

Station, *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 in compact and efficient display board sets. The display board sets feature various tile formats on the front of the board along with refined room scenes, tile variations and technical specifications on the back. Furthermore, great care has been taken to maximize display space efficiency while providing the most motivating presentation of the collection.



Industria + Station Mix, *Floor Display at a glance*



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

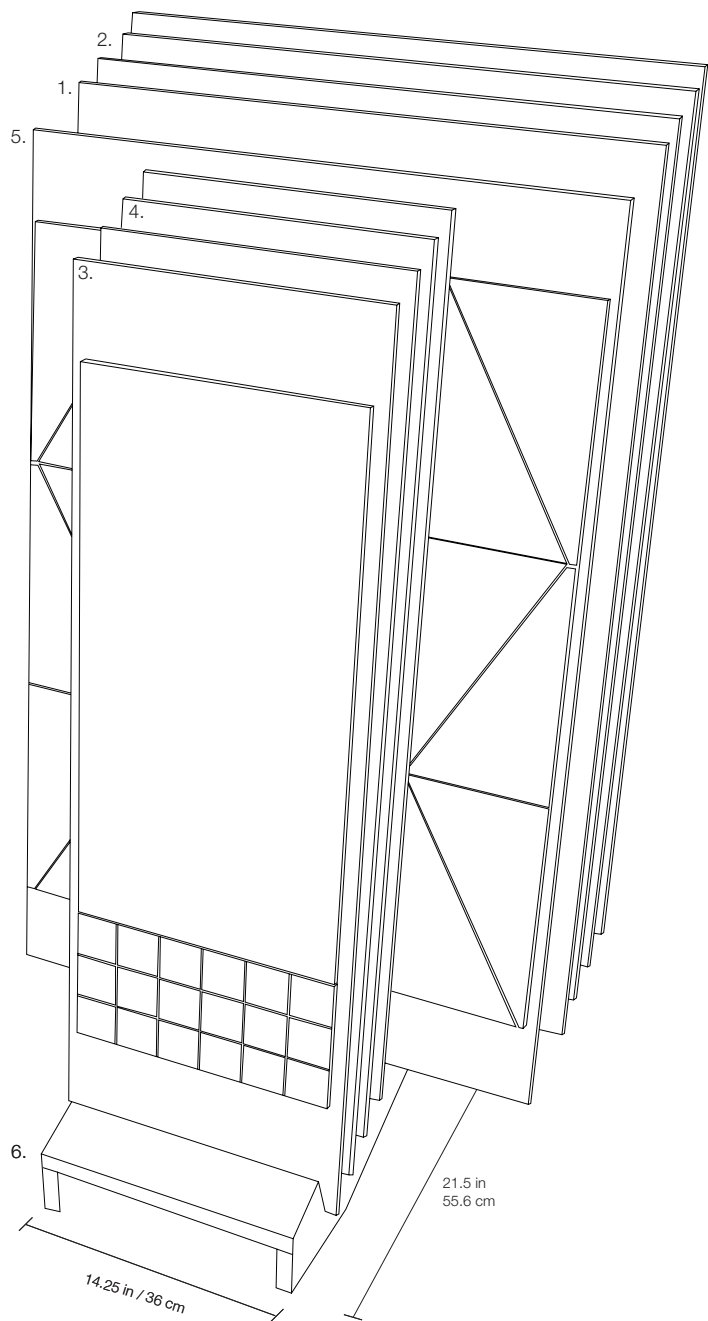


Industria + Station Mix, *Floor Display Kit*

Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
INDUSTRIA AND STATION DISPLAY BOARD KIT	5 DISPLAY BOARD SETS, 1 DISPLAY BASE	9901-0080-0

1. Industria Display Board Set - Part 1 of 2
2. Industria Display Board Set - Part 2 of 2
3. Station Display Board Set - Part 1 of 3
4. Station Display Board Set - Part 2 of 3
5. Station Display Board Set - Part 3 of 3
6. 14.25 x 21.5 in MDF Display Base - 10 slots



