

Locale, *Glazed Porcelain*.  
Merchandising



# 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&amp;D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Carbon, Forge, Stone, and Glacier	Locale A&D Board	9902-1959-0	828492080467

12 in / 30.5 cm

**anatolia**

**Locale Glazed Porcelain**  
Contemporary Inspiration

Celebrating urban sophistication and the raw authenticity of cement.

Colors of choice

**anatolia**    **Locale**    **Glazed Porcelain**    **Contemporary Inspiration**

12 x 24 in / 30 x 60 cm Locale Forge Matte Porcelain Tile

**Locale, Glazed Porcelain**  
Celebrating urban sophistication and the raw authenticity of cement.

The Locale collection inspires thoughts of urban landscapes, its design capturing the essence of authentic cement material. Cement, a testament to human ingenuity and geological marvel, embodies rugged beauty. Its robust character, forged in the crucibles of industrial processes, speaks of resilience, all encapsulated in a palette that echoes the quiet allure of natural hues. Locale invites one to embrace the rugged beauty and timeless allure of cement, crafting spaces that resonate with urban sophistication and enduring charm.

**Technical Information**

PROPERTY	TEST METHOD	VALUE
WATER ABSORPTION	ISO 10545-18	<0.5%
ACID RESISTANCE	ISO 10545-18	CLASS 4
STAIN RESISTANCE	ISO 10545-18	5
MORAL STRENGTH	ISO 10545-18	1-1000
SHOCK ABRASION	ISO 10545-18	10
SLIP RESISTANCE	ISO 10545-18	METRIC 0.35 (R11) / IMPERIAL 0.35 (R11)
CHEMICAL RESISTANCE	ISO 10545-18	CLASS 4
CRACK RESISTANCE	ISO 10545-18	CLASS 5
FROST RESISTANCE	ISO 10545-18	FR5

**Edge Recommendations\***

APPLICATION	WALL	FLOOR
RESIDENTIAL	-	03 - 90° R9 - 100° L07
COMMERCIAL	-	03 - 90° R9 - 100° L07
HEAVY COMMERCIAL	-	03 - 90° R9 - 100° L07
OUTDOOR	RESIDENTIAL - COMMERCIAL	03 - 90° R9 - 100° L07

**Product Portfolio Information**

ACTUAL DIMENSIONS	THICKNESS	MATTE	MATTE	MATTE	MATTE	GLAZED PSE CODE	TRIBE PSE CODE	FURGE PSE CODE	FORGE PSE CODE	GLAZED PSE CODE	TRIBE PSE CODE	FURGE PSE CODE	FORGE PSE CODE	GLAZED PSE CODE	TRIBE PSE CODE	FURGE PSE CODE	FORGE PSE CODE
12 x 24 in 30 x 60 cm	7.5 mm	400-1000-0	400-1021-0	400-1022-0	400-1023-0	4437	2140	11	1230	12	14	10710	0430				
12 x 24 in 30 x 60 cm	8.4 mm	400-1016-0	400-1017-0	400-1018-0	400-1019-0	3045	2049	8	1515	1.81	10	406	0630				
24 x 24 in 60 x 60 cm	8.4 mm	401-000-0	401-000-0	400-000-0	401-001-0	3044	1744	10	1338	0.80	08	4050	0710				

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**Board 1 of 1**

**idc**    **TRIMA-ACTIV**    **CE**

A&D Board Outside

**Locale Glazed Porcelain**  
Contemporary Inspiration

**anatolia**

**Formats at a Glance**

0.7 in / 1.8 cm

**Glacier**  
Matte

**Stone**  
Matte

**Forge**  
Matte

**Carbon**  
Matte

**Fully Open:**  
21.45 in / 54.5 cm

12 x 24 in / 30 x 60 cm Locale Forge Matte Porcelain Tile

A&D Board Inside

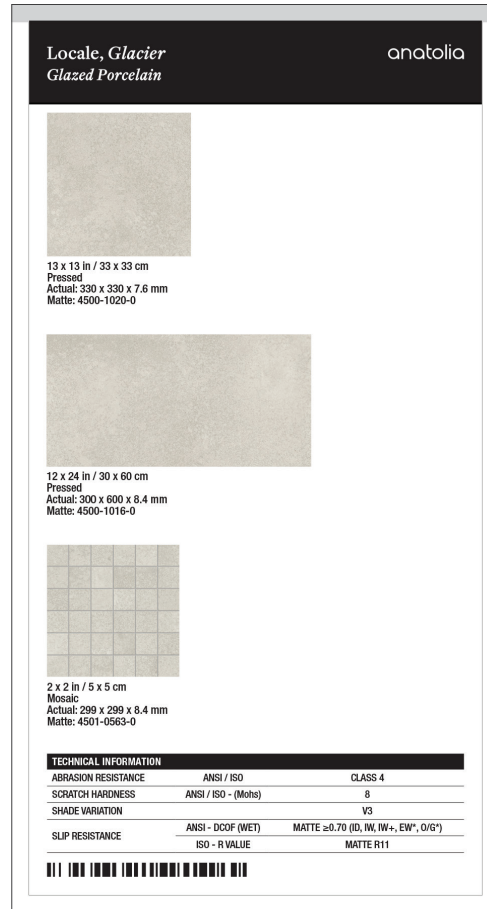
# Marketing support, *Sample Chips*

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.



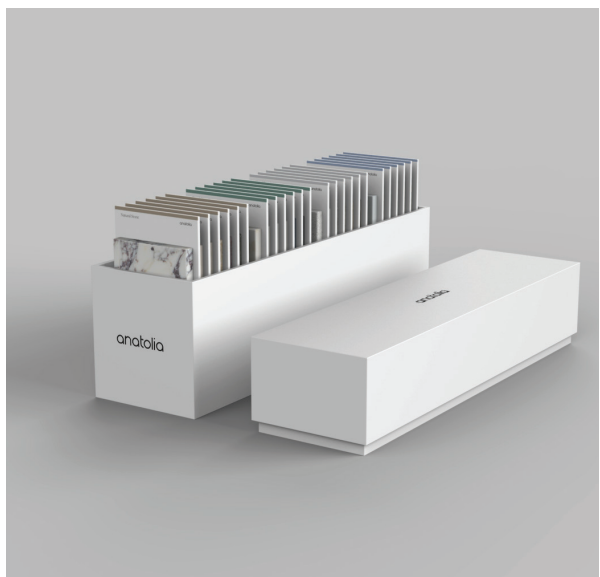
Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm



<i>Sample Chips</i>	ITEM CODE	UPC
Locale Carbon Matte Sample Chip	9902-1988-0	828492080757
Locale Forge Matte Sample Chip	9902-1989-0	828492080764
Locale Stone Matte Sample Chip	9902-1990-0	828492080771
Locale Glacier Matte Sample Chip	9902-1991-0	828492080788

# 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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