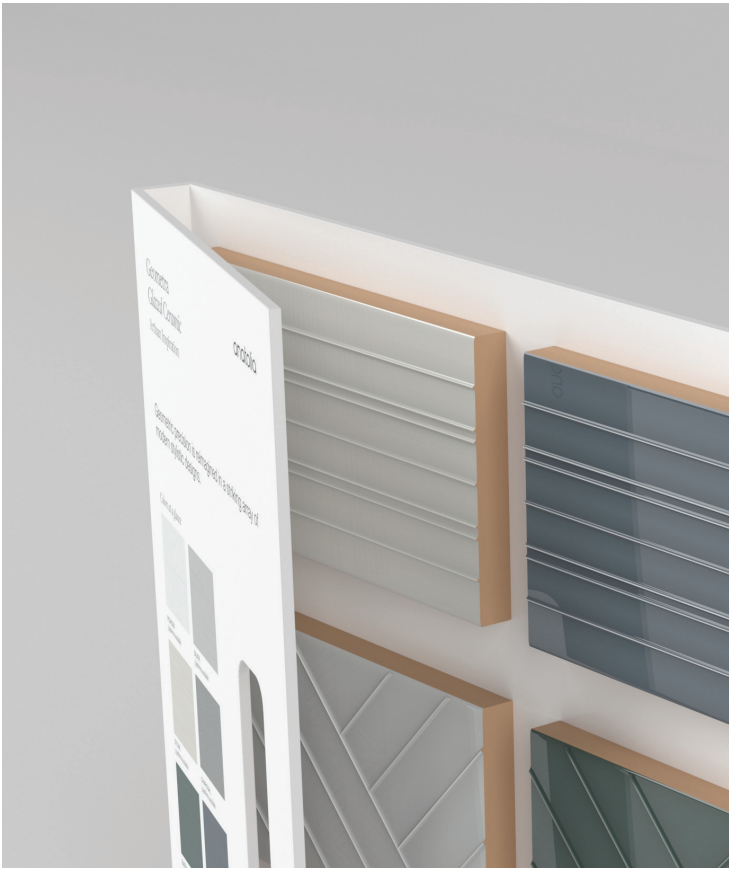
Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

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&amp;D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board featuring all colors	Geometra A&D Board	9902-1765-0	828492077382

