La Marca, *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, display board sets and an inspirational branding panel. The large format tiles on the left allow customers to experience Anatolia's ultimate design definition and depth of color and shade rendition. The display board sets on the right feature various tile formats and finishes on the front of the board along with refined room scenes, tile variations and technical specifications on the back. The branding panel at the back provides a variety of elegant and inspirational room scenes along with the colors included within the collection. Furthermore, great care has been taken to maximize display space efficiency while providing the most motivating presentation of the collection.

La Marca, *Floor Display at a glance*

Side angle view of large scale tiles accentuates the beauty and impeccable quality of the designs.

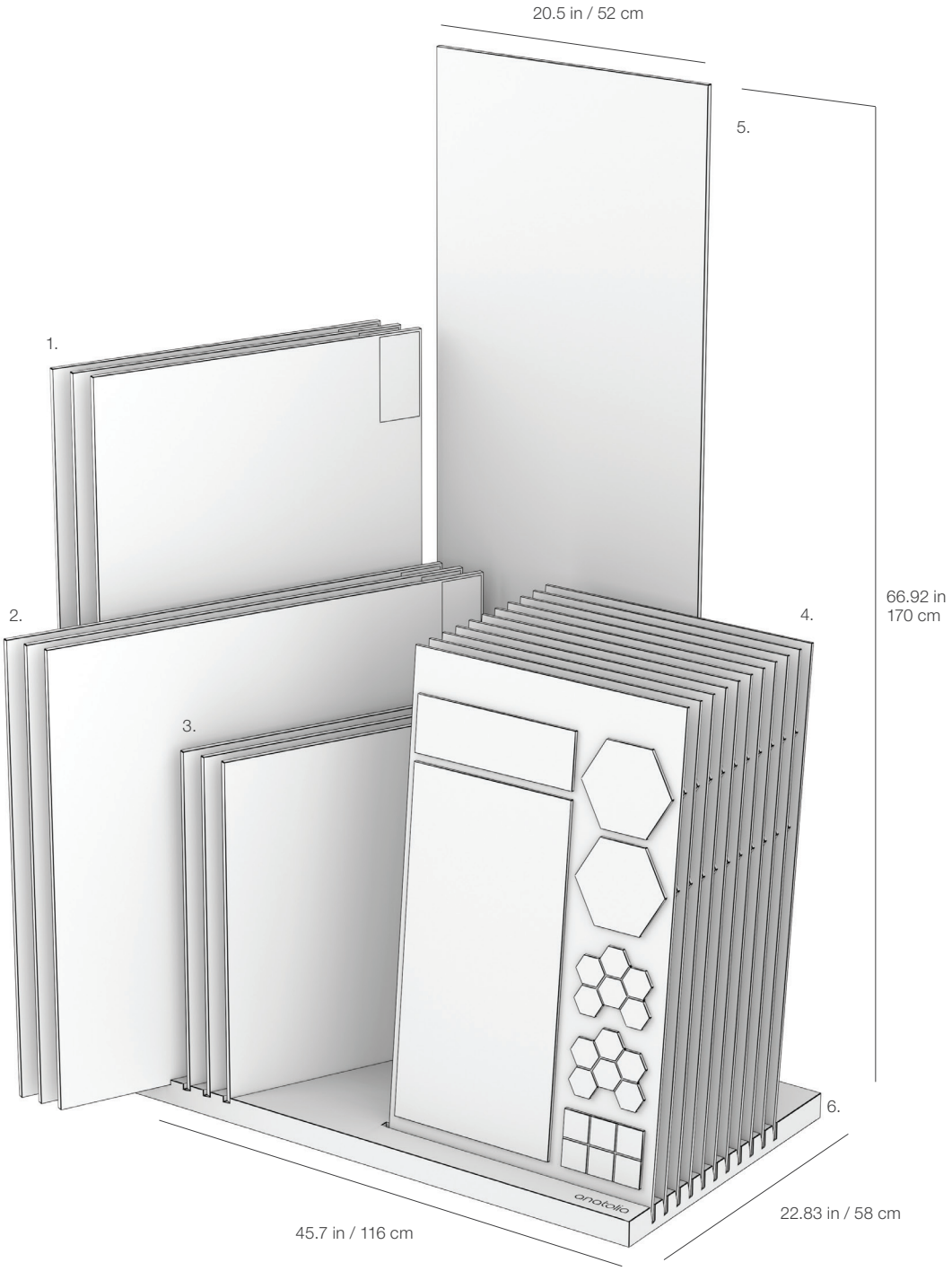
Inspirational branding panel draws consumers' attention with luxurious room scenes and colors at a glance.

