

Soho, *Ceramic + 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 tile samples on the left allow customers to experience Anatolia's ultimate design definition and depth of color and shade rendition. The display board sets 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.



Soho, Floor Display at a glance



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



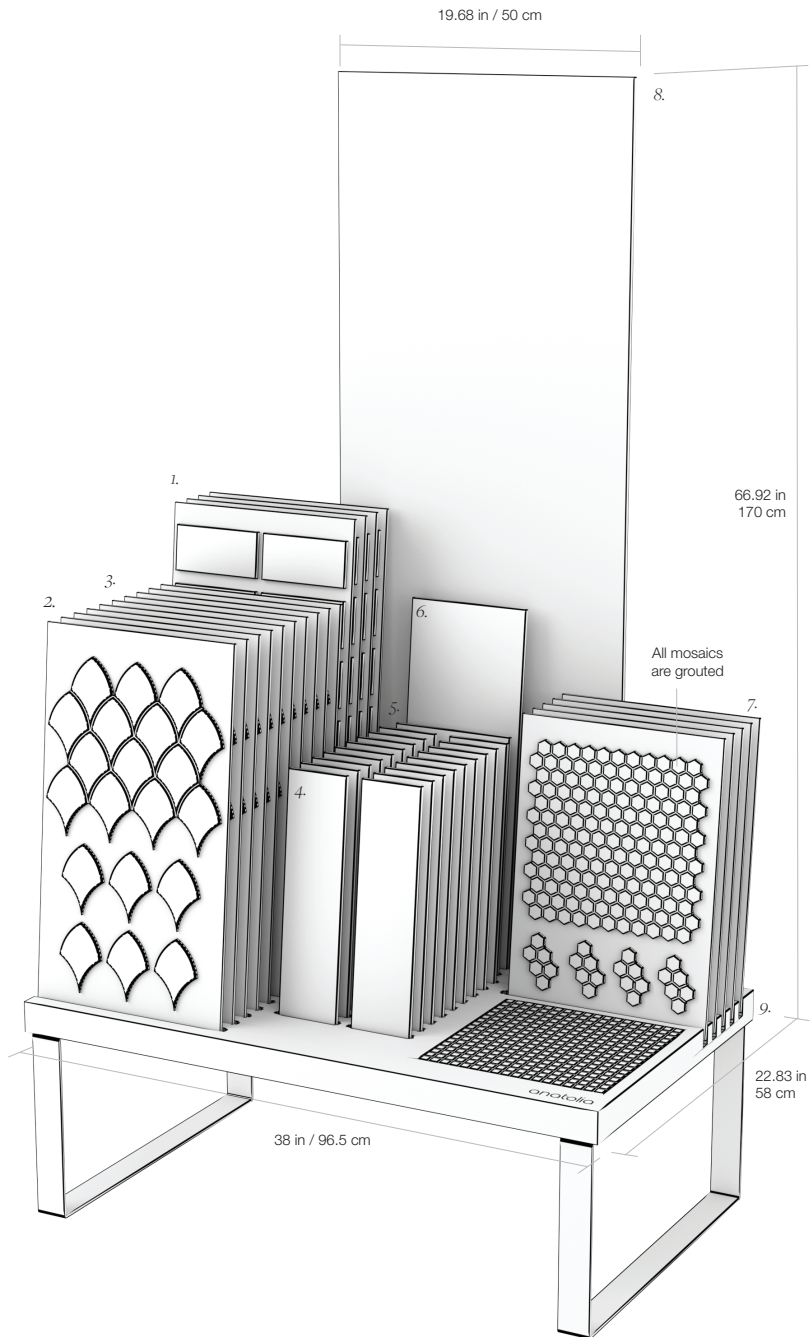
Inspirational branding panel draws consumers' attention with luxurious room scenes and colors at a glance.

