

Soho, *Ceramic + Porcelain.*
Merchandising



anatolia

Premiere Ceramic + Porcelain, *Designer Library Display*

The Anatolia Designer Library Display features an exquisite, modern design to showcase Anatolia’s exclusive collections. With its premium aesthetic, highlighted by LED lighting and a wood-look finish, the Designer Library Display effectively conveys essential product details across a wide range of collections.



Marketing Support, *Premiere Library Display Kit at a glance*



Side angle view of display boards accentuates the beauty and impeccable quality of the designs.

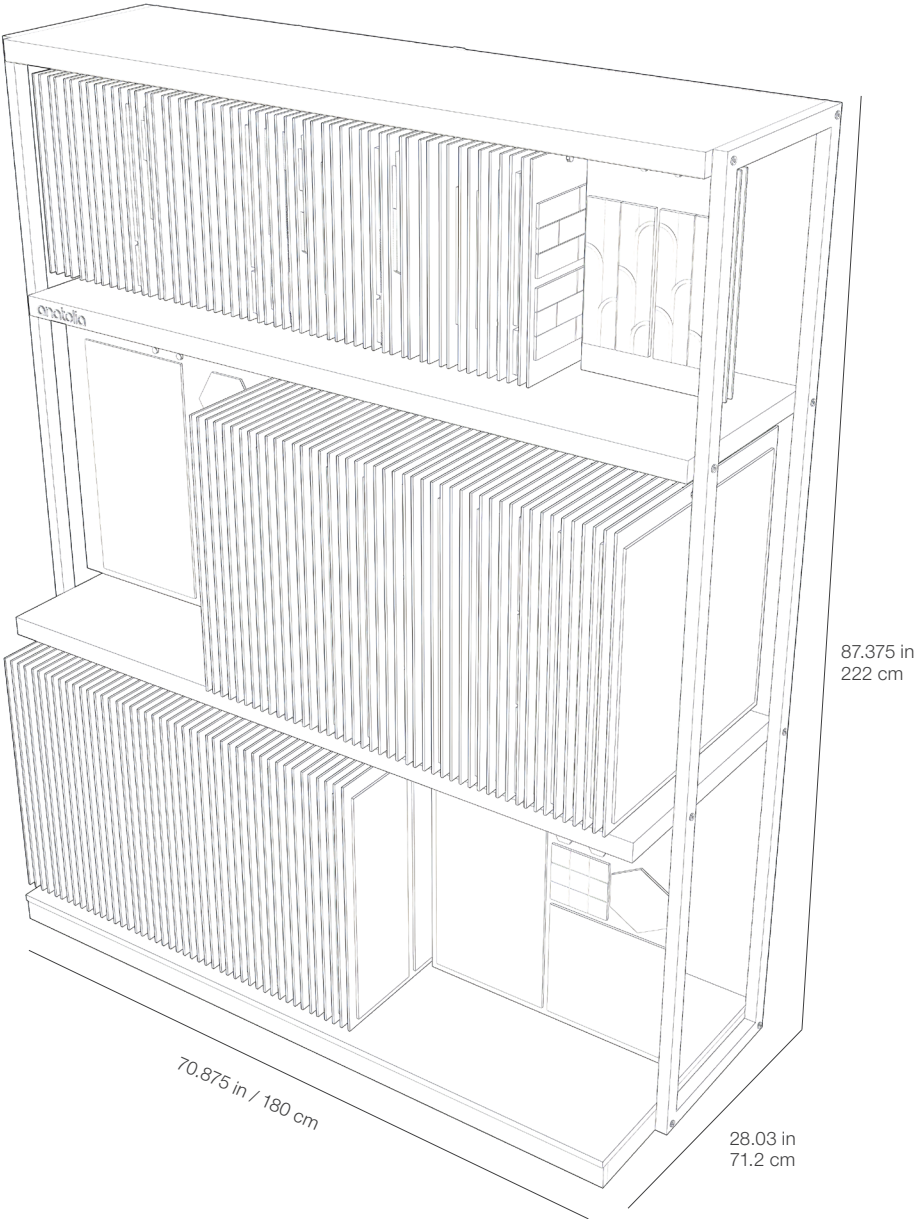


Marketing Support, *Premiere Library Display Kit*

Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
ANATOLIA PREMIERE LIBRARY DISPLAY KIT	24 DISPLAY BOARD SETS AVAILABLE (104 BOARDS), 1 DISPLAY BASE, 78 DISPLAY BOARD ROLLER	9901-0084-0

