

Nexus, *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

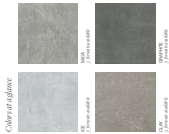
<i>A&D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Clay, Graphite, Ice, Mica	Nexus A&D Board	9902-1327-0	828492068458

12 in / 30.5 cm

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Nexus
Glazed Porcelain
Contemporary Inspiration

Modern vibes in a delicate and earthy color palette.



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Nexus

Glazed Porcelain

Contemporary Inspiration



Nexus, Glazed Porcelain.
Modern vibes in a delicate and earthy color palette.

Industrial chic styling that invokes an abstract and contemporary design connection. An expressive range of colors, from darker to lighter tones that are filled with character and mystery. Nexus has classic shapes and a matte finish that complements the contemporary nature of the designs.

Product & Packaging Information		GLAZED PORCELAIN		UNGLAZED PORCELAIN		MATE		MATE		MATE		MATE	
SIZE	AREA	THICKNESS	WEIGHT	THICKNESS	WEIGHT	THICKNESS	WEIGHT	THICKNESS	WEIGHT	THICKNESS	WEIGHT	THICKNESS	WEIGHT
10 x 10 in / 25.4 x 25.4 cm	0.09 sqm	10 mm	1.8 kg	10 mm	1.8 kg	10 mm	1.8 kg	10 mm	1.8 kg	10 mm	1.8 kg	10 mm	1.8 kg
15 x 15 in / 38.1 x 38.1 cm	0.20 sqm	10 mm	2.7 kg	10 mm	2.7 kg	10 mm	2.7 kg	10 mm	2.7 kg	10 mm	2.7 kg	10 mm	2.7 kg
20 x 20 in / 50.8 x 50.8 cm	0.36 sqm	10 mm	3.6 kg	10 mm	3.6 kg	10 mm	3.6 kg	10 mm	3.6 kg	10 mm	3.6 kg	10 mm	3.6 kg
24 x 24 in / 60.9 x 60.9 cm	0.54 sqm	10 mm	4.3 kg	10 mm	4.3 kg	10 mm	4.3 kg	10 mm	4.3 kg	10 mm	4.3 kg	10 mm	4.3 kg
30 x 30 in / 76.2 x 76.2 cm	0.81 sqm	10 mm	5.4 kg	10 mm	5.4 kg	10 mm	5.4 kg	10 mm	5.4 kg	10 mm	5.4 kg	10 mm	5.4 kg
36 x 36 in / 91.4 x 91.4 cm	1.29 sqm	10 mm	6.5 kg	10 mm	6.5 kg	10 mm	6.5 kg	10 mm	6.5 kg	10 mm	6.5 kg	10 mm	6.5 kg
42 x 42 in / 106.7 x 106.7 cm	1.77 sqm	10 mm	7.6 kg	10 mm	7.6 kg	10 mm	7.6 kg	10 mm	7.6 kg	10 mm	7.6 kg	10 mm	7.6 kg
48 x 48 in / 121.9 x 121.9 cm	2.25 sqm	10 mm	8.7 kg	10 mm	8.7 kg	10 mm	8.7 kg	10 mm	8.7 kg	10 mm	8.7 kg	10 mm	8.7 kg
60 x 60 in / 152.4 x 152.4 cm	3.61 sqm	10 mm	10.9 kg	10 mm	10.9 kg	10 mm	10.9 kg	10 mm	10.9 kg	10 mm	10.9 kg	10 mm	10.9 kg

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Board 1 of 1

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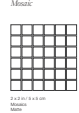
0.7 in
1.8 cm

