

Mayfair, *Glazed Porcelain*.
Merchandising



anatolia

Marketing support, *Floor Display*

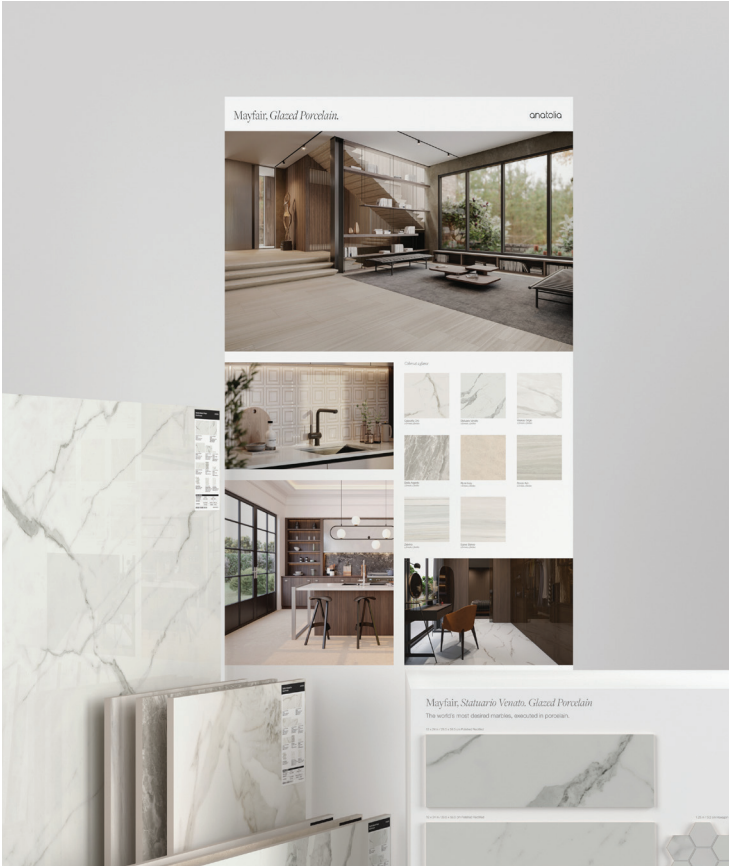
This collection's beauty is brought to life in a floor display that features the tiles in the collection, display board sets and an inspirational branding panel. The large format tiles on the left allow customers to experience Anatolia's ultimate design definition and depth of color and shade rendition. 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.



