

Industria, *Color Body 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.



Industria + Station Mix, *Floor Display at a glance*



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

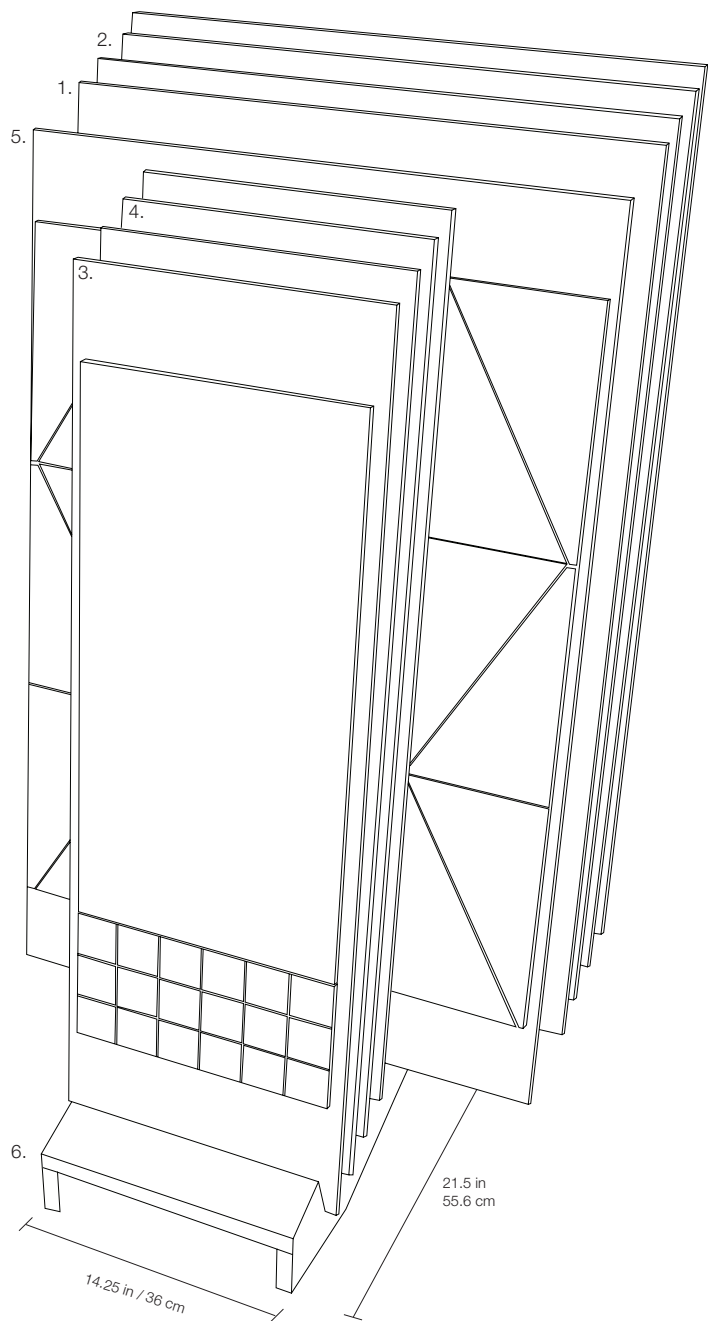


Industria + Station Mix, *Floor Display Kit*

Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
INDUSTRIA AND STATION DISPLAY BOARD KIT	5 DISPLAY BOARD SETS, 1 DISPLAY BASE	9901-0080-0

1. Industria Display Board Set - Part 1 of 2
2. Industria Display Board Set - Part 2 of 2
3. Station Display Board Set - Part 1 of 3
4. Station Display Board Set - Part 2 of 3
5. Station Display Board Set - Part 3 of 3
6. 14.25 x 21.5 in MDF Display Base - 10 slots



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

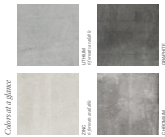
<i>A&D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Zinc, Lithium, Graphite, Chromium	Industria A&D Board	9902-1326-0	828492068441

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.