Soho, Floor Display Kit

Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
SOHO DISPLAY BOARD KIT	FIELD TILES DISPLAY BOARD SET (4 IN TOTAL), SOLID COLOR MOSAIC DISPLAY BOARD SET 1 (5 IN TOTAL), SOLID COLOR MOSAIC DISPLAY BOARD SET 2 (5 IN TOTAL), SAMPLE TILE SET 1 (18 IN TOTAL), SAMPLE TILE SET 2 (2 IN TOTAL), PATTERNED MOSAIC DISPLAY BOARD SET (5 IN TOTAL), 1 DISPLAY BASE	9901-0068-0

1. 13 x 30 in / 33 x 76.2 cm Field Tiles Display Board Set (4 in Total)
2. 13 x 24 in / 33 x 61 cm Solid Color Mosaic Display Board Set (5 in Total)
3. 13 x 24 in / 33 x 61 cm Solid Color Mosaic Display Board Set (5 in Total)
4. 4 x 16 in / 10 x 40 cm Sample Tile Set 1 (18 in Total)
5. 8 x 16 in / 20 x 40 cm Sample Tile Set 2 (1 in Total)
6. 8 x 24 in / 20 x 60 cm Sample Tile Set 2 (1 in Total)
7. 13 x 18 in / 33 x 46 cm Patterned Mosaic Display Board Set (5 in Total)
8. 19.68 x 55.11 in / 50 x 140 cm Soho MDF Branding Panel (1 in total)
9. 965 x 580 x 45mm White Matte Soho Display Base



Marketing support, *Sample Tiles*

Anatolia's quality difference are best experienced with sample tiles. Meticulous manufacturing and quality control measures ensure that Anatolia delivers the highest product quality available in the industry.

