

Raffino, *Glazed Ceramic.*
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.



Raffino, *Floor Display at a glance*



Side angle view of large scale tiles accentuates the beauty and impeccable quality of the designs.



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

Raffino, *Floor Display Kit*

Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
RAFFINO DISPLAY BOARD KIT	3 SAMPLE TILE SETS (9 TILES IN TOTAL), 1 DISPLAY BOARD SET (4 BOARDS IN TOTAL), 1 DISPLAY BASE (2 PARTS) AND 1 BRANDING PANEL	9901-0069-0

1. 12 x 36 in / 30 x 90 cm Glazed Ceramic Tiles Set 1 (3 in total)
2. 12 x 36 in / 30 x 90 cm Glazed Ceramic Tiles Set 1 (3 in total)
3. 12 x 36 in / 30 x 90 cm Glazed Ceramic Tiles Set 1 (3 in total)
4. 13 x 30 in / 33 x 76.2 cm Display Boards (4 in total)
5. 15.74 x 66.92 in / 40 x 170 cm MDF Branding Panel (1 in total)
6. 33.26 x 12.20 x 1.7 in / 84.5 x 31 x 4.5 cm Raffino MDF Display Base
7. 20.03 x 13.58 x 0.07 in / 51.1 x 34.5 x 0.2 cm Raffino 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.