La Marca, *Floor Display Kit*

Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
LA MARCA DISPLAY BOARD KIT	5 SAMPLE TILE SETS (9 TILES IN TOTAL), 4 DISPLAY BOARD SETS (11 BOARDS IN TOTAL), 1 DISPLAY BASE (2 PARTS) AND 1 BRANDING PANEL	9901-0060-0

1. 24 x 48 in / 60 x 120 cm Glazed Porcelain Tiles (3 in total)
2. 32 x 32 in / 80 x 80 cm Glazed Porcelain Tiles (3 in total)
3. 24 x 24 in / 60 x 60 cm Glazed Porcelain Tiles (3 in total)
4. 20 x 33 in / 50.8 x 83.8 cm Display Boards (11 in total)
5. 20.5 x 67 in / 52 x 170 cm MDF Branding Panel (1 in total)
6. 25.75 x 13.5 in White Matte Metal Display Base (1 in total)



Marketing support, *Sample Tiles*

Anatolia's quality difference and ultra-realistic designs are best experienced with large scale sample tiles. Creative excellence combined with state-of-the-art scanning, printing and photo imaging technology delivers unparalleled quality and realism. Meticulous manufacturing and quality control measures ensure that Anatolia delivers the highest product quality available in the industry.

ITEM DESCRIPTION	CONTENTS	ITEM CODE
24 x 48 in / 60 x 120 cm LA MARCA GLAZED PORCELAIN SAMPLE TILE SET - PART 1	24 x 48 in / 60 x 120 cm LA MARCA CALACATTA PAONAZZO HONED RECTIFIED GLAZED PORCELAIN TILE	9902-0975-0
	24 x 48 in / 60 x 120 cm LA MARCA STATUARIO NUOVO POLISHED RECTIFIED GLAZED PORCELAIN TILE	
24 x 48 in / 60 x 120 cm LA MARCA GLAZED PORCELAIN SAMPLE TILE SET - PART 2	24 x 48 in / 60 x 120 cm LA MARCA TRAVERTINO INSTRATA HONED RECTIFIED GLAZED PORCELAIN TILE	9902-0976-0
32 x 32 in / 80 x 80 cm LA MARCA GLAZED PORCELAIN SAMPLE TILE SET - PART 3	32 x 32 in / 80 x 80 cm LA MARCA ARABESCATO POLISHED RECTIFIED GLAZED PORCELAIN TILE	9902-0977-0
	32 x 32 in / 80 x 80 cm LA MARCA CARRARA GIOIA HONED RECTIFIED GLAZED PORCELAIN TILE	
32 x 32 in / 80 x 80 cm LA MARCA GLAZED PORCELAIN SAMPLE TILE SET - PART 4	32 x 32 in / 80 x 80 cm LA MARCA ONYX NUVOLATO POLISHED RECTIFIED GLAZED PORCELAIN TILE	9902-0978-0
24 x 24 in / 60 x 60 cm LA MARCA GLAZED PORCELAIN SAMPLE TILE SET - PART 5	24 x 24 in / 60 x 60 cm LA MARCA PARADISO ARGENTO HONED RECTIFIED GLAZED PORCELAIN TILE	9902-0979-0
	24 x 24 in / 60 x 60 cm LA MARCA NERO VENATO POLISHED RECTIFIED GLAZED PORCELAIN TILE	
	24 x 24 in / 60 x 60 cm LA MARCA STATUARIETTO HONED RECTIFIED GLAZED PORCELAIN TILE	

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.

20 x 33 in / 50.8 x 83.8 cm La Marca Panel, front

20 x 33 in / 50.8 x 83.8 cm La Marca Panel, back

Display Board Sets	ITEM DESCRIPTION	ITEM CODE
	La Marca Display Boards	
3 Display Boards for colors Paradiso Argento, Travertino Instrata, Statuario Nuovo	PART 1	9902-0980-0
3 Display Boards for colors Onyx Nuvolato, Carrara Gioia, Calacatta Paonazzo	PART 2	9902-0981-0
3 Display Boards for colors Statuarietto, Arabescato, Nero Venato	PART 3	9902-0982-0
2 Display Boards for Picco and Modella Waterjet Mosaics	PART 4	9902-0983-0

Additional Components	ITEM CODE
45.25 x 22.75 in / 115 x 58 cm 45 mm White Matte MDF Display Base 20 Slots (Part 1)	9902-0987-0
25.75 x 13.5 in / 65.5 x 34.5 cm 2 mm White Matte Metal Display Base (Part 2)	9902-1026-0
20.5 x 67 in / 52 x 170 cm 12 mm La Marca MDF Branding Panel	9902-0988-0