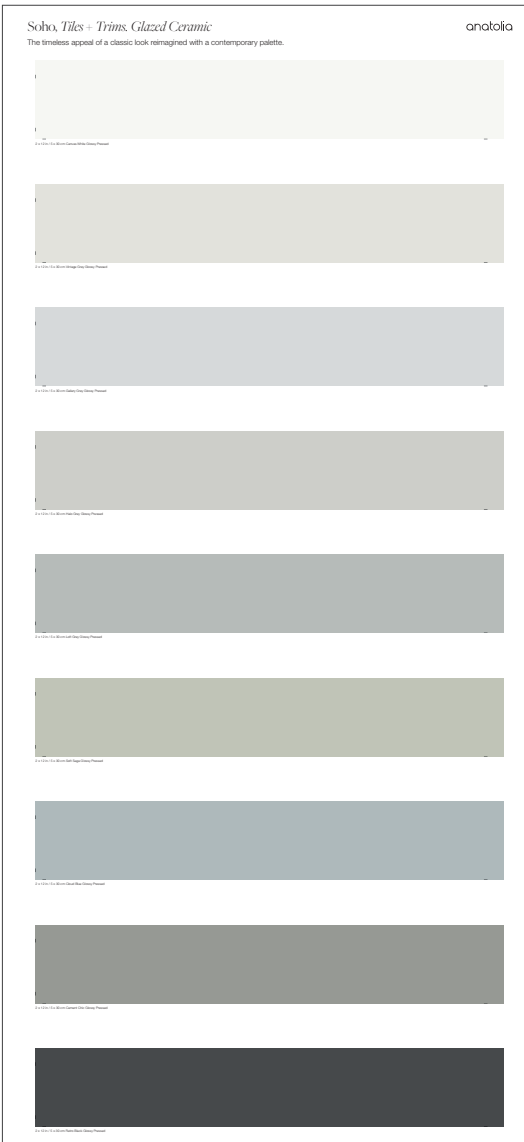


ITEM DESCRIPTION	CONTENTS	ITEM CODE
4 x 16 in / 10 x 40 cm SOHO GLAZED CERAMIC SAMPLE TILE SET 1	4 x 16 in / 10 x 40 cm SOHO CANVAS WHITE GLOSSY PRESSED GLAZED CERAMIC TILE	9902-1414-0
	4 x 16 in / 10 x 40 cm SOHO CANVAS WHITE MATTE PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO VINTAGE GREY GLOSSY PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO VINTAGE GREY MATTE PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO GALLERY GREY GLOSSY PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO GALLERY GREY MATTE PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO HALO GREY GLOSSY PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO HALO GREY MATTE PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO LOFT GREY GLOSSY PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO LOFT GREY MATTE PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO CEMENT CHIC GLOSSY PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO CEMENT CHIC MATTE PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO RETRO BLACK GLOSSY PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO RETRO BLACK MATTE PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO SOFT SAGE GLOSSY PRESSED GLAZED CERAMIC TILE	
8 x 24 in / 20 x 60 cm SOHO GLAZED CERAMIC SAMPLE TILE SET 2 - PART 1	4 x 16 in / 10 x 40 cm SOHO SOFT SAGE MATTE PRESSED GLAZED CERAMIC TILE	
	4 x 16 in / 10 x 40 cm SOHO CLOUD BLUE GLOSSY PRESSED GLAZED CERAMIC TILE	
8 x 16 in / 20 x 40 cm SOHO GLAZED CERAMIC SAMPLE TILE SET 2 - PART 2	4 x 16 in / 10 x 40 cm SOHO CLOUD BLUE MATTE PRESSED GLAZED CERAMIC TILE	
	8 x 24 in / 20 x 60 cm SOHO CANVAS WHITE GLOSSY PRESSED GLAZED CERAMIC TILE	9902-1415-0
	8 x 16 in / 20 x 40 cm SOHO CANVAS WHITE GLOSSY PRESSED GLAZED CERAMIC TILE	