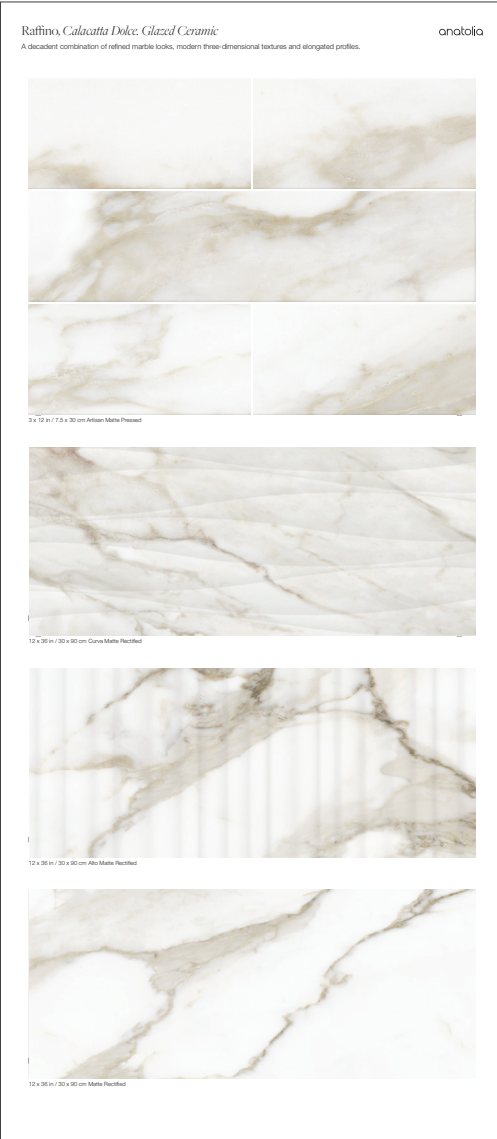


ITEM DESCRIPTION	CONTENTS	ITEM CODE
12 x 36 in / 30 x 90 cm RAFFINO GLAZED CERAMIC SAMPLE TILE SET - PART 1	12 x 36 in / 30 x 90 cm RAFFINO BIANCO VITA ALTO MATTE RECTIFIED GLAZED CERAMIC TILE	9902-1421-0
	12 x 36 in / 30 x 90 cm RAFFINO STATUARIO VALORE ALTO MATTE RECTIFIED GLAZED CERAMIC TILE	
	12 x 36 in / 30 x 90 cm RAFFINO CALACATTA DOLCE ALTO MATTE RECTIFIED GLAZED CERAMIC TILE	
12 x 36 in / 30 x 90 cm RAFFINO GLAZED CERAMIC SAMPLE TILE SET - PART 2	12 x 36 in / 30 x 90 cm RAFFINO BIANCO VITA CURVA MATTE RECTIFIED GLAZED CERAMIC TILE	9902-1422-0
	12 x 36 in / 30 x 90 cm RAFFINO STATUARIO VALORE CURVA MATTE RECTIFIED GLAZED CERAMIC TILE	
	12 x 36 in / 30 x 90 cm RAFFINO CALACATTA DOLCE CURVA MATTE RECTIFIED GLAZED CERAMIC TILE	
12 x 36 in / 30 x 90 cm RAFFINO GLAZED CERAMIC SAMPLE TILE SET - PART 3	12 x 36 in / 30 x 90 cm RAFFINO ONYX SUAVE ALTO MATTE RECTIFIED GLAZED CERAMIC TILE	9902-1423-0
	12 x 36 in / 30 x 90 cm RAFFINO ONYX SUAVE CURVA MATTE RECTIFIED GLAZED CERAMIC TILE	
	12 x 36 in / 30 x 90 cm RAFFINO ONYX SUAVE MATTE RECTIFIED GLAZED CERAMIC 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.



13 x 30 in / 33 x 76.2 cm Raffino Panel, front



13 x 30 in / 33 x 76.2 cm Raffino Panel, back

Display Board Set		ITEM DESCRIPTION	ITEM CODE
4 Display Boards for colors Bianco Vita, Calacatta Dolce, Onyx Suave, Statuario Valore		Raffino Display Board Set	9902-1420-0
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)			9902-1424-0
20.03 x 13.58 in / 51.1 x 34.5 cm 2 mm White Matte Metal Display Base (Part 2)			9902-1425-0
15.75 x 67 in / 40 x 170 cm 12 mm Raffino MDF Branding Panel			9902-1426-0

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 Bianco Vita, Calacatta Dolce, Onyx Suave, Statuario Valore	Raffino A&D Board	9902-1465-0	828492071854