Marketing support, *A&D Board*

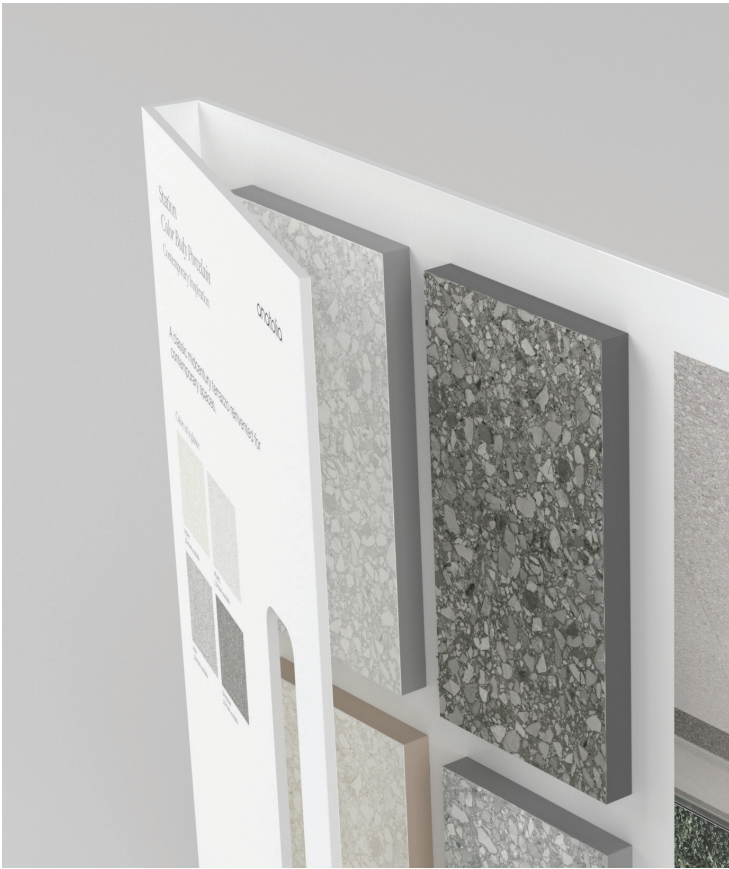
Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

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 Ivory, Pearl, Ash, Shadow	Station A&D Board	9902-1341-0	828492068595

4.76 in
7.5 cm

A&D Board Outside

12 in / 30.5 cm

0.7 in
1.8 cm

Fully Open:
21.45 in
54.5 cm



A&D Board Inside

[illegible]

Station
Color Body Porcelain
 Contemporary Inspiration

anatolia

Formats at a Glance


				
60 x 60 in / 150 x 150 cm Station	10 x 20 in / 25 x 48 cm Station	12 x 24 in / 30 x 60 cm Station (single) / Shadow	2 x 2 in / 5 x 5 cm Station	2 x 16 in / 5 x 40 cm Station