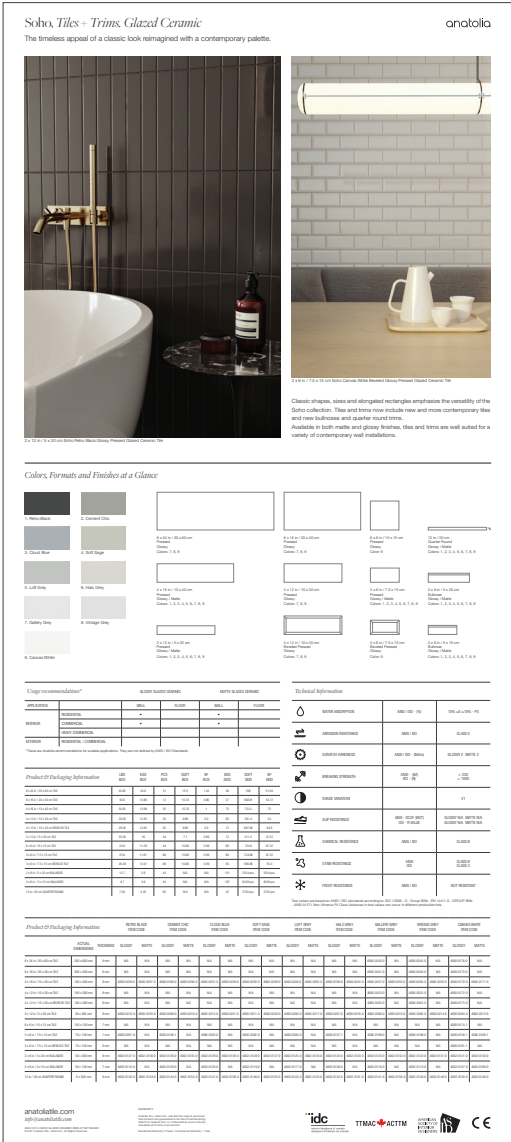
Marketing support, *Display Boards*

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 Soho Ceramic Panel, front

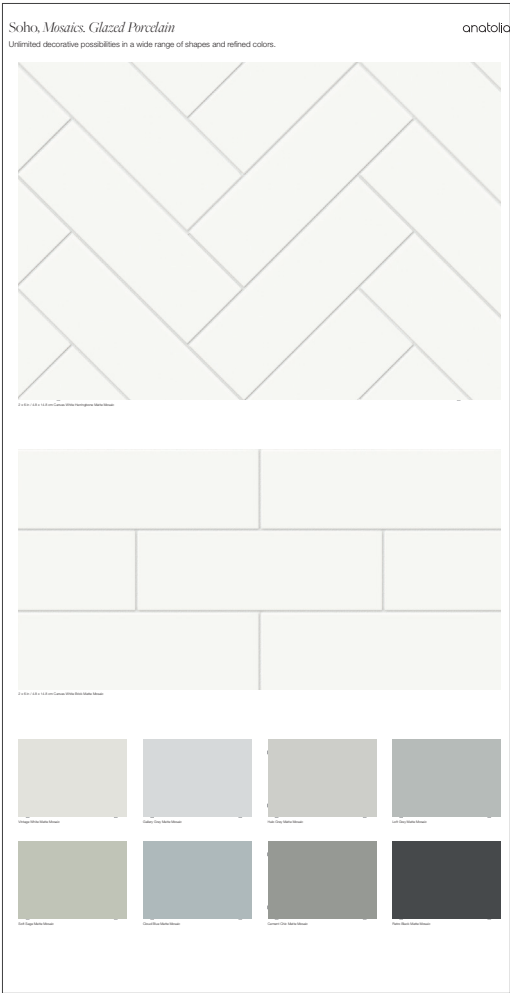


13 x 30 in / 33 x 76.2 cm Soho Ceramic Panel, back

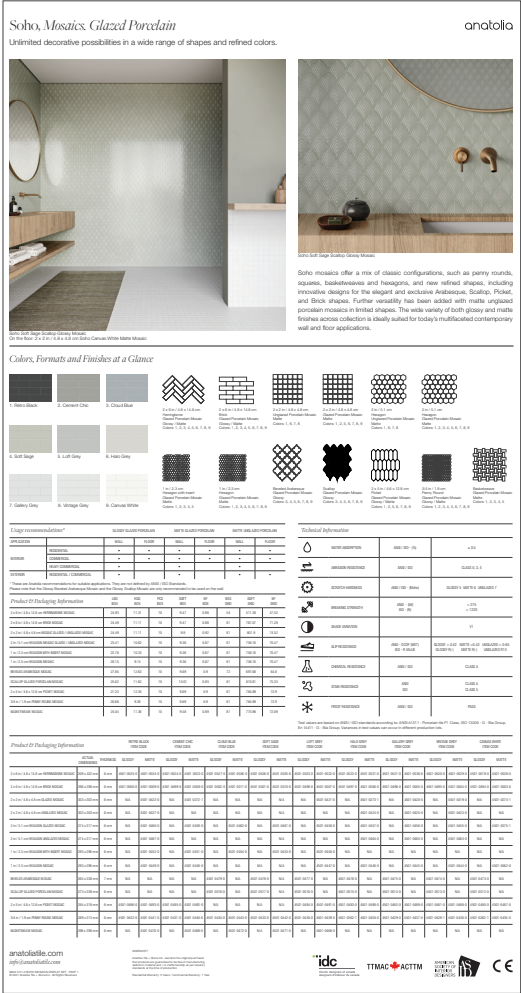
<i>Display Board Set</i>	ITEM DESCRIPTION	ITEM CODE
4 Display Boards	Soho Field Tiles Display Board Set	9902-1410-0

<i>Additional Components</i>	ITEM CODE
38 x 22.8 in / 96.5 x 58 cm 4.5 cm Soho MDF Display Base	9902-1416-0
19.68 x 55.11 in / 50 x 140 cm Soho MDF Branding Panel	9902-1419-0