.62 in
.13 cm

0.6 in
1.7 cm

Fully Open:
21.2 in
53.8 cm

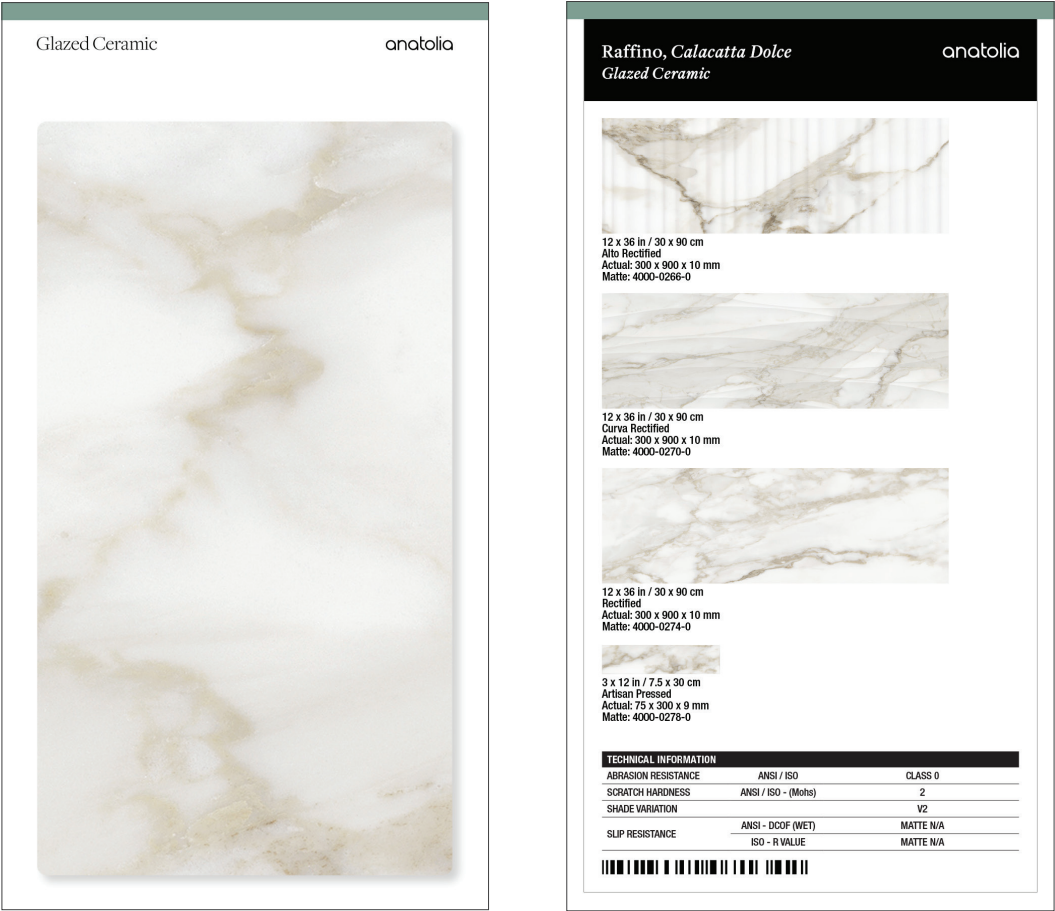
A&D Board Inside

RAFFINO, GLAZED CERAMIC

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.

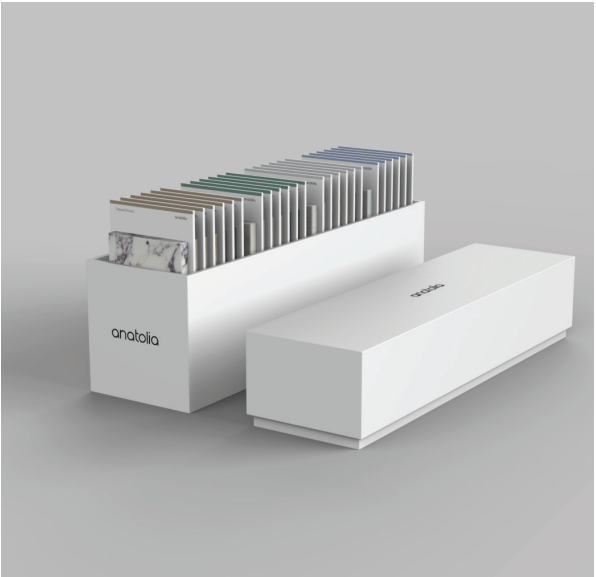
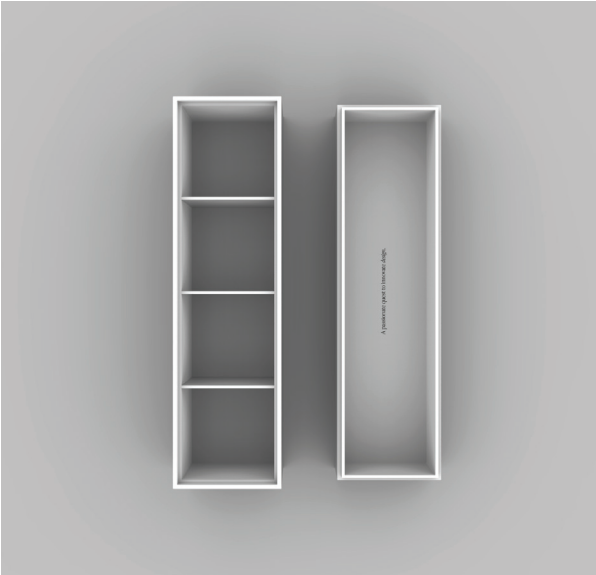


Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm

Sample Chips	ITEM CODE	UPC
Raffino Bianco Vita Matte Sample Chip	9902-1484-0	828492072240
Raffino Calacatta Dolce Matte Sample Chip	9902-1485-0	828492072257
Raffino Onyx Suave Matte Sample Chip	9902-1486-0	828492072264
Raffino Statuario Valore Matte Sample Chip	9902-1487-0	828492072271

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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