

Mjörk, *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, 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.





Mjörk, *Floor Display at a Glance*



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



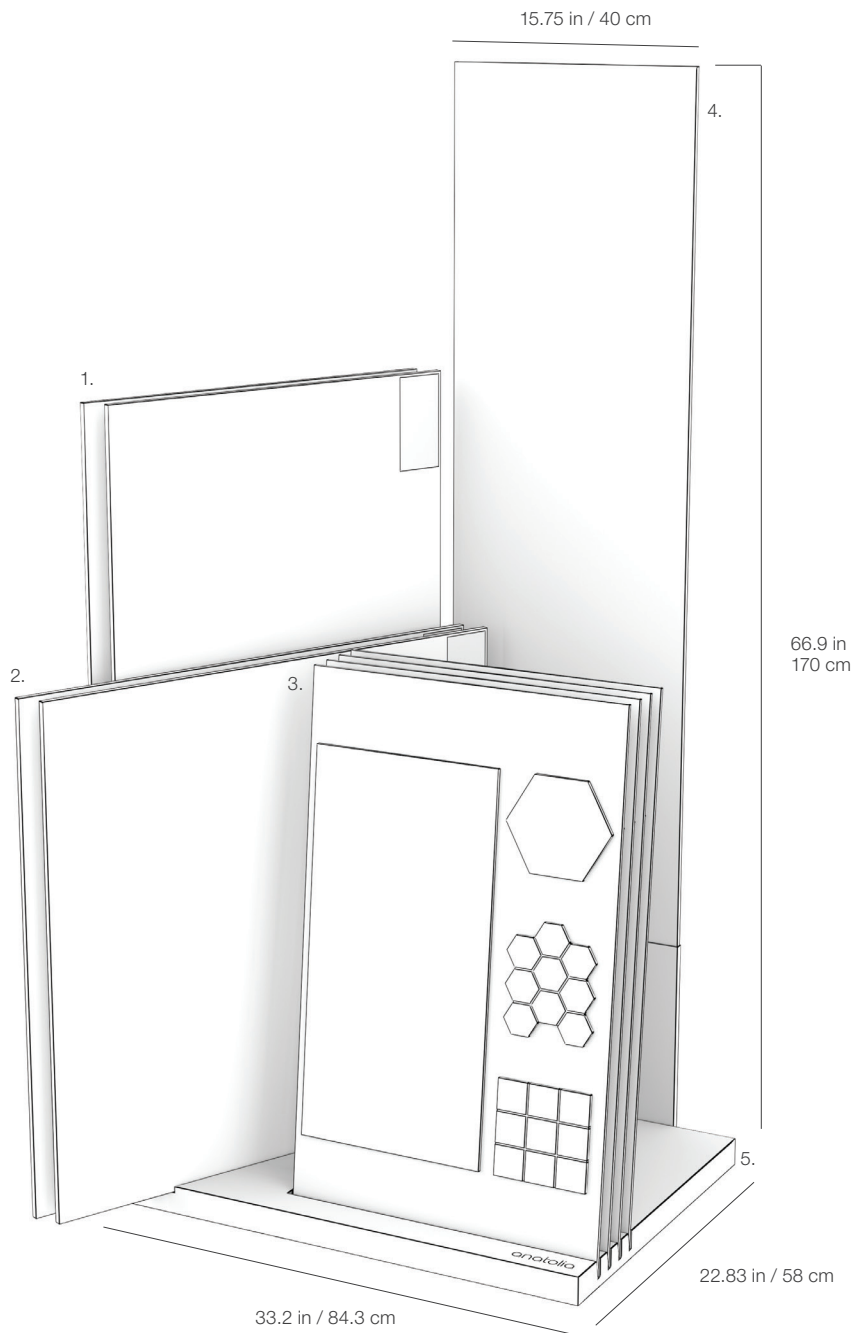
Inspirational branding panel draws consumers' attention with luxurious room scenes and colors at a glance.