Ivory
 wall

Pearl
 wall

Ash
 floor

Shadow
 floor

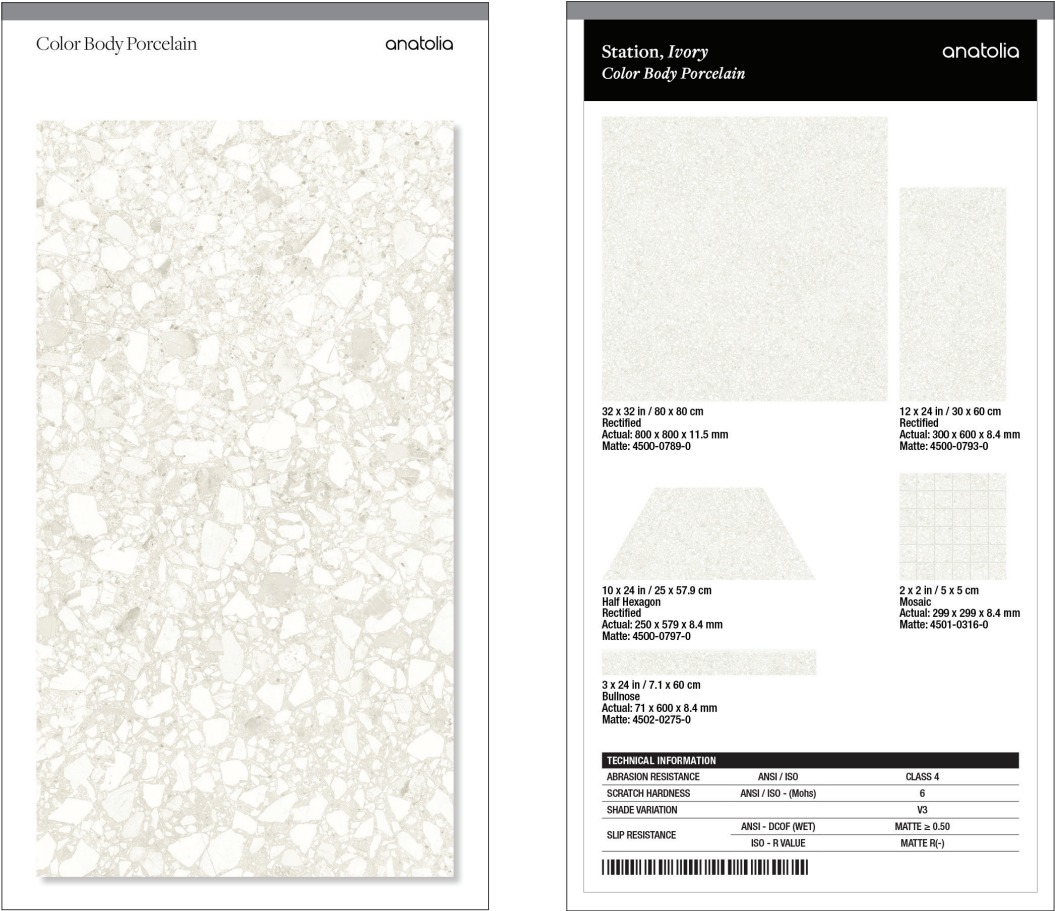


On the wall: 30 x 24 in / 80 x 60 cm Station Ash
 On the floor: 12 x 24 in / 30 x 60 cm Station Pearl / Shadow Half Hexagon

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.

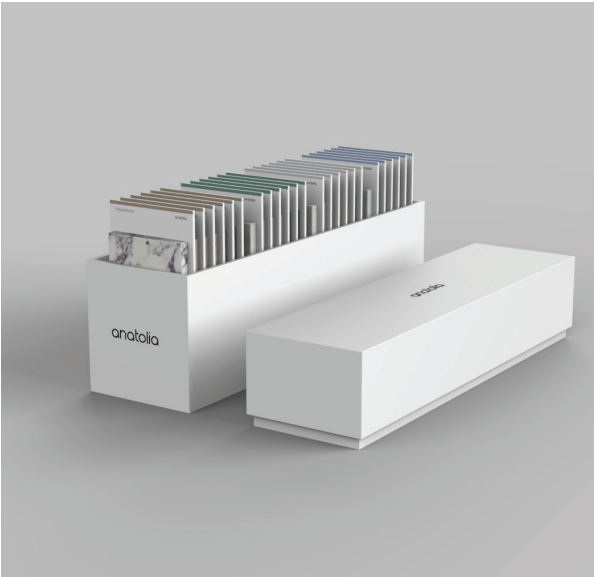
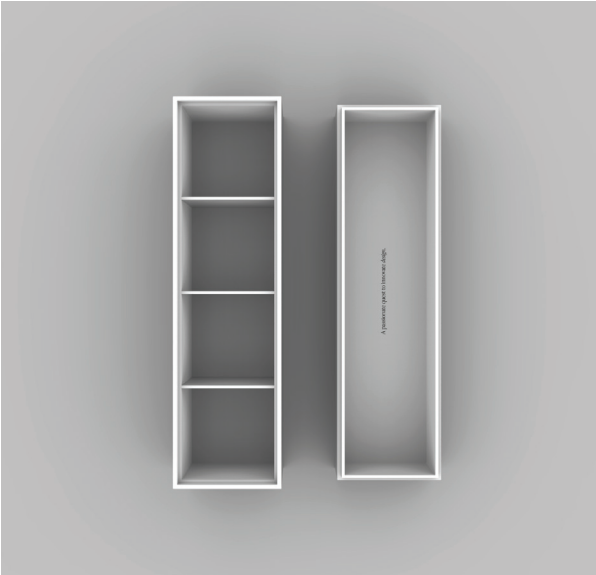
Anatolia has created a sample chip program that categorizes sample chips into color coded material types, includes a sample chip affixed to an elegant backer card and includes all of the key technical information and formats for that color on its back label. Anatolia also developed a premium sample chip carrying case to easily and beautifully store, organize, and carry sample chips to meetings.



Sample Chips	ITEM CODE	UPC
Station Ivory Matte Sample Chip	9902-1177-0	828492065747
Station Pearl Matte Sample Chip	9902-1178-0	828492065754
Station Ash Matte Sample Chip	9902-1179-0	828492065761
Station Shadow Matte Sample Chip	9902-1180-0	828492065778

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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