Mayfair, *Floor Display at a glance*



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



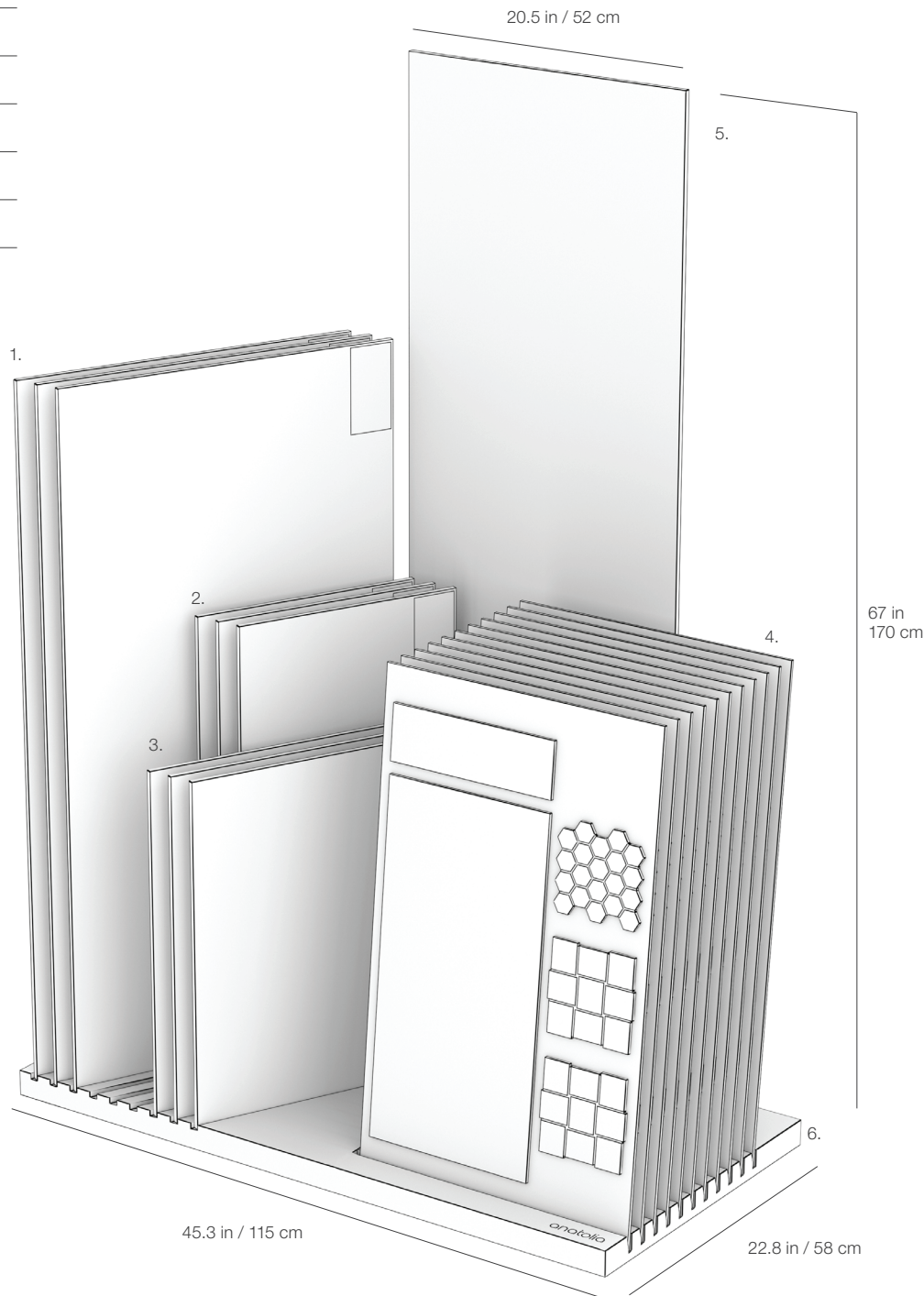
Inspirational branding panel draws consumers' attention with luxurious room scenes and colors at a glance.

Mayfair, *Floor Display Kit*

Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
MAYFAIR DISPLAY BOARD KIT	4 SAMPLE TILE SETS (9 TILES IN TOTAL), 3 DISPLAY BOARD SETS (11 BOARDS IN TOTAL), 1 DISPLAY BASE (2 PARTS) AND 1 BRANDING PANEL	9901-0072-0

- 1. 24 x 48 in / 60 x 120 cm Glazed Porcelain Tiles (3 in total)
- 2. 16 x 32 in / 40 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. 25.8 x 13.5 in / 65.5 x 34.2 cm Mayfair Metal Display Base (1 in total)
- 7. 45.3 x 22.8 in / 115 x 58 cm x 45 mm Mayfair MDF 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.