# Mjörk, Floor Display Kit

## Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
MJÖRK DISPLAY BOARD KIT	2 SAMPLE TILE SETS (4 TILES IN TOTAL), 1 DISPLAY BOARD SET (4 BOARDS IN TOTAL), 1 DISPLAY BASE (2 PARTS) AND 1 BRANDING PANEL	9901-0062-0

- 1. 24 x 48 in / 60 x 120 cm Color Body Porcelain Tiles (2 in total)
- 2. 32 x 32 in / 80 x 80 cm Color Body Porcelain Tiles (2 in total)
- 3. 20 x 33 in / 51 x 84 cm Display Boards (4 in total)
- 4. 15.75 x 67 in / 40 x 170 cm MDF Branding Panel (1 in total)
- 5. 33.25 x 22.75 in White Matte 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.

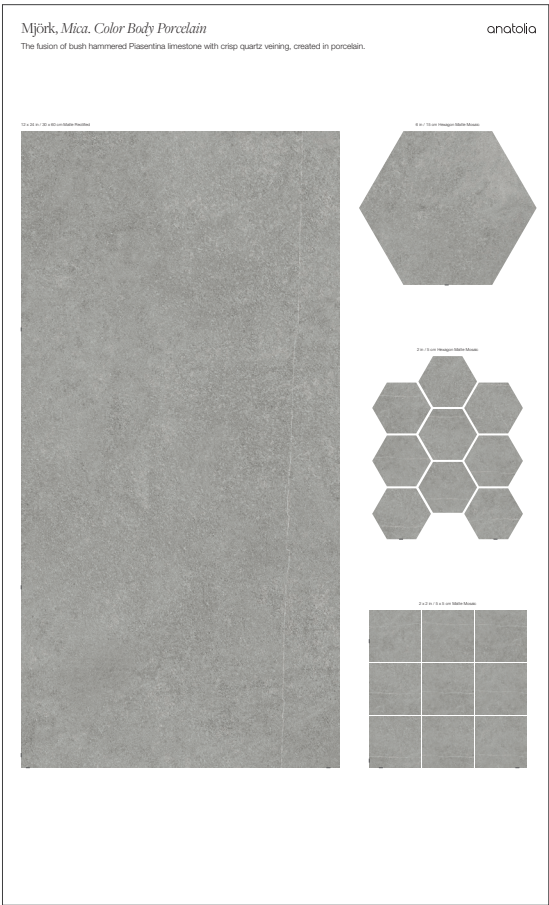


ITEM DESCRIPTION	CONTENTS	ITEM CODE
24 x 48 in / 60 x 120 cm MJÖRK COLOR BODY PORCELAIN SAMPLE TILE SET - PART 1	24 x 48 in / 60 x 120 cm MJÖRK CLAY MATTE RECTIFIED COLOR BODY PORCELAIN TILE	9902-1042-0
	24 x 48 in / 60 x 120 cm MJÖRK MICA MATTE RECTIFIED COLOR BODY PORCELAIN TILE	
32 x 32 in / 80 x 80 cm MJÖRK COLOR BODY PORCELAIN SAMPLE TILE SET - PART 2	32 x 32 in / 80 x 80 cm MJÖRK ASH MATTE RECTIFIED COLOR BODY PORCELAIN SAMPLE TILE	9902-1043-0
	32 x 32 in / 80 x 80 cm MJÖRK CARBON MATTE RECTIFIED COLOR BODY PORCELAIN SAMPLE TILE	

