

Prima, *Glazed + Unglazed Porcelain.*  
Merchandising



anatolia

# 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

<i>A&amp;D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors True White, Warm White, Smoke, Mica, and Charcoal	Prima A&D Board	9902-1323-0	828492068410

12 in / 30.5 cm

anotolia

Prima  
Glazed + Unglazed Porcelain  
Contemporary Inspiration

Enduring monochromatic designs, providing the perfect ease for designers to flourish.

Colors of choice

anotolia

Prima  
Glazed + Unglazed Porcelain  
Contemporary Inspiration

anotolia

Prima  
Glazed + Unglazed Porcelain  
Contemporary Inspiration

anotolia

Prima  
Glazed + Unglazed Porcelain  
Contemporary Inspiration

**Prima, Glazed + Unglazed Porcelain.**  
Enduring monochromatic designs, providing the perfect ease for designers to flourish.

Prima is inspired by the spectrum of essential tones, from the most pristine white sand beaches to the blacks of the deepest ocean. The timelessness and purity of the Prima Collection offers an array of possibilities for any interior, classic or contemporary. The unglazed nature of the collection means it is a resilient porcelain tile that wears exceptionally well in both residential and commercial applications.

**Prima Product Of Packaging Information Glazed Porcelain.**

ACTUAL DIMENSIONS	TOLERANCE	AREA	PER BOX	PER SQ. METRE	PER SQ. METRE	PER SQ. METRE	PER SQ. METRE	PER SQ. METRE	PER SQ. METRE
24.48 x 48.16 (12 x 24) PRIMA MATTE RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA GLAZED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA GLAZED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA GLAZED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA GLAZED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34

0.7 in  
1.8 cm

14.76 in  
37.5 cm

Fully Open:  
21.45 in  
54.5 cm

anotolia

Prima  
Glazed + Unglazed Porcelain  
Contemporary Inspiration

anotolia

Prima  
Glazed + Unglazed Porcelain  
Contemporary Inspiration

anotolia

Prima  
Glazed + Unglazed Porcelain  
Contemporary Inspiration

anotolia

Prima  
Glazed + Unglazed Porcelain  
Contemporary Inspiration

**Prima, Glazed + Unglazed Porcelain.**  
Enduring monochromatic designs, providing the perfect ease for designers to flourish.

Prima is inspired by the spectrum of essential tones, from the most pristine white sand beaches to the blacks of the deepest ocean. The timelessness and purity of the Prima Collection offers an array of possibilities for any interior, classic or contemporary. The unglazed nature of the collection means it is a resilient porcelain tile that wears exceptionally well in both residential and commercial applications.

**Prima Product Of Packaging Information Glazed Porcelain.**

ACTUAL DIMENSIONS	TOLERANCE	AREA	PER BOX	PER SQ. METRE	PER SQ. METRE	PER SQ. METRE	PER SQ. METRE	PER SQ. METRE	PER SQ. METRE
24.48 x 48.16 (12 x 24) PRIMA MATTE RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA GLAZED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA GLAZED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA GLAZED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA GLAZED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34
24.48 x 48.16 (12 x 24) PRIMA POLISHED RECTIFIED UNGLAZED PORCELAIN TILE	±0.15	1170.00	10	10.34	10.34	10.34	10.34	10.34	10.34