<i>Premier Library Display</i>	ITEM CODE
ANATOLIA LIBRARY DISPLAY BASE	9902-1923-0
ANATOLIA LIBRARY DISPLAY BOARD ROLLER	9902-1924-0



Marketing Support, *Premiere Library Display Kit*

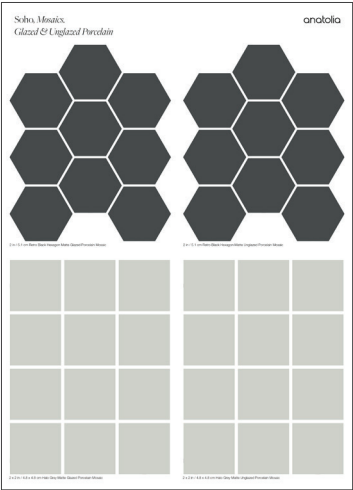
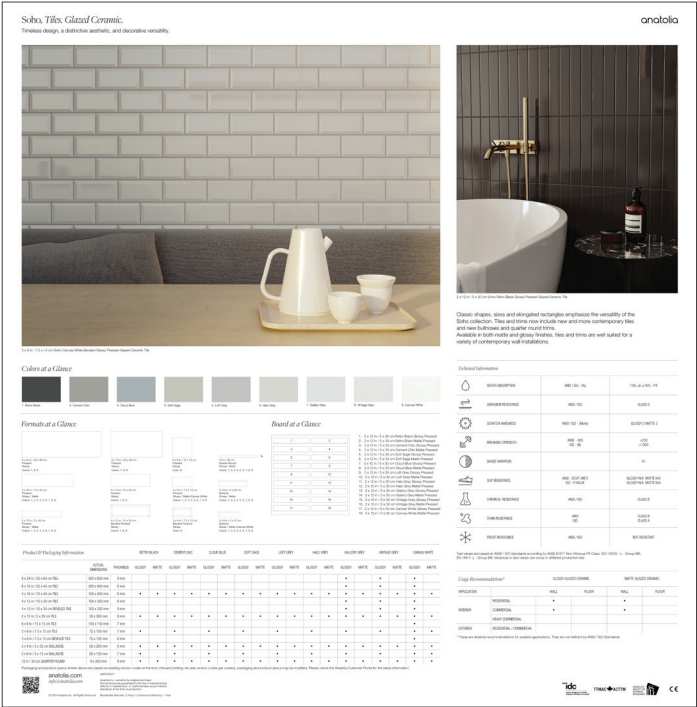
<i>Anatolia Premiere Library Display Kit Sets</i>	ITEM CODE
Anatolia 25.5 x 26 in Mjork / Tapestri Display Board Set (4 Boards)	9902-2037-0
Anatolia 25.5 x 26 in Nord Display Board Set (4 Boards)	9902-2038-0
Anatolia 25.5 x 26 in Raffino / Station Display Board Set (4 Boards)	9902-2039-0
Anatolia 13 x 18 in Soho / Raffino Display Board Set (6 Boards)	9902-2040-0
Anatolia 25.5 x 26 in Form Display Board Set (4 Boards)	9902-2041-0
Anatolia 25.5 x 26 in Industria Display Board Set (4 Boards)	9902-2042-0
Anatolia 25.5 x 26 in Ceraforge / Belgian Linen Display Board Set (4 Boards)	9902-2043-0
Anatolia 25.5 x 26 in Aspen Display Board Set (3 Boards)	9902-2044-0
Anatolia 25.5 x 26 in La Marca Display Board Set 1 (4 Boards)	9902-2045-0
Anatolia 25.5 x 26 in La Marca Display Board Set 2 (3 Boards)	9902-2046-0
Anatolia 25.5 x 26 in Soho Display Board Set (3 Boards)	9902-2047-0
Anatolia 13 x 18 in Soho Display Board Set (6 Boards)	9902-2048-0
Anatolia 13 x 18 in Geometra Display Board Set (6 Boards)	9902-2049-0
Anatolia 13 x 18 in Teramoda / Obsidian Display Board Set (6 Boards)	9902-2050-0
Anatolia 13 x 18 in Teramoda Display Board Set (6 Boards)	9902-2051-0