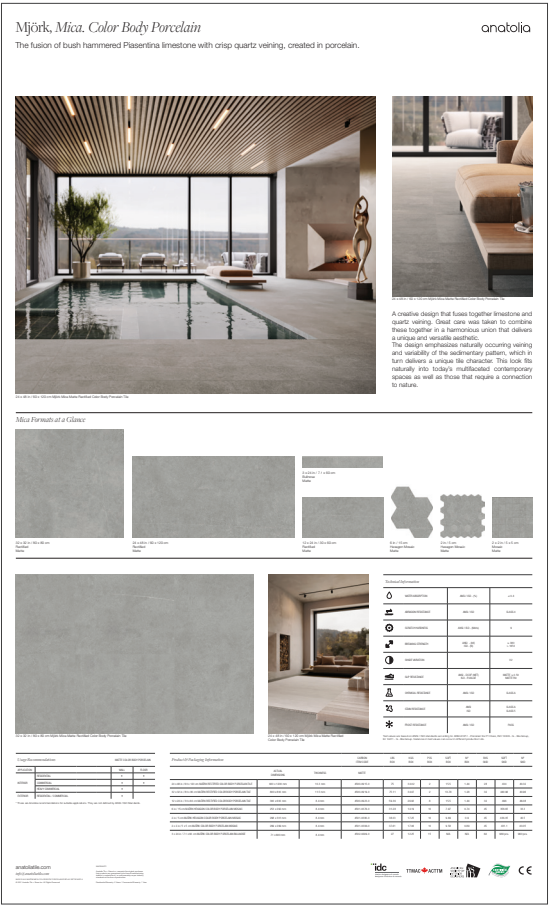
Marketing support, *Display Boards*

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.



20.5 x 33.4 in / 52 x 85 cm Mjörk Panel, front



20.5 x 33.4 in / 52 x 85 cm Mjörk Panel, back

Display Board Set		ITEM CODE
ITEM DESCRIPTION		
4 Display Boards for colors Ash, Mica, Clay, Carbon	Mjörk Display Board Set	9902-1044-0
Additional Components		ITEM CODE
33.25 x 22.75 in / 84.3 x 58 cm 45 mm White Matte MDF Display Base 8 Slots (Part 1)		9902-1036-0
8 x 13.5 in / 20.2 x 34.5 cm 2 mm White Matte Metal Display Base (Part 2)		9902-1037-0
15.75 x 67 in / 40 x 170 cm 12 mm Mjörk MDF Branding Panel		9902-1093-0

# 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

A&D Board	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Ash, Clay, Mica, Carbon	Mjörk A&D Board	9902-1030-0	828492008010





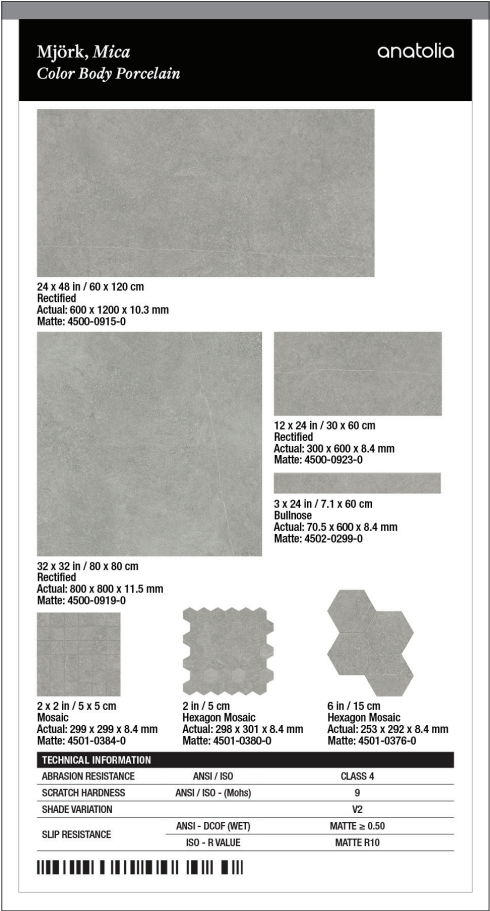
# Marketing support, *Sample Chips*

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.

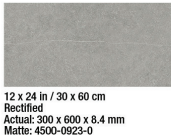
Anatolia has created a sample chip program that categorizes sample chips into color coded material types, includes a sample chip affixed to an elegant backer card and includes all of the key technical information and formats for that color on its back label. Anatolia also developed a premium sample chip carrying case to easily and beautifully store, organize, and carry sample chips to meetings.