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Industria

Color Body Porcelain

Contemporary Inspiration

0.7 in
1.8 cm



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 ft / 2 x 2 cm Industria Zinc Matte Color Body Porcelain Mosaic

Technical Information	
WATER ABSORPTION	ANSI 102 - IV
ADHESION RESISTANCE	ANSI 102 - CLASS 4
SLIP RESISTANCE	ANSI 102 - B101 - 3
WEAR RESISTANCE	ANSI 102 - B101 - 3
STAIN RESISTANCE	ANSI 102 - B101 - 3
CRACK RESISTANCE	ANSI 102 - B101 - 3
FREEZE RESISTANCE	ANSI 102 - B101 - 3

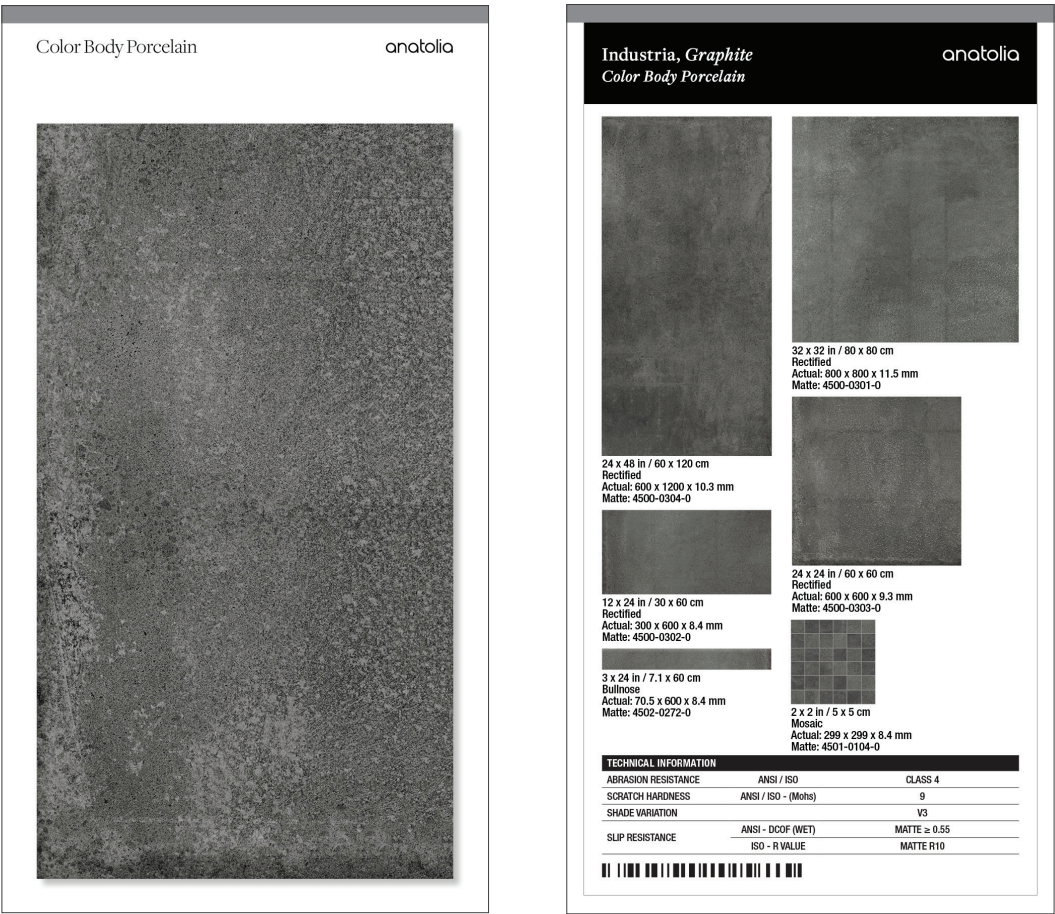
Usage Recommendations*	
WALL	RESIDENTIAL
FLOOR	COMMERCIAL
OUTDOOR	RESIDENTIAL / COMMERCIAL