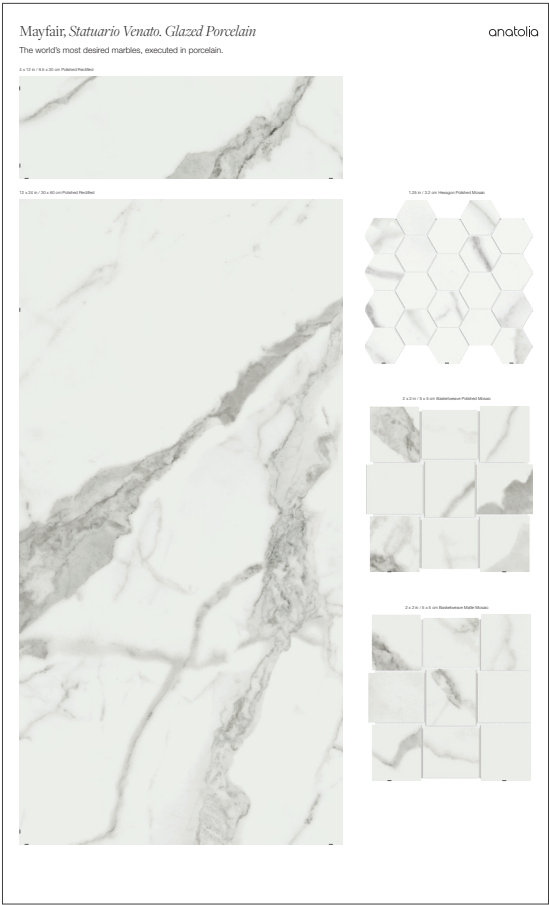


ITEM DESCRIPTION	CONTENTS	ITEM CODE
24 x 48 in / 60 x 120 cm MAYFAIR GLAZED PORCELAIN SAMPLE TILE SET - PART 1	24 x 48 in / 60 x 120 cm MAYFAIR STRADA ASH POLISHED RECTIFIED GLAZED PORCELAIN TILE	9902-1620-0
	24 x 48 in / 60 x 120 cm MAYFAIR ZEBRINO POLISHED RECTIFIED GLAZED PORCELAIN TILE	
24 x 48 in / 60 x 120 cm MAYFAIR GLAZED PORCELAIN SAMPLE TILE SET - PART 2	24 x 48 in / 60 x 120 cm MAYFAIR STATUARIO VENATO POLISHED RECTIFIED GLAZED PORCELAIN TILE	9902-1621-0
16 x 32 in / 40 x 80 cm MAYFAIR GLAZED PORCELAIN SAMPLE TILE SET - PART 3	16 x 32 in / 40 x 80 cm MAYFAIR CALACATTA ORO MATTE RECTIFIED GLAZED PORCELAIN TILE	9902-1622-0
	16 x 32 in / 40 x 80 cm MAYFAIR STELLA ARGENTO POLISHED RECTIFIED GLAZED PORCELAIN TILE	
	16 x 32 in / 40 x 80 cm MAYFAIR SUAVE BIANCO MATTE RECTIFIED GLAZED PORCELAIN TILE	
24 x 24 in / 60 x 60 cm MAYFAIR GLAZED PORCELAIN SAMPLE TILE SET - PART 4	24 x 24 in / 60 x 60 cm MAYFAIR ALLURE IVORY POLISHED RECTIFIED GLAZED PORCELAIN TILE	9902-1623-0
	24 x 24 in / 60 x 60 cm MAYFAIR STATUARIO VENATO MATTE RECTIFIED GLAZED PORCELAIN TILE	
	24 x 24 in / 60 x 60 cm MAYFAIR VOLAKAS GRIGIO MATTE 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 Mayfair Panel, front



20 x 33 in / 50.8 x 83.8 cm Mayfair Panel, back

<i>Display Board Sets</i>	ITEM DESCRIPTION	ITEM CODE
Mayfair Display Boards		
3 Display Boards for colors Zebrino, Strada Ash, Stella Argento, Allure Ivory	PART 1	9902-1624-0
3 Display Boards for colors Suave Bianco, Calacatta Oro, Volakas Grigio, Allure Ivory	PART 2	9902-1625-0
3 Display Boards for Arabesque and Piazza Waterjet Mosaics	PART 3	9902-1626-0
Additional Components		
45.3 x 22.8 in / 115 x 58 cm x 45 mm Mayfair MDF Display Base		9902-0987-1
25.8 x 13.5 in / 65.5 x 34.5 cm x 2 mm Mayfair Metal Display Base		9902-1026-1
15.75 x 67 x 0.5 in / 52 x 170 cm x 12 mm Mayfair MDF Branding Panel		9902-1627-0