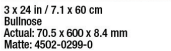
Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm



24 x 48 in / 60 x 120 cm  
Rectified  
Actual: 600 x 1200 x 10.3 mm  
Matte: 4500-0915-0



12 x 24 in / 30 x 60 cm  
Rectified  
Actual: 300 x 600 x 8.4 mm  
Matte: 4500-0923-0



3 x 24 in / 7.1 x 60 cm  
Bullnose  
Actual: 70.5 x 600 x 8.4 mm  
Matte: 4502-0299-0

32 x 32 in / 80 x 80 cm  
Rectified  
Actual: 800 x 800 x 11.5 mm  
Matte: 4500-0919-0



2 x 2 in / 5 x 5 cm  
Mosaic  
Actual: 299 x 299 x 8.4 mm  
Matte: 4501-0384-0

2 in / 5 cm  
Hexagon Mosaic  
Actual: 298 x 301 x 8.4 mm  
Matte: 4501-0380-0

6 in / 15 cm  
Hexagon Mosaic  
Actual: 253 x 252 x 8.4 mm  
Matte: 4501-0376-0

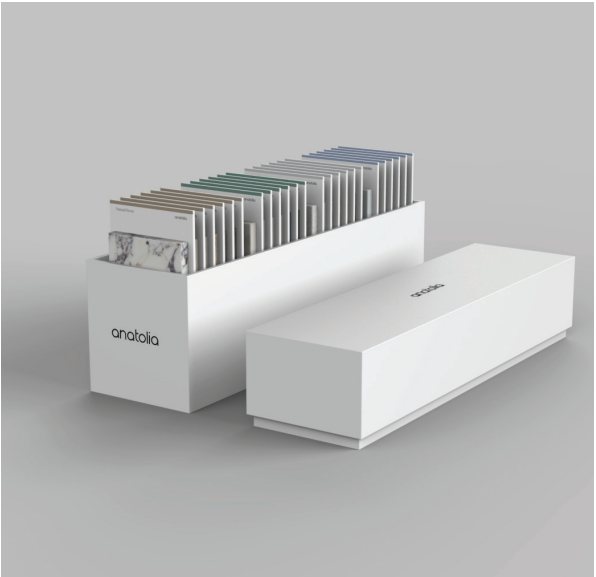
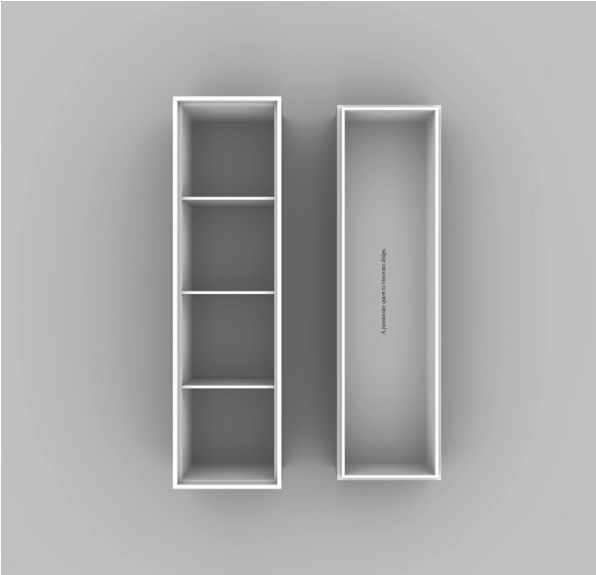
TECHNICAL INFORMATION		
ABRASION RESISTANCE	ANSI / ISO	CLASS 4
SCRATCH HARDNESS	ANSI / ISO - (Mohs)	9
SHADE VARIATION		V2
SLIP RESISTANCE	ANSI - DCOF (WET)	MATTE = 0.50
	ISO - R VALUE	MATTE R10



<i>Sample Chips</i>	ITEM CODE	UPC
Mjörk Ash Matte Sample Chip	9902-1061-0	828492062142
Mjörk Mica Matte Sample Chip	9902-1062-0	828492062159
Mjörk Clay Matte Sample Chip	9902-1063-0	828492062166
Mjörk Carbon Matte Sample Chip	9902-1068-0	828492062173

# 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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