Product & Packaging Information													
		NO. OF SHEETS	THICKNESS	NET WEIGHT	GROSS WEIGHT	NO. OF SHEETS	THICKNESS	NET WEIGHT	GROSS WEIGHT	NO. OF SHEETS	THICKNESS	NET WEIGHT	GROSS WEIGHT
24 1/2 in x 36 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	1,000	11.8 mm	458.00 kg	468.00 kg	1,000	11.8 mm	458.00 kg	468.00 kg	1,000	11.8 mm	458.00 kg	468.00 kg
24 1/2 in x 48 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	750	11.8 mm	343.50 kg	353.50 kg	750	11.8 mm	343.50 kg	353.50 kg	750	11.8 mm	343.50 kg	353.50 kg
24 1/2 in x 60 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	500	11.8 mm	229.00 kg	239.00 kg	500	11.8 mm	229.00 kg	239.00 kg	500	11.8 mm	229.00 kg	239.00 kg
24 1/2 in x 72 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	250	11.8 mm	114.50 kg	124.50 kg	250	11.8 mm	114.50 kg	124.50 kg	250	11.8 mm	114.50 kg	124.50 kg
24 1/2 in x 84 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	125	11.8 mm	57.25 kg	67.25 kg	125	11.8 mm	57.25 kg	67.25 kg	125	11.8 mm	57.25 kg	67.25 kg
24 1/2 in x 96 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	62	11.8 mm	28.62 kg	38.62 kg	62	11.8 mm	28.62 kg	38.62 kg	62	11.8 mm	28.62 kg	38.62 kg
24 1/2 in x 108 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	31	11.8 mm	14.31 kg	24.31 kg	31	11.8 mm	14.31 kg	24.31 kg	31	11.8 mm	14.31 kg	24.31 kg
24 1/2 in x 120 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	16	11.8 mm	7.15 kg	17.15 kg	16	11.8 mm	7.15 kg	17.15 kg	16	11.8 mm	7.15 kg	17.15 kg
24 1/2 in x 132 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	8	11.8 mm	3.58 kg	13.58 kg	8	11.8 mm	3.58 kg	13.58 kg	8	11.8 mm	3.58 kg	13.58 kg
24 1/2 in x 144 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	4	11.8 mm	1.79 kg	11.79 kg	4	11.8 mm	1.79 kg	11.79 kg	4	11.8 mm	1.79 kg	11.79 kg
24 1/2 in x 156 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	2	11.8 mm	0.89 kg	10.89 kg	2	11.8 mm	0.89 kg	10.89 kg	2	11.8 mm	0.89 kg	10.89 kg
24 1/2 in x 168 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	1	11.8 mm	0.45 kg	10.45 kg	1	11.8 mm	0.45 kg	10.45 kg	1	11.8 mm	0.45 kg	10.45 kg
24 1/2 in x 180 in REINFORCED FIBERGLASS FLOOR SHEET	11.8 mm	1	11.8 mm	0.45 kg	10.45 kg	1	11.8 mm	0.45 kg	10.45 kg	1	11.8 mm	0.45 kg	10.45 kg

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.

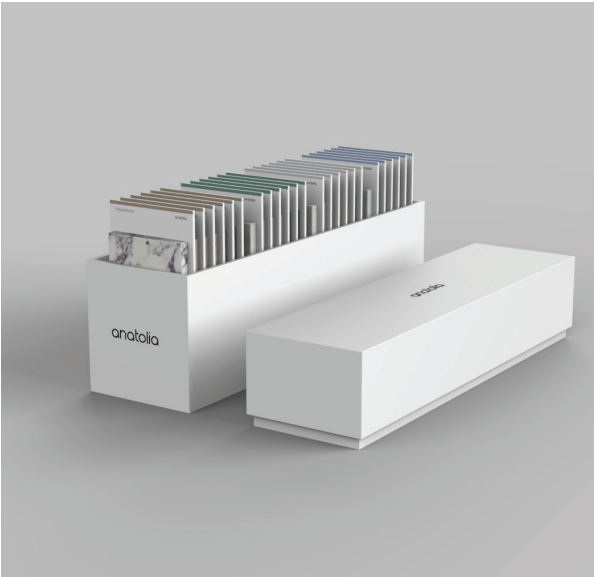
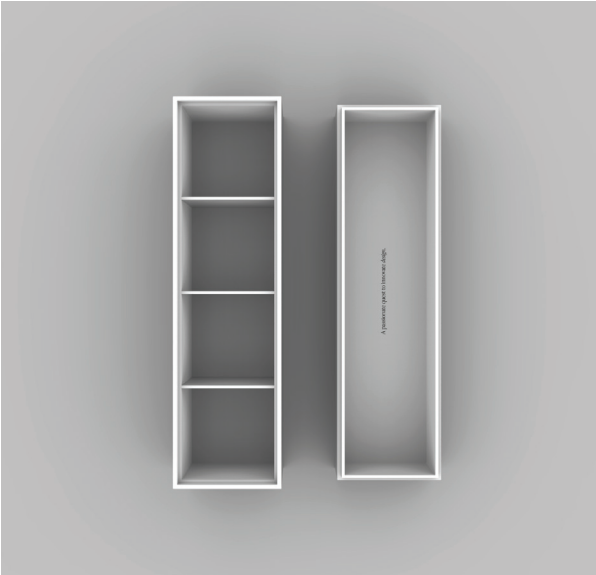


Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm

<i>Sample Chips</i>	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

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