

Teramoda, *Glazed Ceramic*.  
Merchandising



anatolia

# Marketing support, *Table Top Display*

This collection's beauty is brought to life in a table top 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.



Teramoda, *Table Top Display at a glance*



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



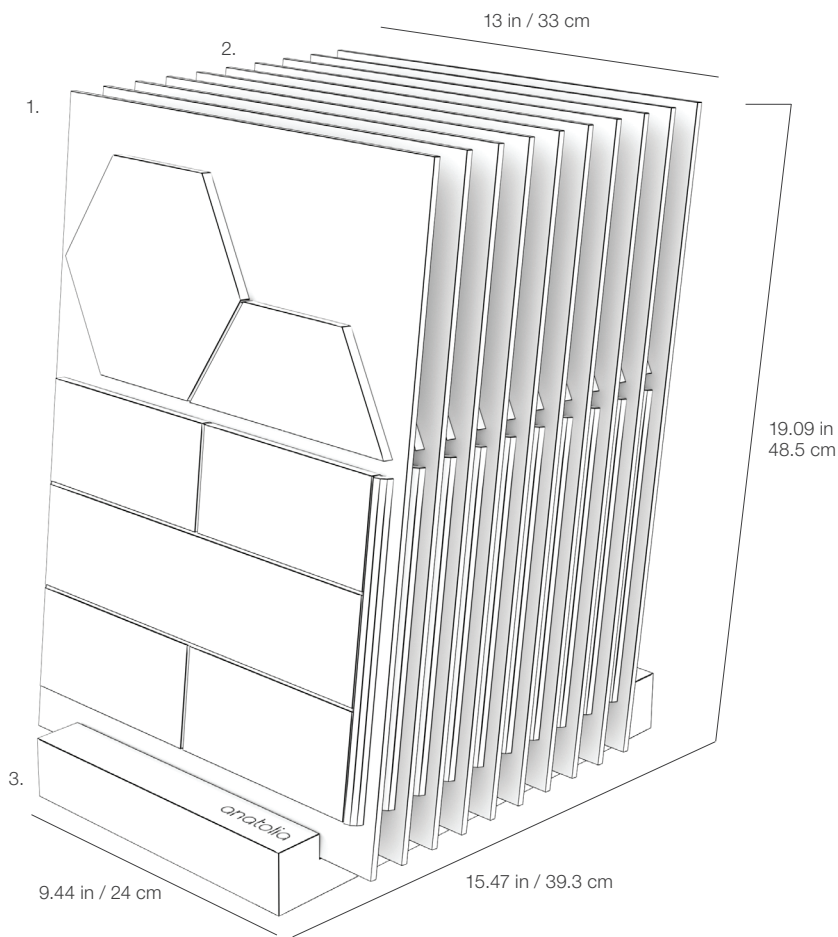


# Teramoda, *Table Top Display Kit*

## Key specifications and item codes

ITEM DESCRIPTION	CONTENTS	ITEM CODE
TERAMODA DISPLAY BOARD KIT	2 DISPLAY BOARD SETS (10 BOARDS IN TOTAL), 1 DISPLAY BASE	9901-0067-0

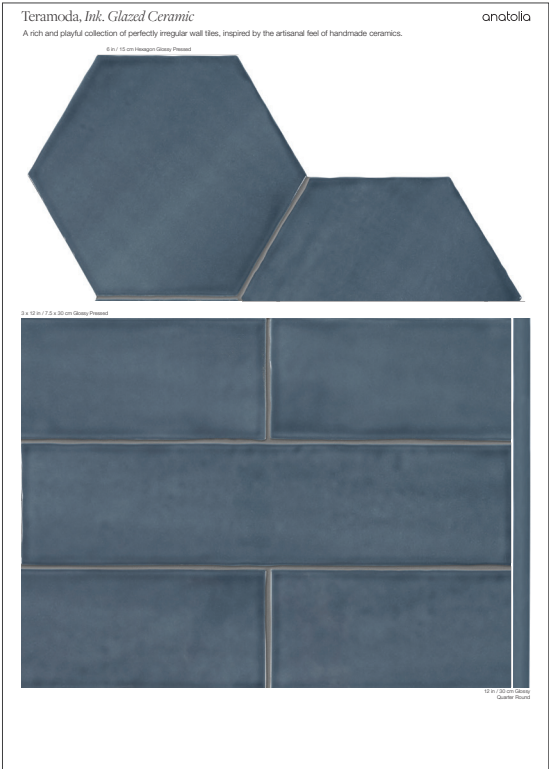
1. 13 x 18 in / 33 x 45.8 cm Display Boards (10 in total)
2. 15.5 x 9.5 in / 39.3 x 24 cm Teramoda MDF Display Base (1 in total)



