

Marmiline, *Engineered Stone*.  
Merchandising



anatolia

# Marketing support, *Table Top Display*

This collection's beauty is brought to life in a table top display that features the formats in the collection, and an inspirational branding panel. The branding panel at the top provides an elegant and inspirational room scene 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.



# Marmiline, Table Top Display at a glance



Side angle view of sample chips accentuates the beauty and impeccable quality of the designs.

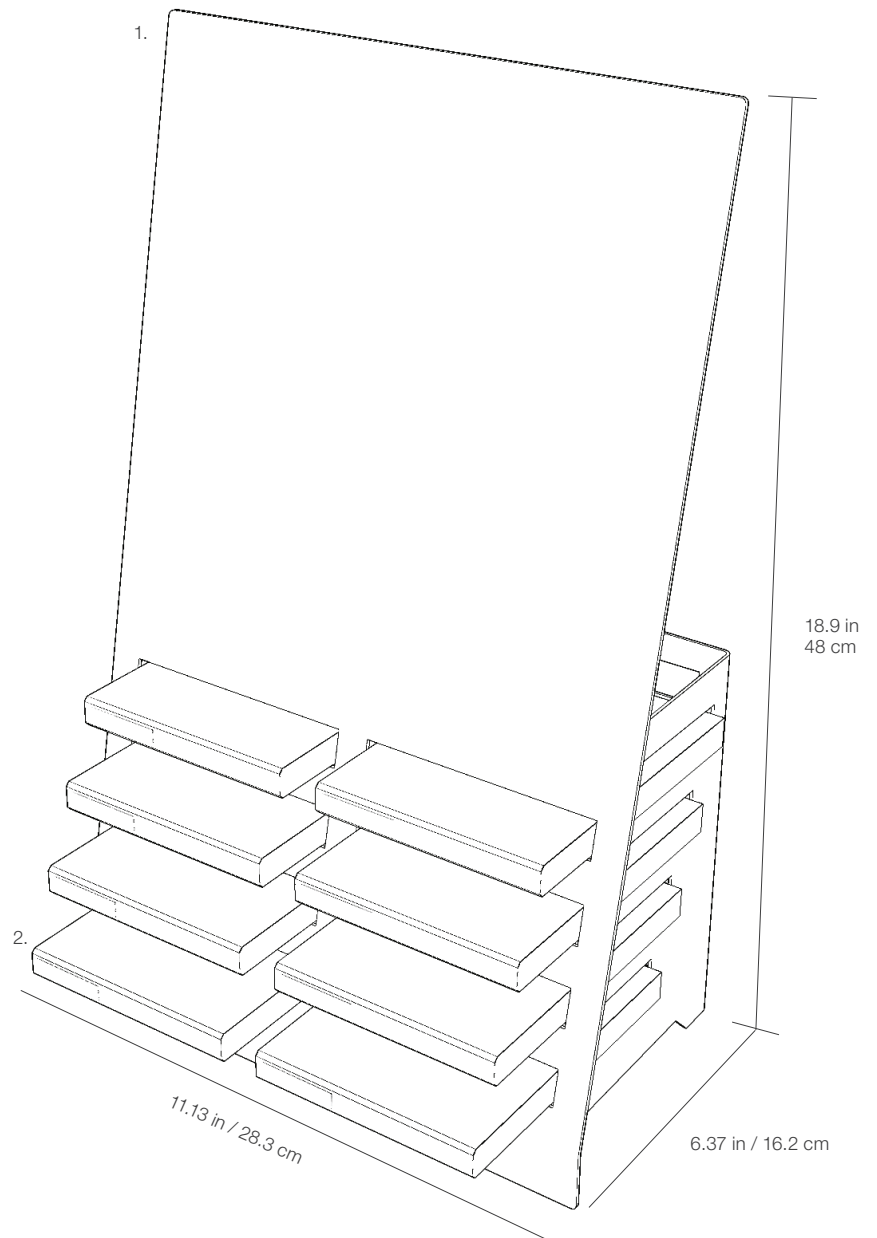


Inspirational branding panel draws consumers' attention with luxurious room scenes and colors at a glance.