<i>Anatolia Premiere Library Display Kit Sets</i>	ITEM CODE
Anatolia 13 x 18 in Marlow Display Board Set (6 Boards)	9902-2052-0
Anatolia 13 x 18 in Element Display Board Set (5 Boards)	9902-2053-0
Anatolia 25.5 x 26 in Majesto Display Board Set 1 (4 Boards)	9902-2999-0
Anatolia 25.5 x 26 in Majesto Display Board Set 2 (4 Boards)	9902-3000-0
Anatolia 25.5 x 26 in Majesto Display Board Set 3 (4 Boards)	9902-3001-0
Anatolia 25.5 x 26 in Majesto Display Board Set 4 (4 Boards)	9902-3002-0
Anatolia 25.5 x 26 in Majesto Display Board Set 5 (4 Boards)	9902-3003-0
Anatolia 25.5 x 26 in Lustra Display Board Set (4 Boards)	9902-3004-0
Anatolia 25.5 x 26 in Lithoform Veincut Display Board Set (4 Boards)	9902-3005-0
Anatolia 25.5 x 26 in Lithoform Crosscut Display Board Set (4 Boards)	9902-3006-0
Anatolia 25.5 x 26 in Serena Display Board Set (4 Boards)	9902-3007-0
Anatolia 25.5 x 26 in Monoforma Display Board Set (4 Boards)	9902-3008-0
Anatolia 25.5 x 26 in Majesto / Serena Display Board Set (4 Boards)	9902-3009-0
Anatolia 25.5 x 26 in Majesto Display Board Set 6 (4 Boards)	9902-3010-0

Premiere Ceramic + Porcelain Designer Library, *Display Boards at a Glance*



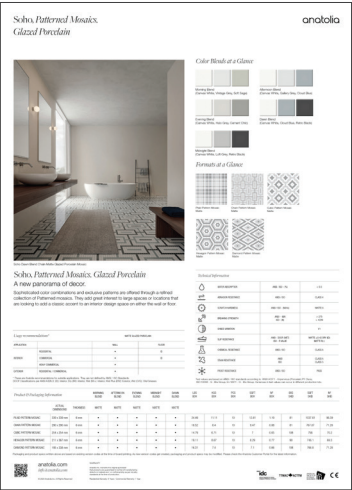
25.5 x 26 in / 65 x 67.3 cm Soho Field Tiles Board 01