4.76 in  
7.5 cm

0.7 in  
1.8 cm

Fully Open:  
21.45 in  
54.5 cm

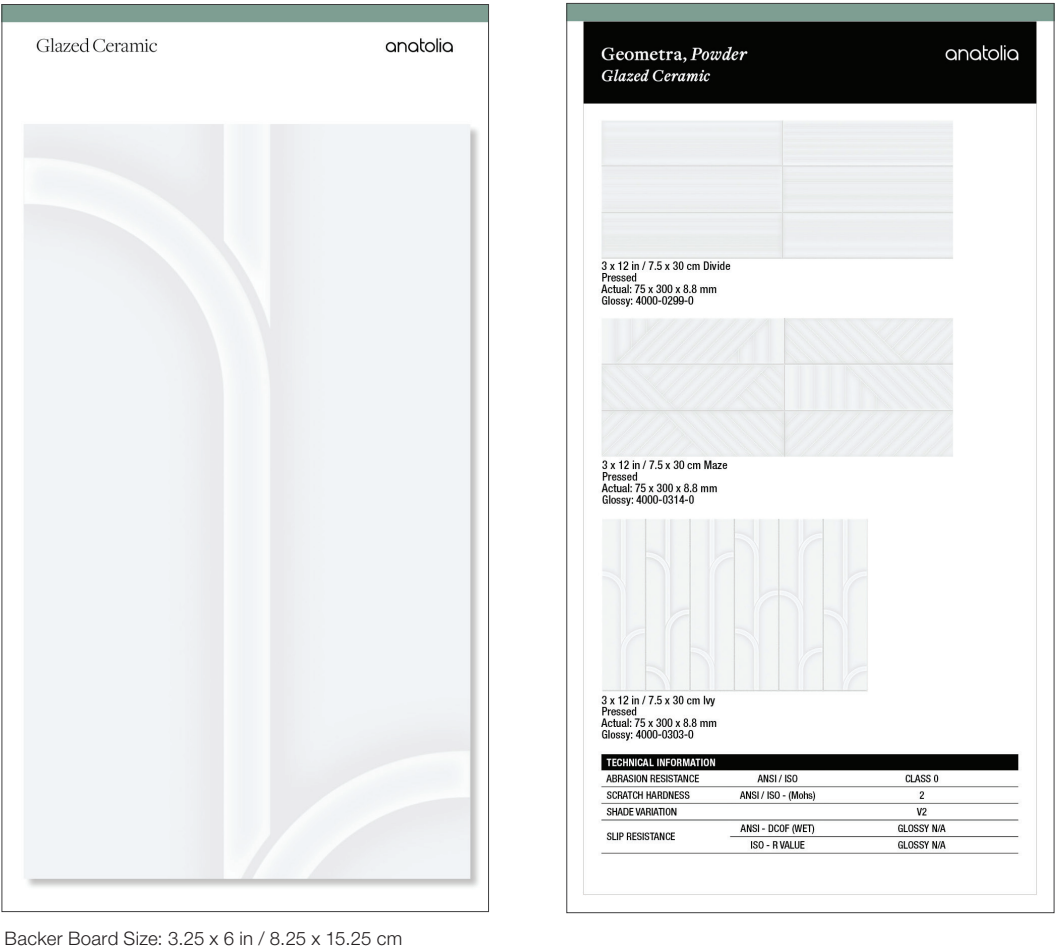
## A&D Board Outside

## 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.



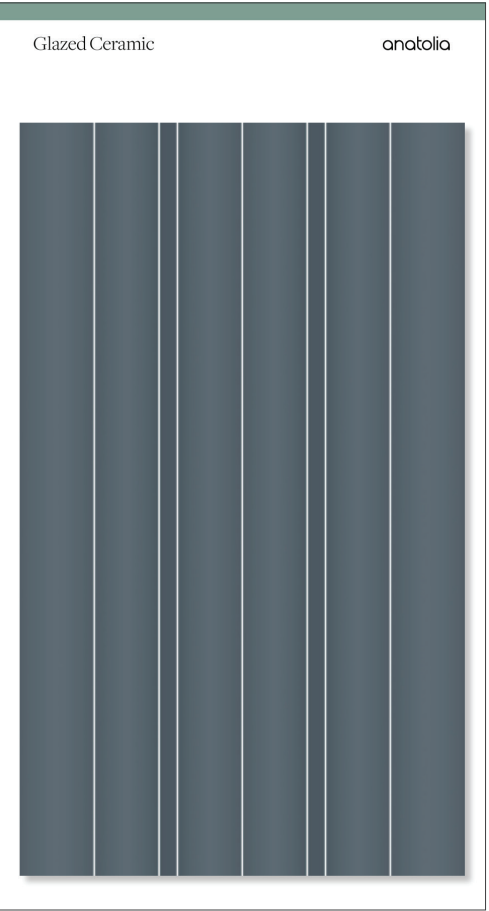
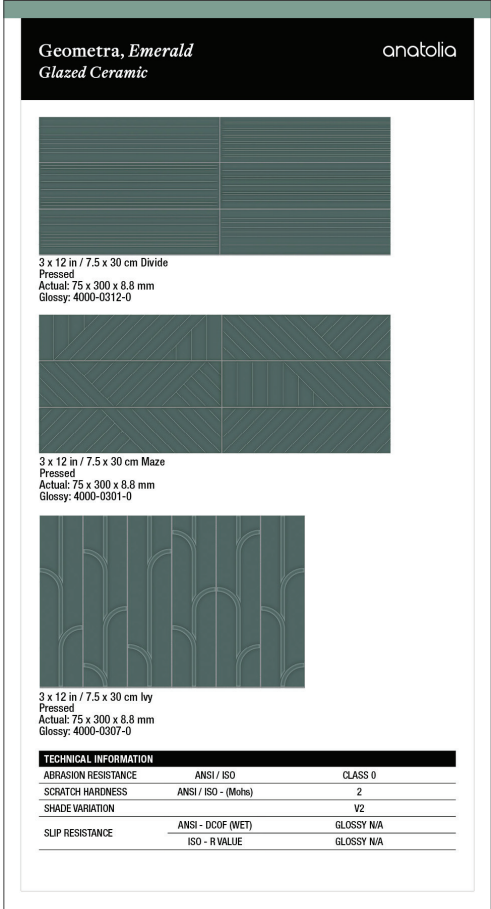
<i>Sample Chips</i>	ITEM CODE	UPC
Geometra Maze Powder Sample Chip	9902-1749-0	828492077214
Geometra Maze Silver Sample Chip	9902-1748-0	828492077207
Geometra Maze Stone Sample Chip	9902-1747-0	828492077191
Geometra Maze Charcoal Sample Chip	9902-1761-0	828492077337
Geometra Maze Emerald Sample Chip	9902-1762-0	828492077344
Geometra Maze Ink Sample Chip	9902-1763-0	828492077351
Geometra Divide Powder Sample Chip	9902-1764-0	828492077368
Geometra Divide Silver Sample Chip	9902-1754-0	828492077269
Geometra Divide Stone Sample Chip	9902-1753-0	828492077252