Marketing support, *Display Boards*



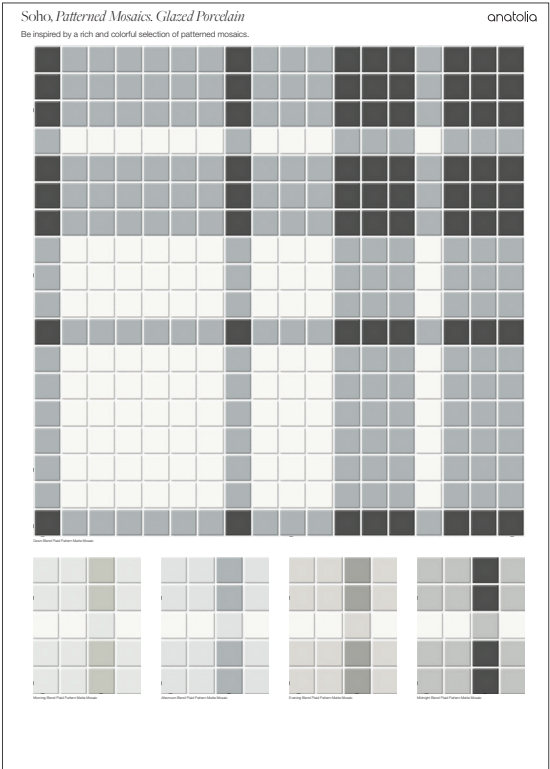
13 x 24 in / 33 x 61 cm Soho Mosaics Panel, front



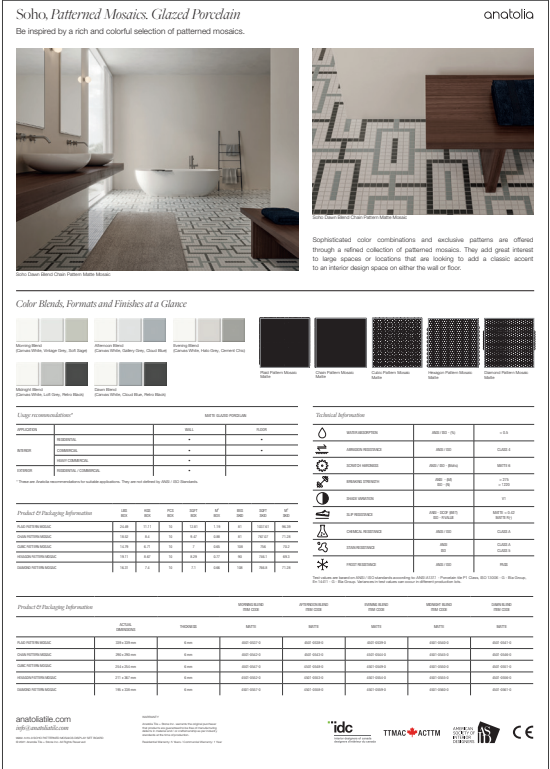
13 x 24 in / 33 x 61 cm Soho Mosaics Panel, back

<i>Display Board Sets</i>	ITEM DESCRIPTION	ITEM CODE
Soho Display Board Sets		
5 Display Boards 2 x 2 in, 3/4 in Penny Round, 1 in Hexagon, 2 in Hexagon, Basketweave	PART 1	9902-1411-0
5 Display Boards Scalloped, Beveled Arabesque, 2 x 5 in Picket, 2 x 6 in Brick, 2 x 6 in Herringbone	PART 2	9902-1412-0

<i>Additional Components</i>	ITEM CODE
38 x 22.8 in / 96.5 x 58 cm 4.5 cm Soho MDF Display Base	9902-1416-0
19.68 x 55.11 in / 50 x 140 cm Soho MDF Branding Panel	9902-1419-0



13 x 18 in / 33 x 46 cm Soho Patterned Mosaics Panel, front



13 x 18 in / 33 x 46 cm Soho Patterned Mosaics, back

Display Board Set		ITEM DESCRIPTION	ITEM CODE
5 Display Boards		Soho Patterned Mosaic Display Board Set	9902-1413-0
Additional Components			ITEM CODE
38 x 22.8 in / 96.5 x 58 cm 4.5 cm Soho MDF Display Base			9902-1416-0
19.68 x 55.11 in / 50 x 140 cm Soho MDF Branding Panel			9902-1419-0

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

12 in / 30.5 cm

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Soho, Tiles + Trims.
Glazed Ceramic.
Contemporary Inspiration

The timeless appeal of a classic look
reimagined with a contemporary palette.