13 x 18 in / 33 x 45.8 cm Soho Mosaic Board



13 x 18 in / 33 x 45.8 cm Soho Patterned Mosaic Board



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



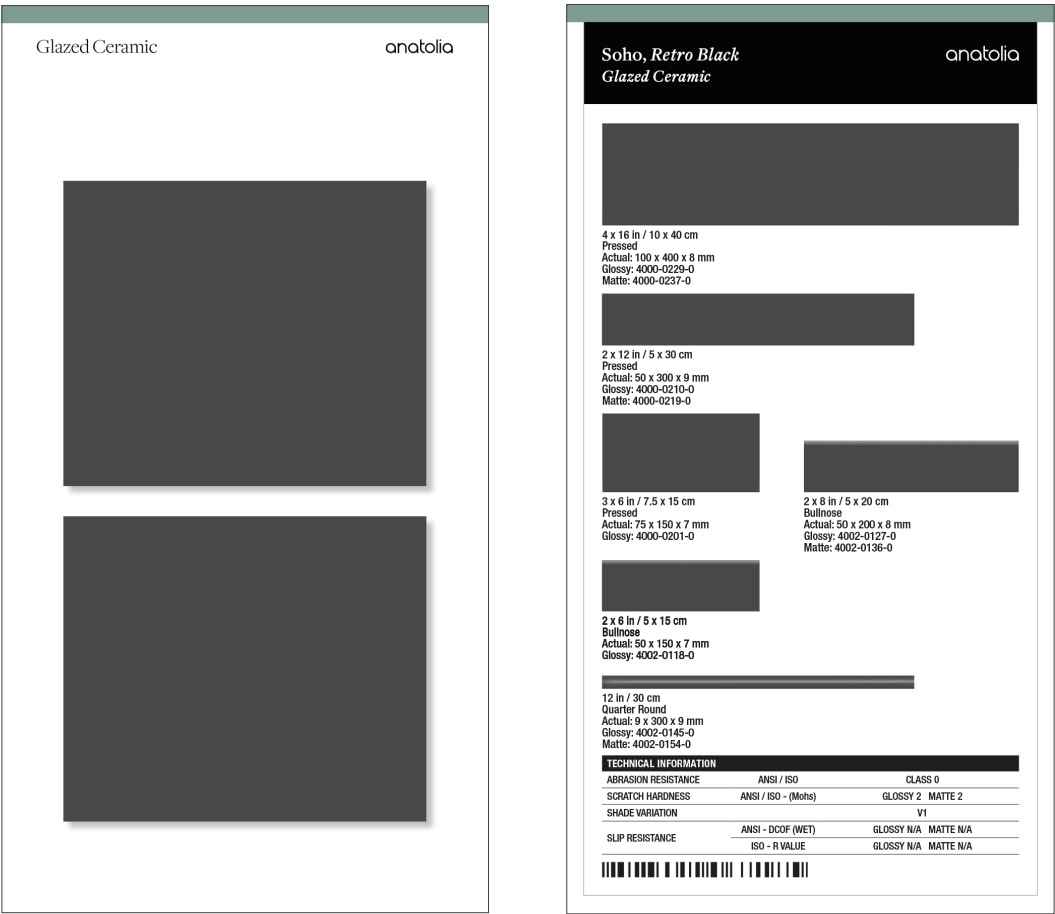
A&D Board Inside

A&D Board Sets	ITEM DESCRIPTION	ITEM CODE	UPC
Soho A&D Boards			
A&D Board for Glazed Ceramic, Tiles & Trims	BOARD 1	9902-1346-0	828492068212
A&D Board for Glazed & Unglazed Porcelain, Mosaics	BOARD 2	9902-1347-0	828492068229
A&D Board for Glazed Porcelain, Patterned Mosaics	BOARD 3	9902-1348-0	828492068236

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.

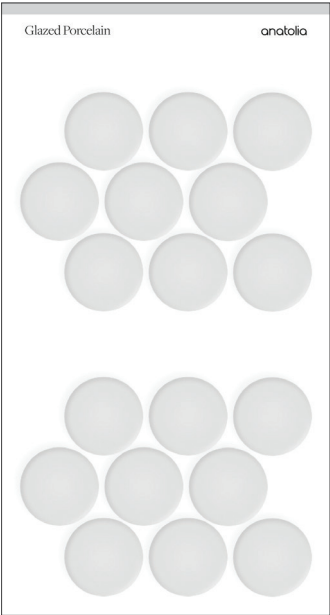


Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm

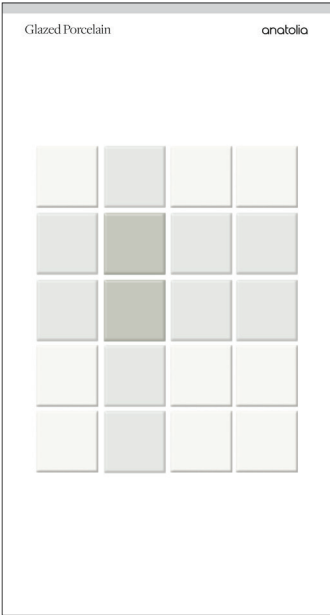
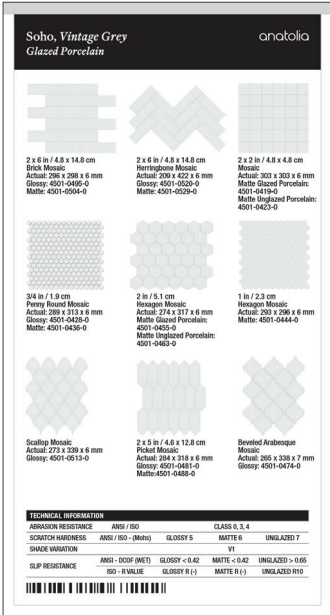
<i>Sample Chips</i>	ITEM CODE	UPC
Soho Ceramic Canvas White Matte/Glossy Sample Chip	9902-1127-0	828492065242
Soho Ceramic Vintage Grey Matte/Glossy Sample Chip	9902-1128-0	828492065259
Soho Ceramic Gallery Grey Matte/Glossy Sample Chip	9902-1129-0	828492065266
Soho Ceramic Halo Grey Matte/Glossy Sample Chip	9902-1130-0	828492065273
Soho Ceramic Loft Grey Matte/Glossy Sample Chip	9902-1131-0	828492065280