Nexus
Glazed Porcelain
Contemporary Inspiration

anatolia



Formats at a Glance



Ice

MATE



Mica

MATE



Clay

MATE



Graphite

MATE



Fully Open:
21.45 in
54.5 cm



A&D Board Inside

A&D Board Outside

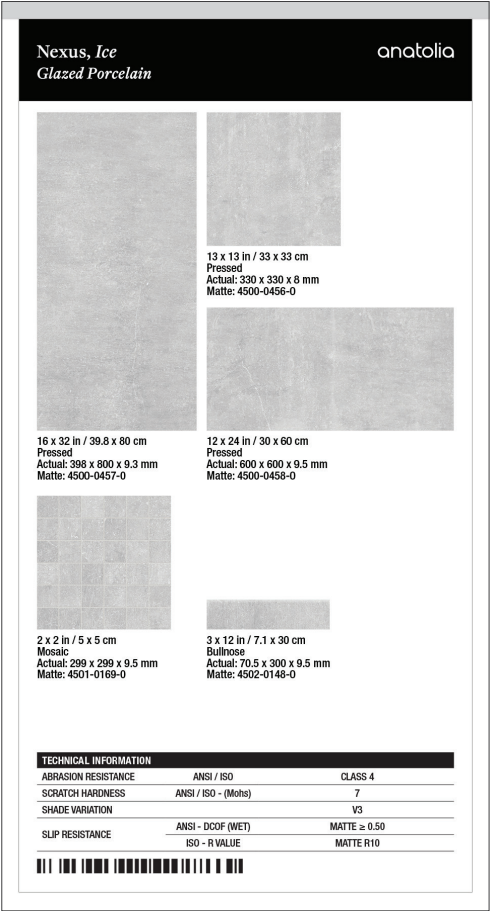
Marketing support, *Sample Chips*

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.



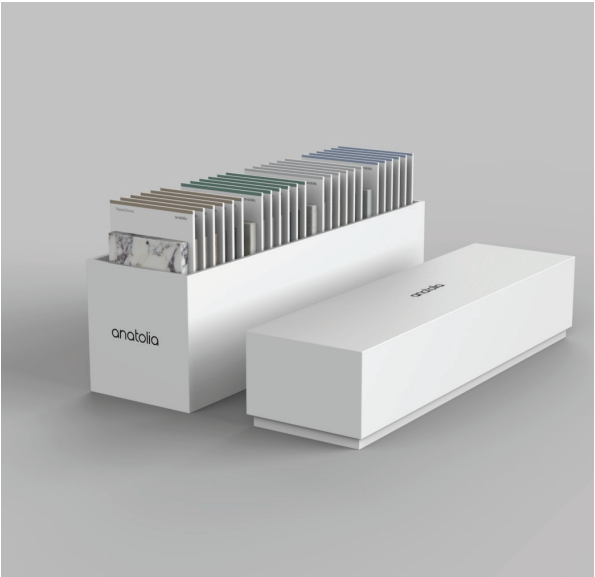
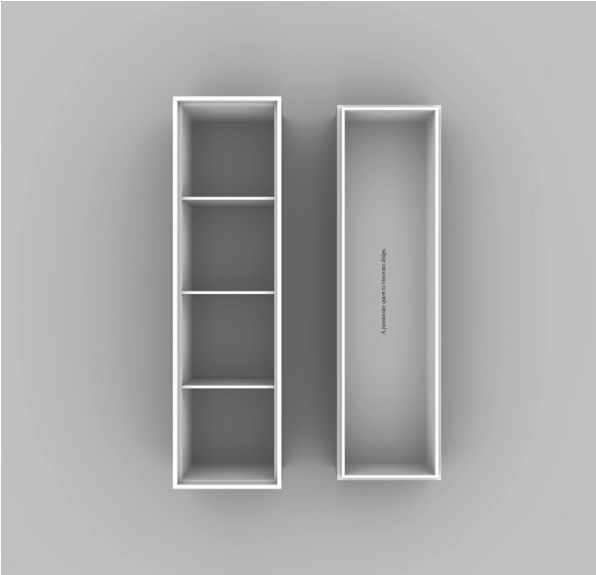
Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm



<i>Sample Chips</i>	ITEM CODE	UPC
Nexus Clay Matte Sample Chip	9902-1162-0	828492065594
Nexus Graphite Matte Sample Chip	9902-1163-0	828492065600
Nexus Ice Matte Sample Chip	9902-1164-0	828492065617
Nexus Mica Matte Sample Chip	9902-1165-0	828492065624

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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