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Soho, Tiles + Trims.

Glazed Ceramic

Contemporary Inspiration



Soho, Tiles + Trims. Glazed Ceramic.
The timeless appeal of a classic look reimagined with a contemporary palette.

Classic shapes, sizes and elongated rectangles emphasize the versatility of the Soho collection. Tiles and trim now include new and more contemporary tiles and new bullnose and quarter round trims. Available in both matte and glossy finishes, tiles and trims are well suited for a variety of contemporary wall installations.

Product Packaging Information	UNIT	MS	MS	MS	MS	MS	MS	MS	MS
Box (12 x 12 x 12) cm	12	12	12	12	12	12	12	12	12
Box (12 x 12 x 12) cm	12	12	12	12	12	12	12	12	12
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Box (12 x 12 x 12) cm	12	12	12	12	12	12	12	12	12

Product Packaging Information	UNIT	MS	MS	MS	MS	MS	MS	MS	MS
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Box (12 x 12 x 12) cm	12	12	12	12	12	12	12	12	12
Box (12 x 12 x 12) cm	12	12	12	12	12	12	12	12	12

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2 x 12 in / 7.5 x 15 cm Soho Ceramic White Beveled Glossy Pressed Glazed Ceramic Tile

Technical Information	UNIT	MS	MS	MS	MS	MS	MS	MS	MS
Water Absorption	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Modulus of Rupture	100	100	100	100	100	100	100	100	100
Scratch Hardness	4	4	4	4	4	4	4	4	4
Breaking Strength	100	100	100	100	100	100	100	100	100
Impact Strength	10	10	10	10	10	10	10	10	10
Slip Resistance	10	10	10	10	10	10	10	10	10
Chemical Resistance	10	10	10	10	10	10	10	10	10
Stain Resistance	10	10	10	10	10	10	10	10	10
Foot Resistance	10	10	10	10	10	10	10	10	10

Usage Recommendations	RESIDENTIAL	COMMERCIAL	INDUSTRIAL	OUTDOOR
WALL	•	•	•	•
FLOOR	•	•	•	•
CEILING	•	•	•	•
OUTDOOR	•	•	•	•

Product Packaging Information	UNIT	MS	MS	MS	MS	MS	MS	MS	MS
Box (12 x 12 x 12) cm	12	12	12	12	12	12	12	12	12
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Box (12 x 12 x 12) cm	12	12	12	12	12	12	12	12	12
Box (12 x 12 x 12) cm	12	12	12	12	12	12	12	12	12

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0.7 in
1.8 cm

Soho, Tiles + Trims.
Glazed Ceramic.
Contemporary Inspiration

anatolia

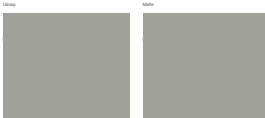
Colors, Formats and Finishes at a Glance