<i>Sample Chips</i>	ITEM CODE	UPC
Soho Ceramic Cement Chic Matte/Glossy Sample Chip	9902-1132-0	828492065297
Soho Ceramic Retro Black Matte/Glossy Sample Chip	9902-1133-0	828492065303
Soho Ceramic Soft Sage Matte/Glossy Sample Chip	9902-1134-0	828492065310
Soho Ceramic Cloud Blue Matte/Glossy Sample Chip	9902-1135-0	828492065327

Marketing support, *Sample Chips Cont.*



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



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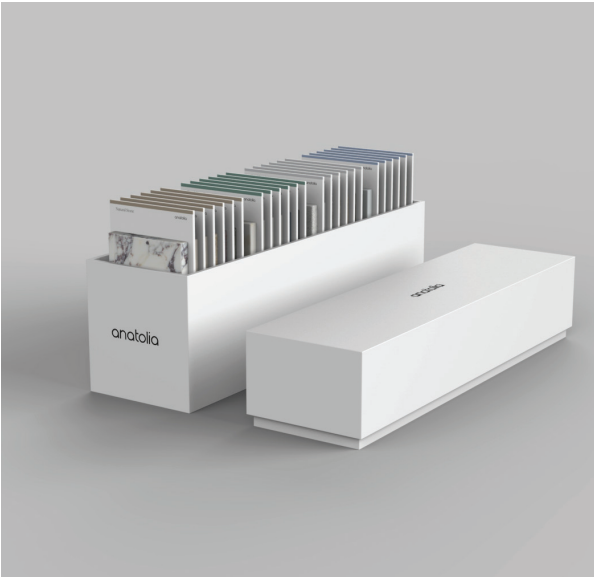
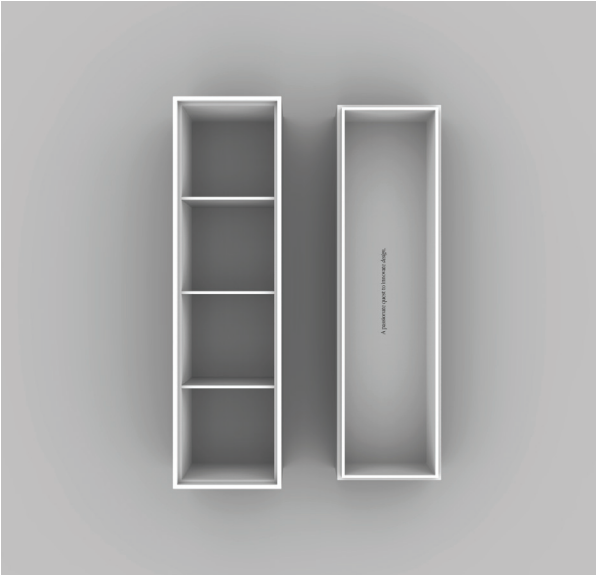


Sample Chips	ITEM CODE	UPC
Soho Mosaic Canvas White Matte/Glossy Porcelain Sample Chip	9902-1488-0	828492072288
Soho Mosaic Cement Chic Matte/Glossy Porcelain Sample Chip	9902-1489-0	828492072295
Soho Mosaic Cloud Blue Matte/Glossy Porcelain Sample Chip	9902-1490-0	828492072301
Soho Mosaic Gallery Grey Matte/Glossy Porcelain Sample Chip	9902-1491-0	828492072318
Soho Mosaic Halo Grey Matte/Glossy Porcelain Sample Chip	9902-1492-0	828492072325
Soho Mosaic Loft Grey Matte/Glossy Porcelain Sample Chip	9902-1493-0	828492072332
Soho Mosaic Retro Black Matte/Glossy Porcelain Sample Chip	9902-1494-0	828492072349
Soho Mosaic Soft Sage Matte/Glossy Porcelain Sample Chip	9902-1495-0	828492072356
Soho Mosaic Vintage Grey Matte/Glossy Glazed Porcelain Sample Chip	9902-1496-0	828492072363

Sample Chips	ITEM CODE	UPC
Soho Mosaic Morning Blend Matte Porcelain Sample Chip	9902-1497-0	828492072370
Soho Mosaic Afternoon Blend Matte Porcelain Sample Chip	9902-1498-0	828492072387
Soho Mosaic Evening Blend Matte Porcelain Sample Chip	9902-1499-0	828492072394
Soho Mosaic Midnight Blend Matte Porcelain Sample Chip	9902-1500-0	828492072400
Soho Mosaic Dawn Blend Matte Porcelain Sample Chip	9902-1501-0	828492072417

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