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.



20.5 x 33.4 in / 52 x 85 cm Teramoda Panel, front



20.5 x 33.4 in / 52 x 85 cm Teramoda Panel, back

Display Board Sets	ITEM DESCRIPTION	ITEM CODE
Teramoda Display Board Set		
5 Display Boards for colors Powder, Silver, Stone, Emerald, Sterling	PART 1	9902-1408-0
5 Display Boards for Charcoal, Bamboo, Sky, Petal, Ink	PART 2	9902-1409-0

Additional Components	ITEM CODE
15.5 x 9.5 in / 39.3 x 24 cm 4.5 cm Teramoda MDF Display Base	9902-1407-0

# 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&amp;D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Powder, Silver, Stone, Emerald, Sterling, Charcoal, Bamboo, Sky, Petal, Ink	Teramoda A&D Board	9902-1343-0	828492068182

## A&D Board Outside

0.7 in  
1.8 cm

Fully Open:  
21.45 in  
54.5 cm

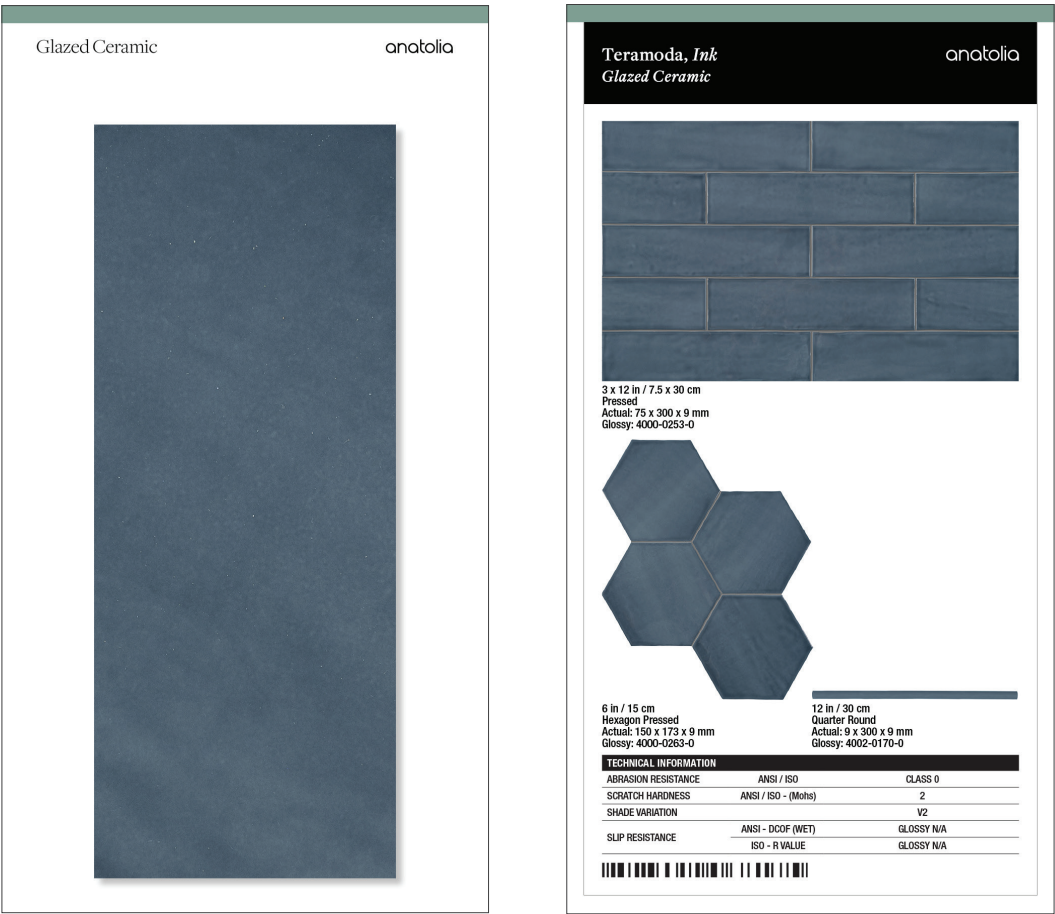
A&amp;D Board Inside

[illegible]

