

Nord, *Color Body Porcelain*.
Merchandising



anatolia

Marketing support, *Floor Display*

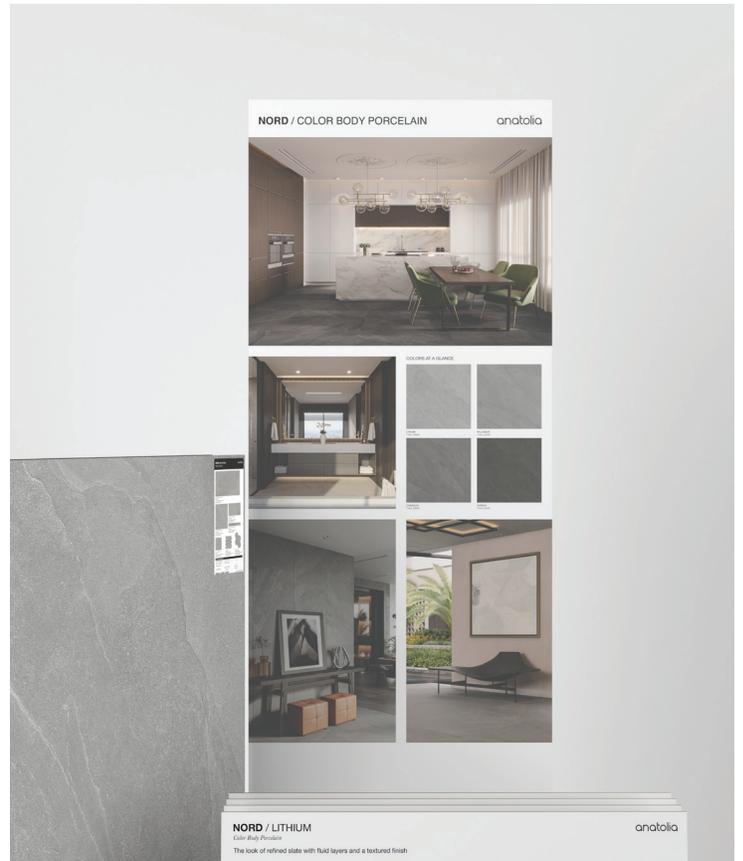
This collection's beauty is brought to life in a floor display that features the tiles in the collection, display board sets and an inspirational branding panel. The large format tiles on the left allow customers to experience Anatolia's ultimate design definition and depth of color and shade rendition.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



Nord, 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.

Nord, *Floor Display Kit*

Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
NORD 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	9901-0061-0

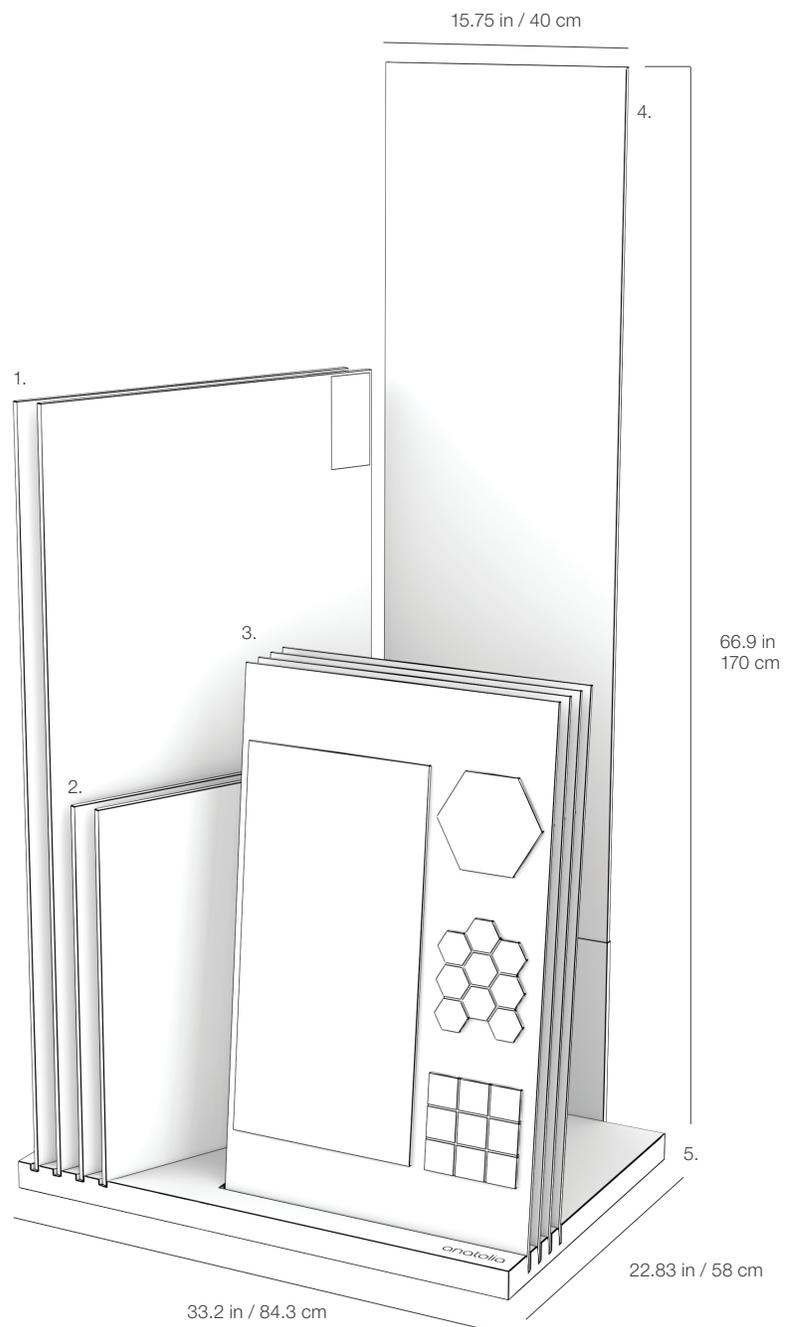
1. 24 x 48 in / 60 x 120 cm Color Body Porcelain Tiles (2 in total)