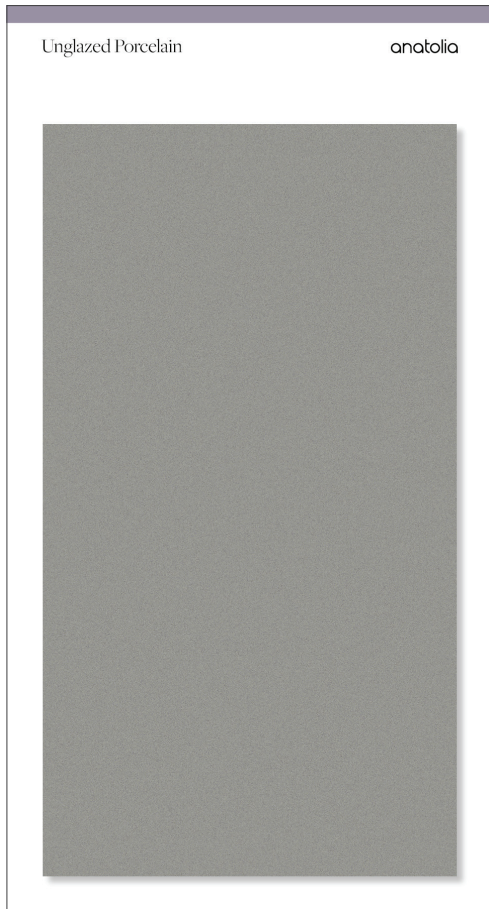
A&D Board Inside

A&D Board Outside

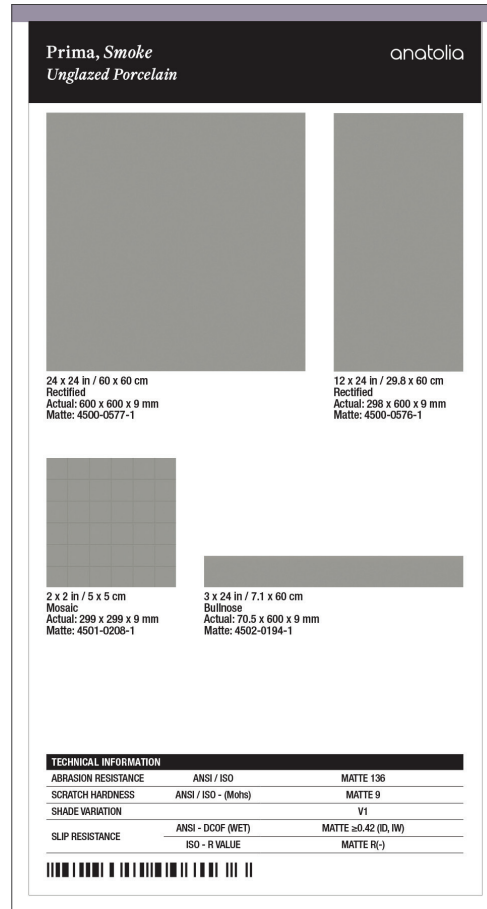
# Marketing support, *Sample Chips*

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.



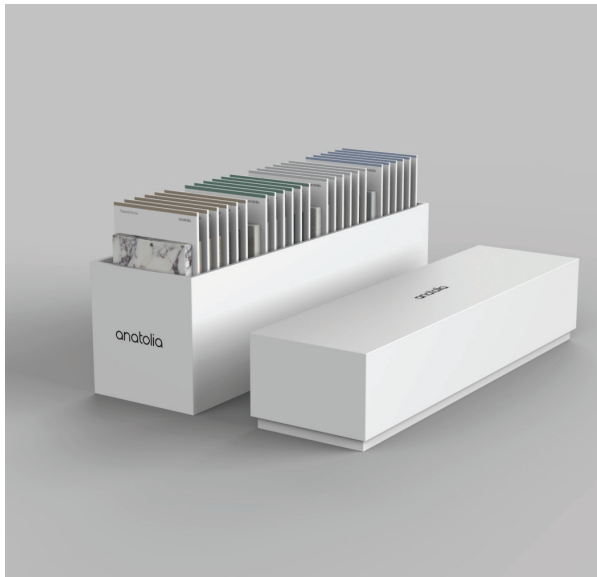
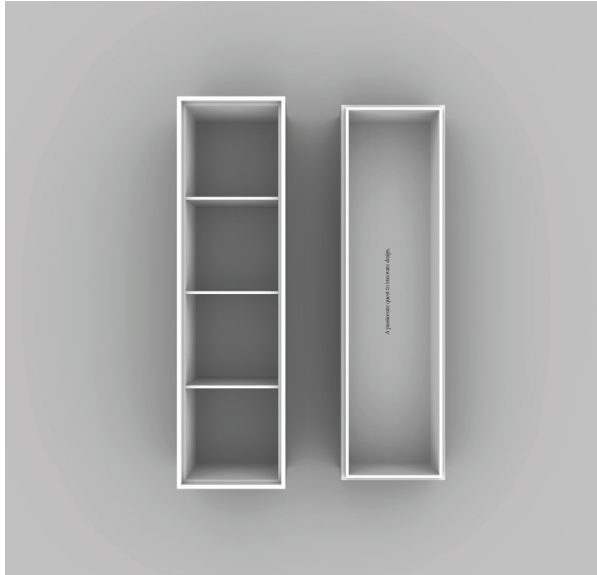
Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm



<i>Sample Chips</i>	ITEM CODE	UPC
Prima True White Polished Sample Chip	9902-1381-0	828492065402
Prima True White Matte Sample Chip	9902-1382-0	828492065396
Prima Charcoal Matte Sample Chip	9902-1136-0	828492065334
Prima Mica Matte Sample Chip	9902-1138-0	828492065358
Prima Warm White Matte Sample Chip	9902-1380-0	828492065419
Prima Smoke Matte Sample Chip	9902-1384-0	828492065372

# 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*  
anatolia.com