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

A&D Board Sets	ITEM DESCRIPTION	ITEM CODE	UPC
	La Marca A&D Boards		
A&D Board for Colors Statuario Nuovo, Nero Venato, Carrara Gioia	BOARD 1	9902-1027-0	828492007983
A&D Board for Colors Paradiso Argento, Statuarietto, Calacatta Paonazzo	BOARD 2	9902-1028-0	828492007990
A&D Board for Colors Onyx Nuvolato, Arabescato, Travertino Instrata	BOARD 3	9902-1029-0	828492008003

A&D Board, *Dimensions*

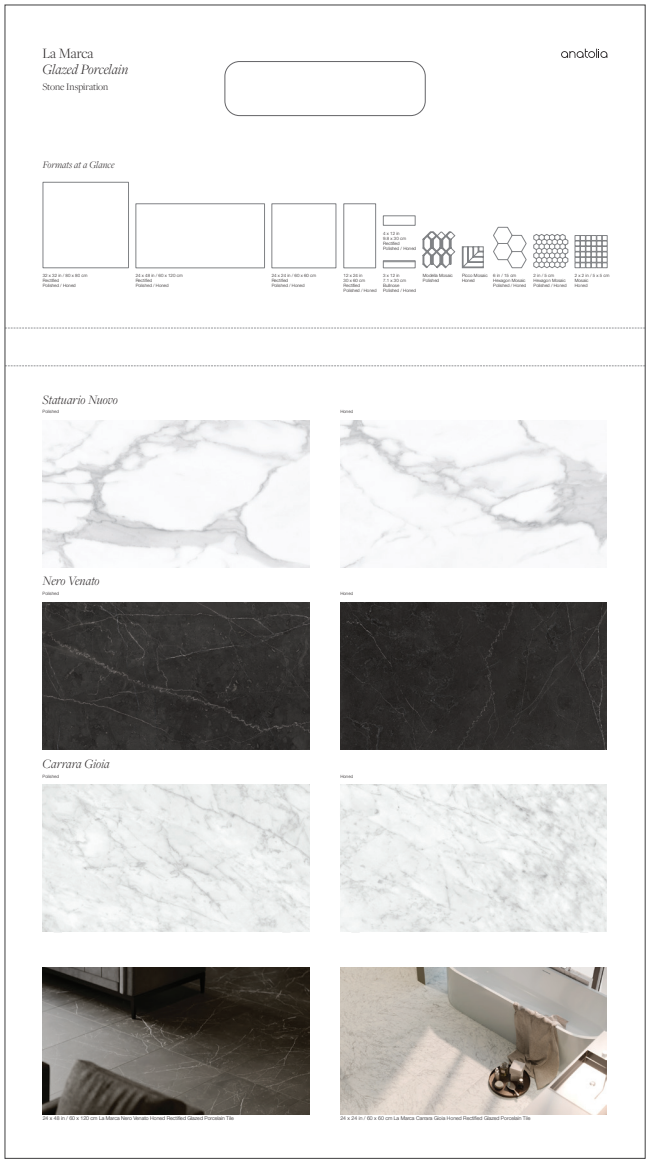
12 in / 30.5 cm

A&D Board Outside

0.7 in
1.8 cm

14.76 in
37.5 cm

Fully Open:
21.45 in
54.5 cm

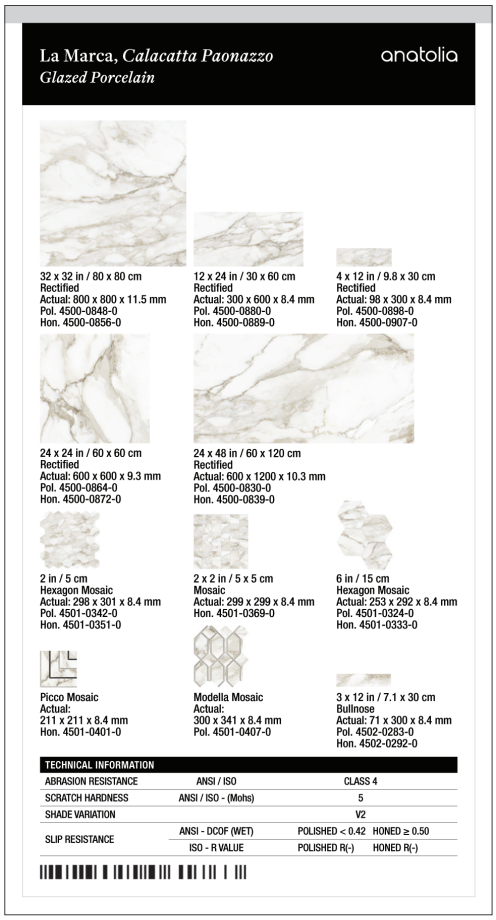


A&D Board Inside

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.