2. 24 x 24 in / 60 x 60 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. 8 x 13.5 in / 20.2 x 34.5 x 0.2 cm White Matte Metal Fixture



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 NORD COLOR BODY PORCELAIN SAMPLE TILE SET - PART 1	24 x 48 in / 60 x 120 cm NORD CARBON MATTE RECTIFIED COLOR BODY PORCELAIN TILE	9902-1040-0
	24 x 48 in / 60 x 120 cm NORD PALLADIUM MATTE RECTIFIED COLOR BODY PORCELAIN TILE	
24 x 24 in / 60 x 60 cm NORD COLOR BODY PORCELAIN SAMPLE TILE SET - PART 2	24 x 24 in / 60 x 60 cm NORD LITHIUM MATTE RECTIFIED COLOR BODY PORCELAIN SAMPLE TILE	9902-1041-0
	24 x 24 in / 60 x 60 cm NORD CHROMIUM MATTE RECTIFIED COLOR BODY PORCELAIN SAMPLE TILE	

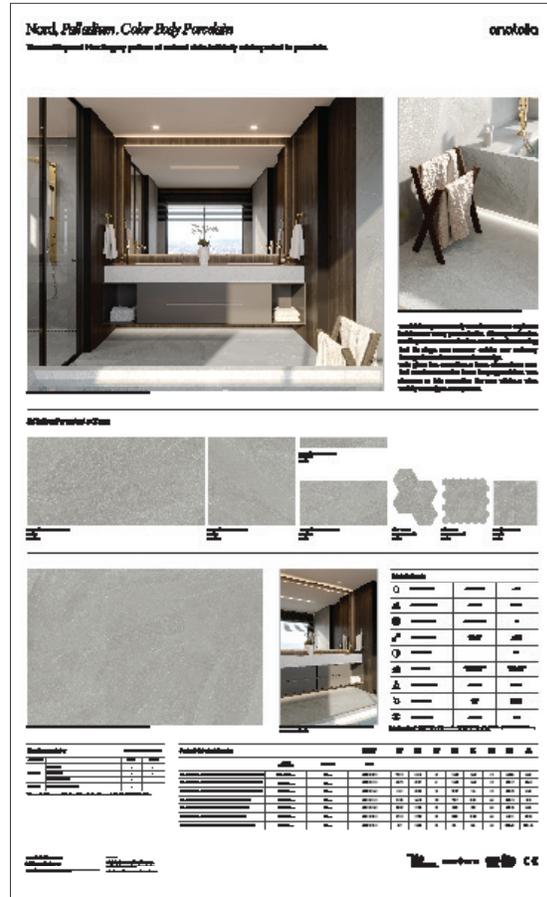
Marketing support, *Display Boards*

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 Nord Panel, front



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

<i>Display Board Set</i>		ITEM DESCRIPTION	ITEM CODE
4 Display Boards for colors Lithium, Palladium, Chromium, Carbon		Nord Display Board Set	9902-1045-0
<i>Additional Components</i>			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 Nord MDF Branding Panel			9902-1094-0

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&D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Lithium, Palladium, Chromium, Carbon	Nord A&D Board	9902-1031-0	828492008027

A&D Board, Dimensions

12 in / 30.5 cm

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Nord
Color Body Porcelain
Stone Inspiration

The multilayered Nordic gray pattern of natural slate faithfully reinterpreted in glazed porcelain.

