

Industria, *Color Body 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&amp;D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Zinc, Lithium, Graphite, Chromium	Industria A&D Board	9902-1326-0	828492068441



12 in / 30.5 cm

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Industria  
Color Body Porcelain  
Contemporary Inspiration

A concrete-inspired look with accents that embody an industrial and worn aesthetic.

Color Body Porcelain

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Industria

Color Body Porcelain

Contemporary Inspiration

24 x 48 in / 60 x 120 cm Industria Lithium Matte Rectified Color Body Porcelain Tile

**Industria, Color Body Porcelain.**  
A concrete-inspired look with accents that embody an industrial and worn aesthetic.

Industrial, worn, stained, used, revived, reused, modern, the Industria series is all of these. A concrete landscape infused with the intricacies of individual aggregate and colorations of time are the showcase of this modern collection.

2 x 2 in / 5 x 5 cm Industria Zinc Matte Color Body Porcelain Mosaic

Technical Information

WATER ABSORPTION	ANSI 105 - IV	<0.5%
ABRASION RESISTANCE	ANSI 102	CLASS 4
SCRATCH RESISTANCE	ANSI 103 - BWH4	4
BENDING STRENGTH	ANSI - BS - E2 - BS	4-400 3-3000
SHOCK RESISTANCE		10
SLIP RESISTANCE	ANSI - COF - MPT (20° F-60°F)	MPT5 = 0.55 MPT6 = 0.60
CHEMICAL RESISTANCE	ANSI 105	CLASS 4
STAIN RESISTANCE	ANSI 105	CLASS 4
FROST RESISTANCE	ANSI 105	ANSI

Large Recommendations\*

APPLICATION	WALL	FLOOR
RESIDENTIAL	•	•
COMMERCIAL	•	•
HEAVY COMMERCIAL	•	•
OUTDOOR	•	•

\* These recommendations are not intended to be used as a substitute for local building codes.

Product of Packaging Information

JWC ITEM CODE	LINEMARK ITEM CODE	DESCRIPTION ITEM CODE	QUANTITY PER CASE	CASE WEIGHT (LBS)	CASE WEIGHT (KG)	NET WT (LBS)	NET WT (KG)	NET WT (LBS)	NET WT (KG)	NET WT (LBS)	NET WT (KG)	NET WT (LBS)	NET WT (KG)	NET WT (LBS)	NET WT (KG)
24 x 48 in / 60 x 120 cm INDUSTRIA LITHIUM RECTIFIED COLOR BODY PORCELAIN TILE	600 x 120 cm	600-021-0	600-020-0	600-020-0	600-020-0	72.89	33.11	7	15.3	1.46	36	164	63.2		
24 x 24 x 180 in / 60 x 60 x 180 cm INDUSTRIA LITHIUM RECTIFIED COLOR BODY PORCELAIN TILE	600 x 600 mm	600-030-0	600-030-0	600-030-0	600-030-0	23.81	10.80	7	15.32	1.38	36	160.06	60.36		
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A&D Board Inside

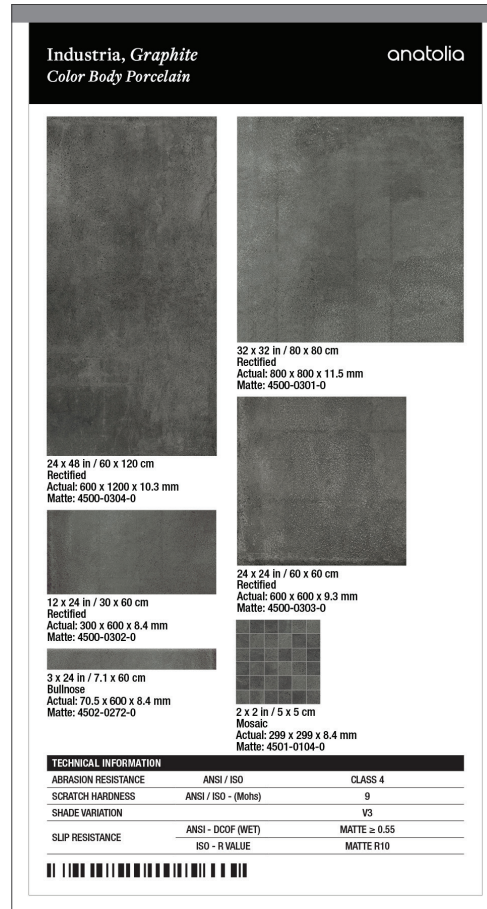
# Marketing support, *Sample Chips*

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

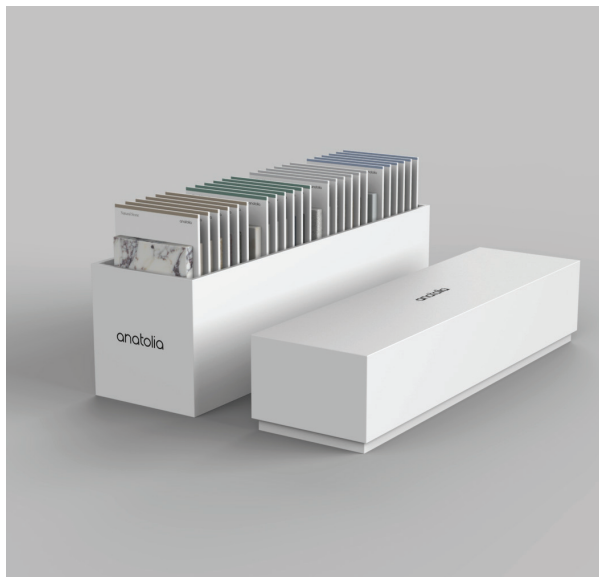


## Sample Chips

	ITEM CODE	UPC
Industria Zinc Matte Sample Chip	9902-1375-0	828492065464
Industria Lithium Matte Sample Chip	9902-1376-0	828492065457
Industria Graphite Matte Sample Chip	9902-1377-0	828492065440
Industria Chromium Matte Sample Chip	9902-1378-0	828492065433

# 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