1. Retro Black



2. Cement Chic



3. Cloud Blue



4. Soft Sage



5. Light Grey



6. Halo Grey



7. Gallery Grey



8. Vintage Grey



9. Canvas White



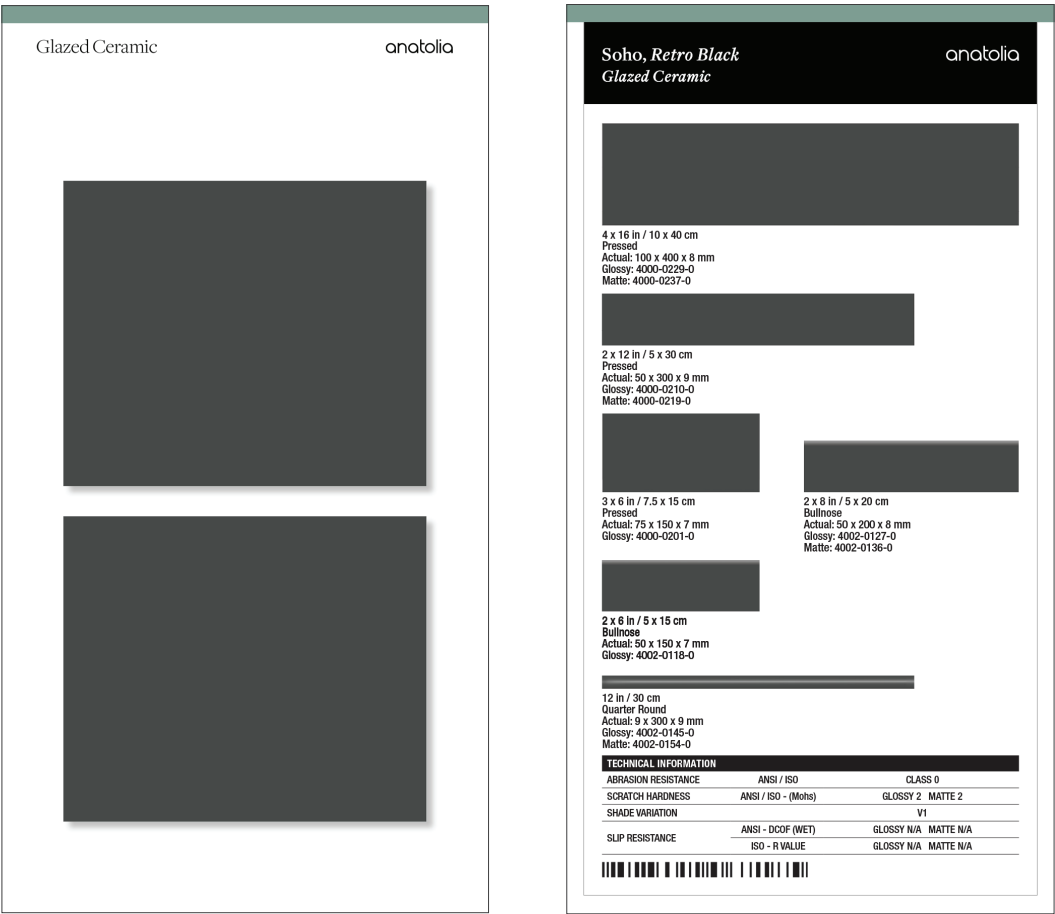
A&D Board Inside

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.