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
Mayfair A&D Boards			
A&D Board for Colors Calacatta Oro, Statuario Venato, Stella Argento, Volakas Grigio	BOARD 1	9902-1344-0	828492068199
A&D Board for Colors Allure Ivory, Strada Ash, Suave Bianco, Zebrino	BOARD 2	9902-1345-0	828492068205

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

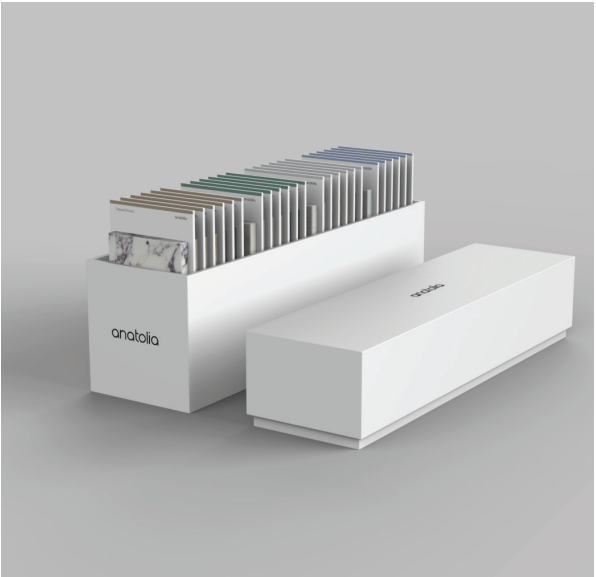
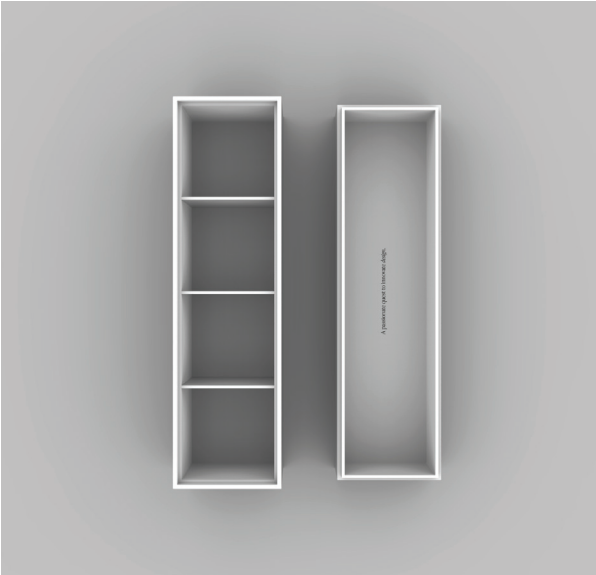


<i>Sample Chips</i>	ITEM CODE	UPC
Mayfair Allure Ivory Matte Sample Chip	9902-1189-0	828492065860
Mayfair Calacatta Oro Matte Sample Chip	9902-1191-0	828492065884
Mayfair Statuario Venato Matte Sample Chip	9902-1193-0	828492065907
Mayfair Stella Argento Matte Sample Chip	9902-1195-0	828492065921
Mayfair Strada Ash Matte Sample Chip	9902-1198-0	828492065952
Mayfair Suave Bianco Matte Sample Chip	9902-1200-0	828492065976
Mayfair Volakas Grigio Matte Sample Chip	9902-1201-0	828492065983
Mayfair Zebrino Matte Sample Chip	9902-1204-0	828492066010

<i>Sample Chips</i>	ITEM CODE	UPC
Mayfair Allure Ivory Polished Sample Chip	9902-1190-0	828492065877
Mayfair Calacatta Oro Polished Sample Chip	9902-1192-0	828492065891
Mayfair Statuario Venato Polished Sample Chip	9902-1194-0	828492065914
Mayfair Stella Argento Polished Sample Chip	9902-1196-0	828492065938
Mayfair Strada Ash Polished Sample Chip	9902-1197-0	828492065945
Mayfair Suave Bianco Polished Sample Chip	9902-1199-0	828492065969
Mayfair Volakas Grigio Polished Sample Chip	9902-1202-0	828492065990
Mayfair Zebrino Polished Sample Chip	9902-1203-0	828492066003

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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