

Muskoka, *Glazed Porcelain*.
Merchandising



anatolia

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&D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Ash, Charred, Saddle, Smoke	Muskoka A&D Board	9902-1332-0	828492068502

12 in / 30.5 cm

anatolia
Muskoka
Glazed Porcelain
Wood Inspiration

The expressivity of raw natural wooden planks conveyed in a resilient porcelain design.

Colors at a Glance

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Muskoka
Glazed Porcelain
Wood Inspiration

12 in (30.5 cm) x 18 in (45.7 cm) Muskoka Charred Maple Pressed Glazed Porcelain Tile

Muskoka, Glazed Porcelain.
The expressivity of raw natural wooden planks conveyed in a resilient porcelain design.

The wide and elongated nature of these porcelain tiles help to match the contemporary look of today's wide wooden planks. Furthermore the porcelain construction of this product provides much greater resistance to water and other elements.

Property	Value	Standard
Water Absorption	0.00%	EN 12002
Water Resistance	Class III	EN 12002
Chemical Resistance	Class 4	EN 12002
Impact Resistance	Class 4	EN 12002
Scratch Resistance	Class 4	EN 12002
Stain Resistance	Class 4	EN 12002
Slip Resistance	Class 4	EN 12002

Product of Packaging Information

Product	Area (sq ft)	Area (sq m)	Weight (kg)	Weight (lb)
12 in x 18 in Muskoka Charred Maple Pressed Glazed Porcelain Tile	10.80	0.99	10.80	23.8

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Board 1 of 1

A&D Board Outside

0.7 in
1.8 cm

Fully Open:
21.45 in
54.5 cm

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Formats at a Glance

Ash
12 in x 18 in

Smoke
12 in x 18 in

Saddle
12 in x 18 in

Charred
12 in x 18 in

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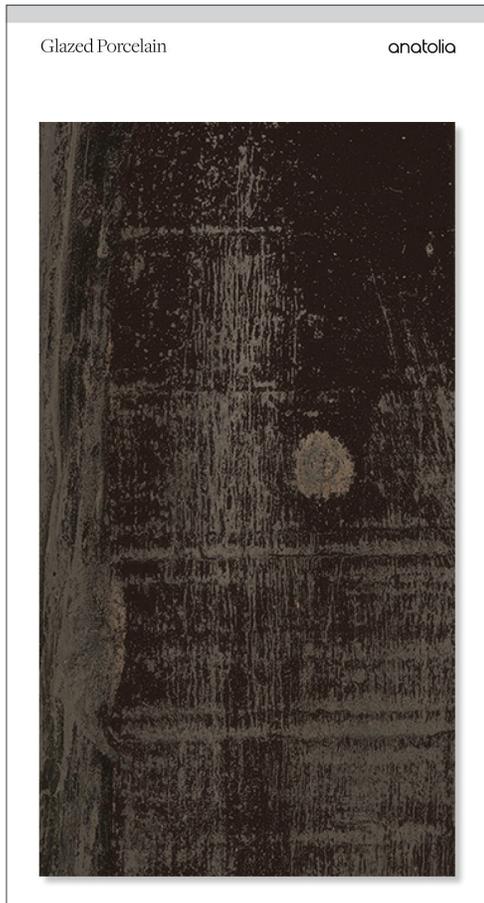
12 in (30.5 cm) x 18 in (45.7 cm) Muskoka Charred Maple Pressed Glazed Porcelain Tile

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

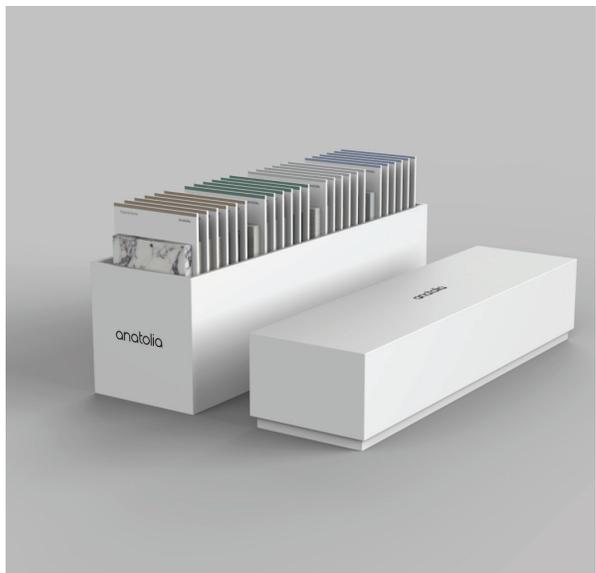


Sample Chips

	ITEM CODE	UPC
Muskoka Ash Matte Sample Chip	9902-1291-0	828492066881
Muskoka Charred Matte Sample Chip	9902-1292-0	828492066898
Muskoka Saddle Matte Sample Chip	9902-1293-0	828492066904
Muskoka Smoke Matte Sample Chip	9902-1294-0	828492066911

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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