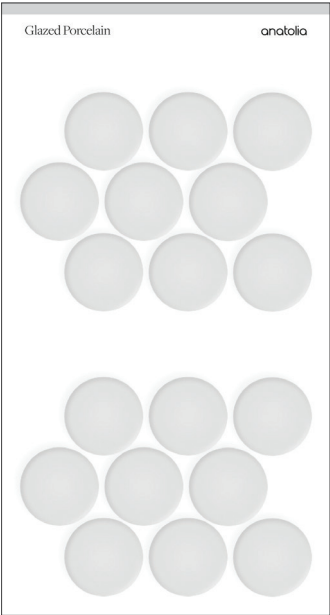


Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm

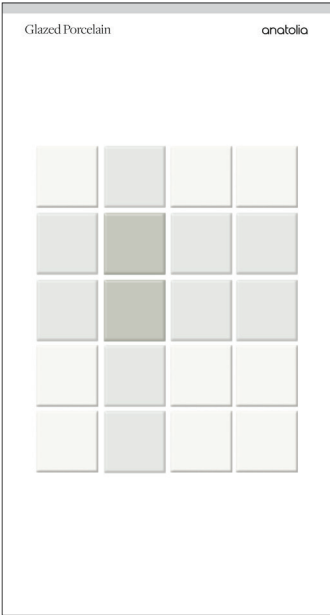
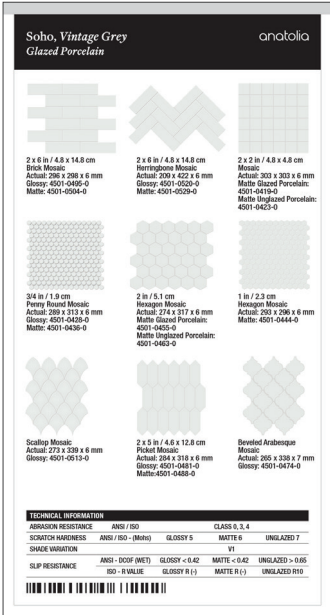
<i>Sample Chips</i>	ITEM CODE	UPC
Soho Ceramic Canvas White Matte/Glossy Sample Chip	9902-1127-0	828492065242
Soho Ceramic Vintage Grey Matte/Glossy Sample Chip	9902-1128-0	828492065259
Soho Ceramic Gallery Grey Matte/Glossy Sample Chip	9902-1129-0	828492065266
Soho Ceramic Halo Grey Matte/Glossy Sample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



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

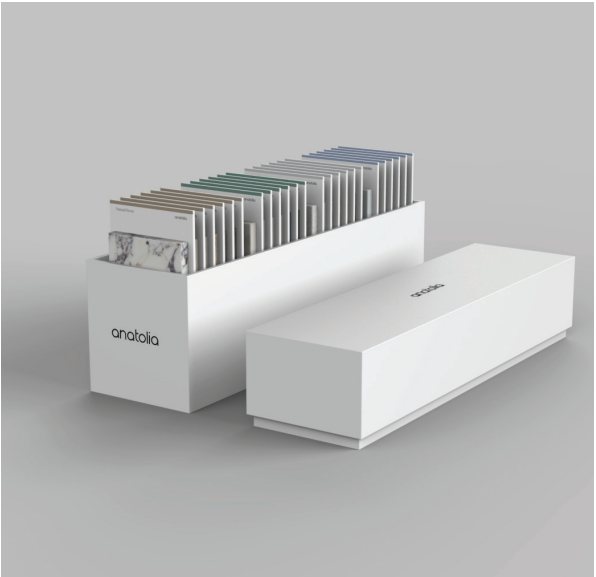
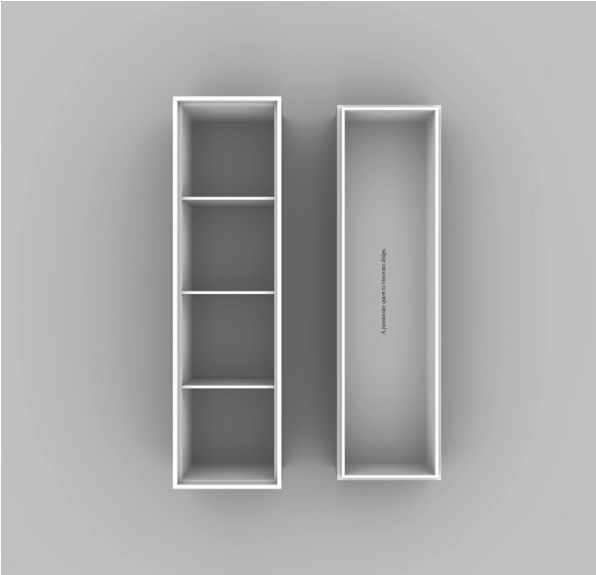


Sample Chips	ITEM CODE	UPC
Soho Mosaic Canvas White Matte/Glossy Porcelain Sample Chip	9902-1488-0	828492072288
Soho Mosaic Cement Chic Matte/Glossy Porcelain Sample Chip	9902-1489-0	828492072295
Soho Mosaic Cloud Blue Matte/Glossy Porcelain Sample Chip	9902-1490-0	828492072301
Soho Mosaic Gallery Grey 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

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