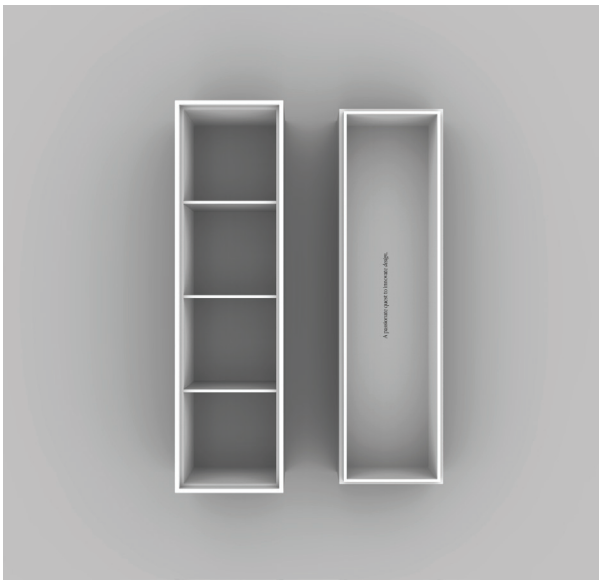
Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm

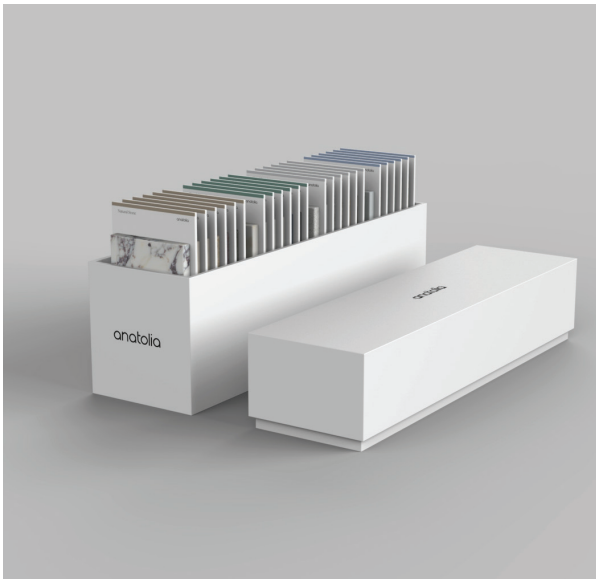
Sample Chips	ITEM CODE	UPC
La Marca Nero Venato Honed Sample Chip	9902-1069-0	828492062227
La Marca Arabescato Honed Sample Chip	9902-1071-0	828492062241
La Marca Paradiso Argento Honed Sample Chip	9902-1073-0	828492062265
La Marca Calacatta Paonazzo Honed Sample Chip	9902-1075-0	828492062289
La Marca Onyx Nuvolato Honed Sample Chip	9902-1077-0	828492062302
La Marca Statuario Nuovo Honed Sample Chip	9902-1079-0	828492062326
La Marca Statuarietto Honed Sample Chip	9902-1081-0	828492062340
La Marca Carrara Gioia Honed Sample Chip	9902-1083-0	828492062364
La Marca Travertino Instrata Honed Sample Chip	9902-1085-0	828492062388

Sample Chips	ITEM CODE	UPC
La Marca Nero Venato Polished Sample Chip	9902-1070-0	828492062234
La Marca Arabescato Polished Sample Chip	9902-1072-0	828492062258
La Marca Paradiso Argento Polished Sample Chip	9902-1074-0	828492062272
La Marca Calacatta Paonazzo Polished Sample Chip	9902-1076-0	828492062296
La Marca Onyx Nuvolato Polished Sample Chip	9902-1078-0	828492062319
La Marca Statuario Nuovo Polished Sample Chip	9902-1080-0	828492062333
La Marca Statuarietto Polished Sample Chip	9902-1082-0	828492062357
La Marca Carrara Gioia Polished Sample Chip	9902-1084-0	828492062371
La Marca Travertino Instrata Polished Sample Chip	9902-1086-0	828492062395

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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