# 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.



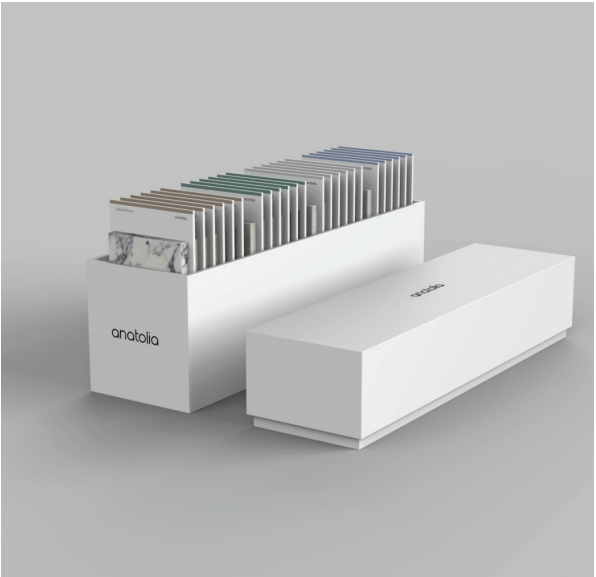
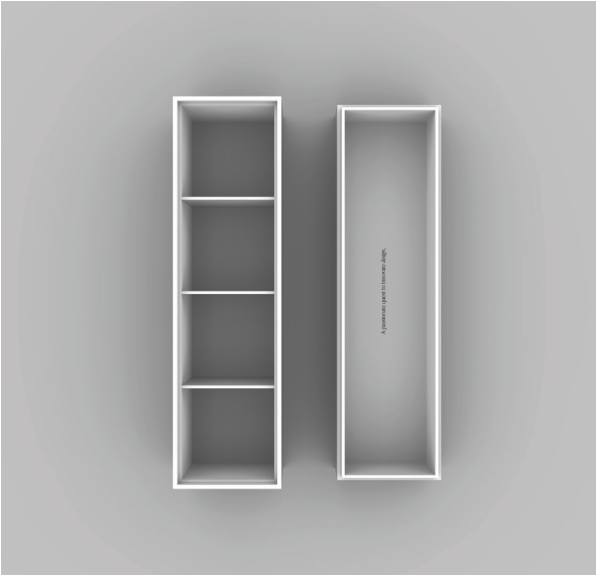
<i>Sample Chips</i>	ITEM CODE	UPC
Teramoda Bamboo Glossy Sample Chip	9902-1470-0	828492072103
Teramoda Charcoal Glossy Sample Chip	9902-1471-0	828492072127
Teramoda Emerald Glossy Sample Chip	9902-1472-0	828492072134
Teramoda Ink Glossy Sample Chip	9902-1473-0	828492072134
Teramoda Petal Glossy Sample Chip	9902-1474-0	828492072141

<i>Sample Chips</i>	ITEM CODE	UPC
Teramoda Powder Glossy Sample Chip	9902-1475-0	828492072158
Teramoda Silver Glossy Sample Chip	9902-1476-0	828492072165
Teramoda Sky Glossy Sample Chip	9902-1477-0	828492072172
Teramoda Sterling Glossy Sample Chip	9902-1478-0	828492072189
Teramoda Stone Glossy Sample Chip	9902-1479-0	828492072196



# 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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