Color at a Glance

anatolia Nord Color Body Porcelain Stone Inspiration

Nord
Color Body Porcelain
Stone Inspiration

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Formats at a Glance

0.7 in
1.8 cm

14.76 in
37.5 cm

anatolia Nord Color Body Porcelain Stone Inspiration

24 x 48 in / 60.9 x 119.3 cm Nord Chromium Matte Rectified Color Body Porcelain Tile

Technical Information

WATER ABSORPTION	ANSI Z101.1	<0.5%
ACID RESISTANCE	ANSI Z101.1	Class 4
STAIN RESISTANCE	ANSI Z101.1	1
WEAR RESISTANCE	ANSI Z101.1	>400 <1750
SLIP RESISTANCE	ANSI Z101.1	0.42
IMPACT RESISTANCE	ANSI Z101.1	Class 1
CRACK RESISTANCE	ANSI Z101.1	Class 1
FROST RESISTANCE	ANSI Z101.1	1000

Usage Recommendations

APPLICATION	WALL	FLOOR
RESIDENTIAL	•	•
COMMERCIAL	•	•
HEAVY COMMERCIAL	•	•
OUTDOOR	•	•

Product Packaging Information

ACTUAL DIMENSIONS	THICKNESS	BOX WEIGHT (LBS)	BOX WEIGHT (KG)	PCS PER BOX	PCS PER PALLET	PCS PER TRUCKLOAD	PCS PER CONTAINER	PCS PER 1000 SQ FT	PCS PER 1000 SQ CM	PCS PER 1000 SQ YD
24 x 48 in / 60.9 x 119.3 cm Nord Chromium Matte Rectified Color Body Porcelain Tile	11/16 in	45.50	20.64	10	100	1000	1000	10.42	0.36	10.42
24 x 48 in / 60.9 x 119.3 cm Nord Palladium Matte Rectified Color Body Porcelain Tile	11/16 in	45.50	20.64	10	100	1000	1000	10.42	0.36	10.42
24 x 48 in / 60.9 x 119.3 cm Nord Lithium Matte Rectified Color Body Porcelain Tile	11/16 in	45.50	20.64	10	100	1000	1000	10.42	0.36	10.42
24 x 48 in / 60.9 x 119.3 cm Nord Carbon Matte Rectified Color Body Porcelain Tile	11/16 in	45.50	20.64	10	100	1000	1000	10.42	0.36	10.42

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Sheet 1 of 1

A&D Board Outside

Lithium
Matte

Palladium
Matte

Chromium
Matte

Carbon
Matte

Fully Open:
21.45 in
54.5 cm

24 x 24 in / 60.9 x 60.9 cm Nord Lithium Matte Rectified Color Body 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.



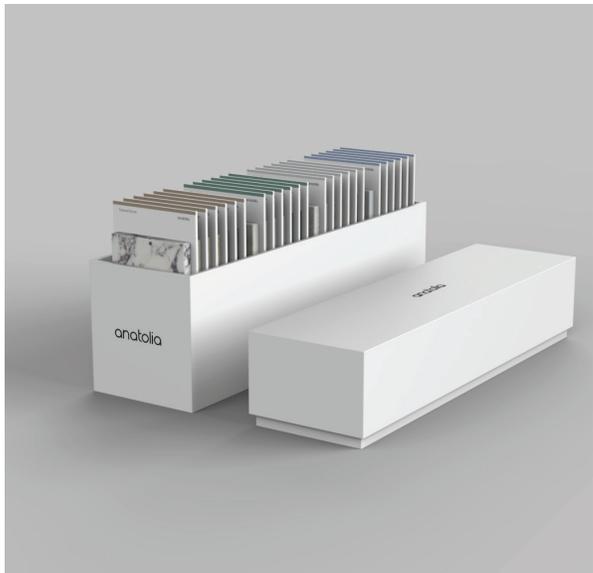
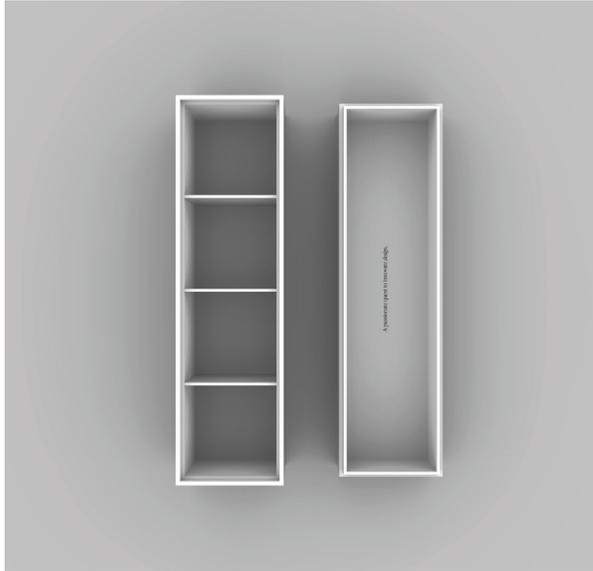
Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm



<i>Sample Chips</i>	ITEM CODE	UPC
Nord Lithium Matte Sample Chip	9902-1064-0	828492062180
Nord Palladium Matte Sample Chip	9902-1065-0	828492062197
Nord Chromium Matte Sample Chip	9902-1066-0	828492062203
Nord Carbon Matte Sample Chip	9902-1067-0	828492062210

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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