# Marmiline, *Table Top Display*

Key specifications and item codes

<i>Table Top Display</i>	UPC	ITEM CODE
1. MARMILINE TABLE TOP DISPLAY BASE (1 IN TOTAL)	828492079508	9902-1926-0
2. 6 X 4.5 IN MARMILINE SAMPLE CHIPS SET (8 CHIPS)	828492079492	9902-1925-0



# Marketing support, A&D Board

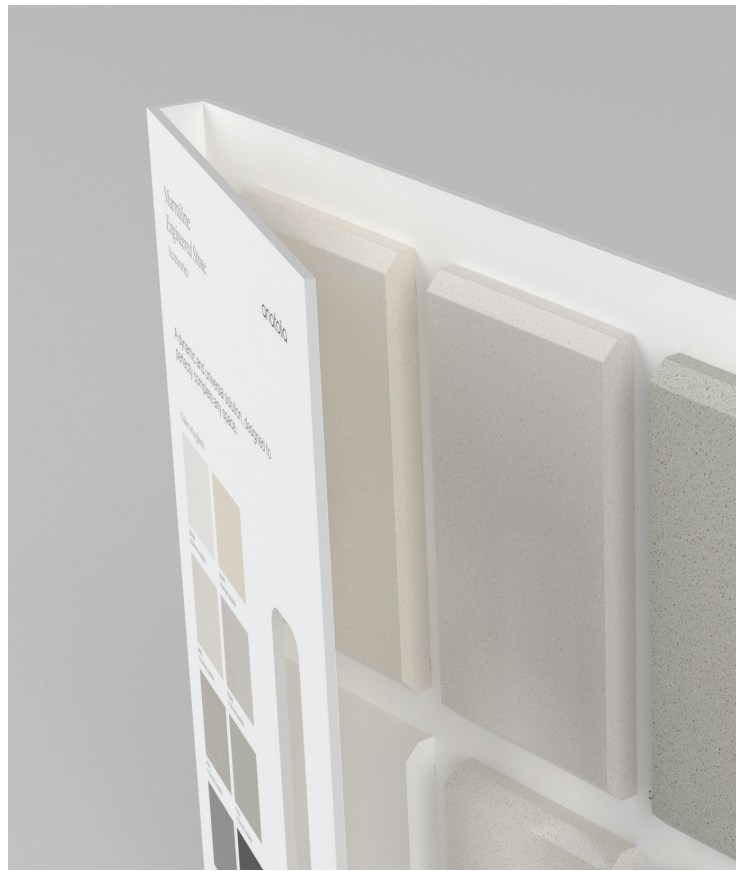
Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

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 Snow, Ivory, Mist, Pearl, Ash, Fog, Shadow, Midnight	Marmiline A&D Board	9902-1357-0	828492068328



# 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



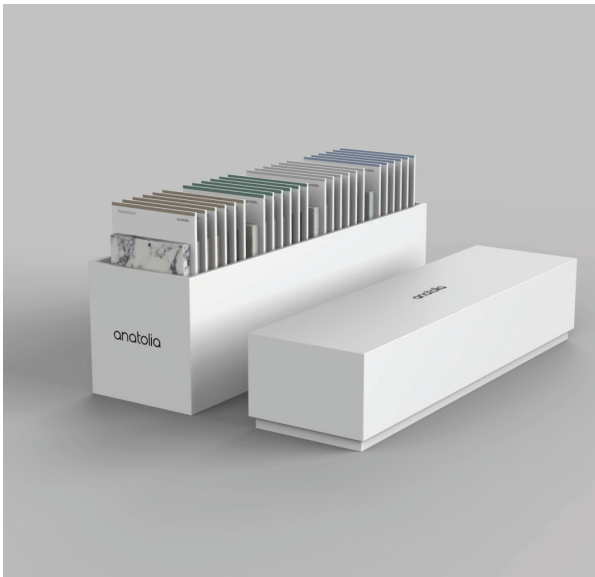
## Sample Chips

ITEM CODE      UPC

Marmiline Snow Polished Sample Chip	9902-1295-0	828492066928
Marmiline Ivory Polished Sample Chip	9902-1296-0	828492066935
Marmiline Mist Polished Sample Chip	9902-1921-0	828492079416
Marmiline Ash Polished Sample Chip	9902-1297-0	828492066942
Marmiline Pearl Polished Sample Chip	9902-1298-0	828492066959
Marmiline Fog Polished Sample Chip	9902-1920-0	828492079409
Marmiline Shadow Polished Sample Chip	9902-1299-0	828492066966
Marmiline Midnight Polished Sample Chip	9902-1922-0	828492079423

# 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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