<i>Sample Chips</i>	ITEM CODE	UPC
Geometra Divide Charcoal Sample Chip	9902-1750-0	828492077221
Geometra Divide Emerald Sample Chip	9902-1751-0	828492077238
Geometra Divide Ink Sample Chip	9902-1752-0	828492077245
Geometra Ivy Powder Sample Chip	9902-1760-0	828492077320
Geometra Ivy Silver Sample Chip	9902-1759-0	828492077313
Geometra Ivy Stone Sample Chip	9902-1758-0	828492077306
Geometra Ivy Charcoal Sample Chip	9902-1755-0	828492077276
Geometra Ivy Emerald Sample Chip	9902-1756-0	828492077283
Geometra Ivy Ink Sample Chip	9902-1757-0	828492077290

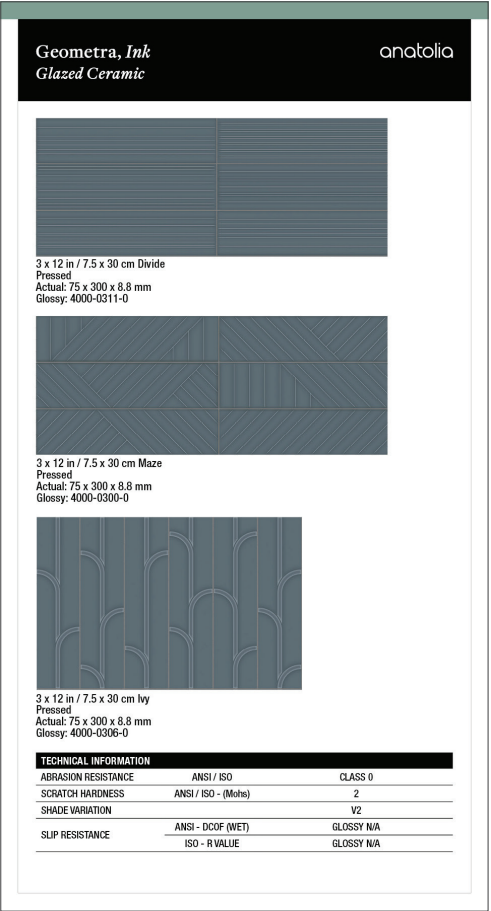




Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm

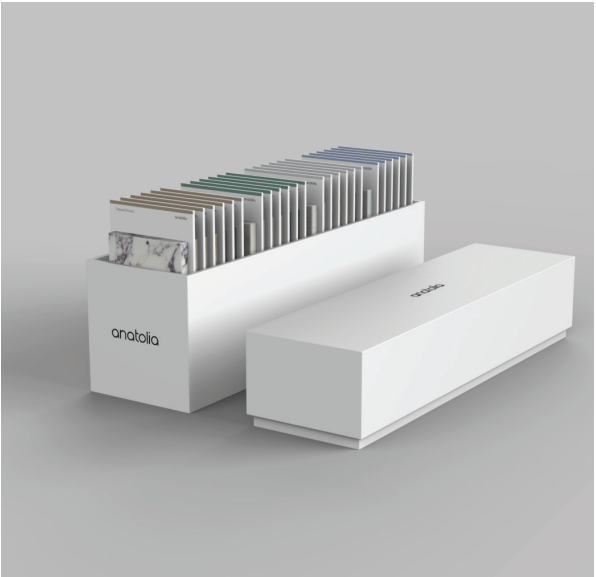
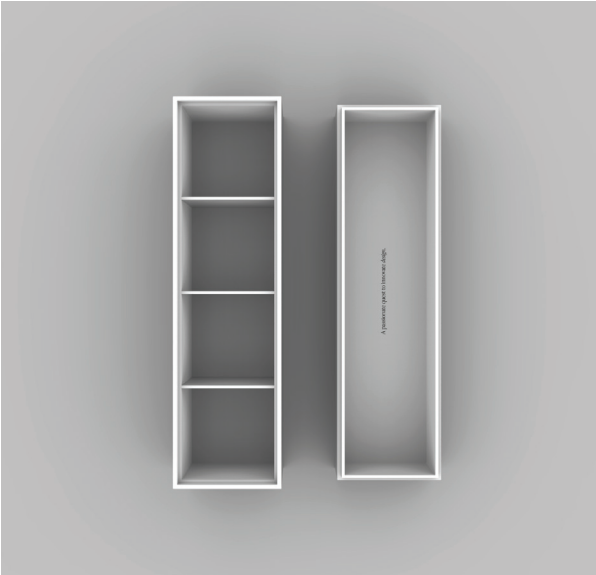


Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm



# 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 / 10.4 x 37.6 x 17.9 cm Sample Chip Carrying Case (Empty)	As per above	9902-1659-0	828492074879

*Discover more at*  
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