

Torino, *Glazed Porcelain.*  
Merchandising



anatolia

# 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 Vanizio, Argento, Avorio, Grigio	Torino A&D Board	9902-1328-0	828492068465

## A&D Board Outside

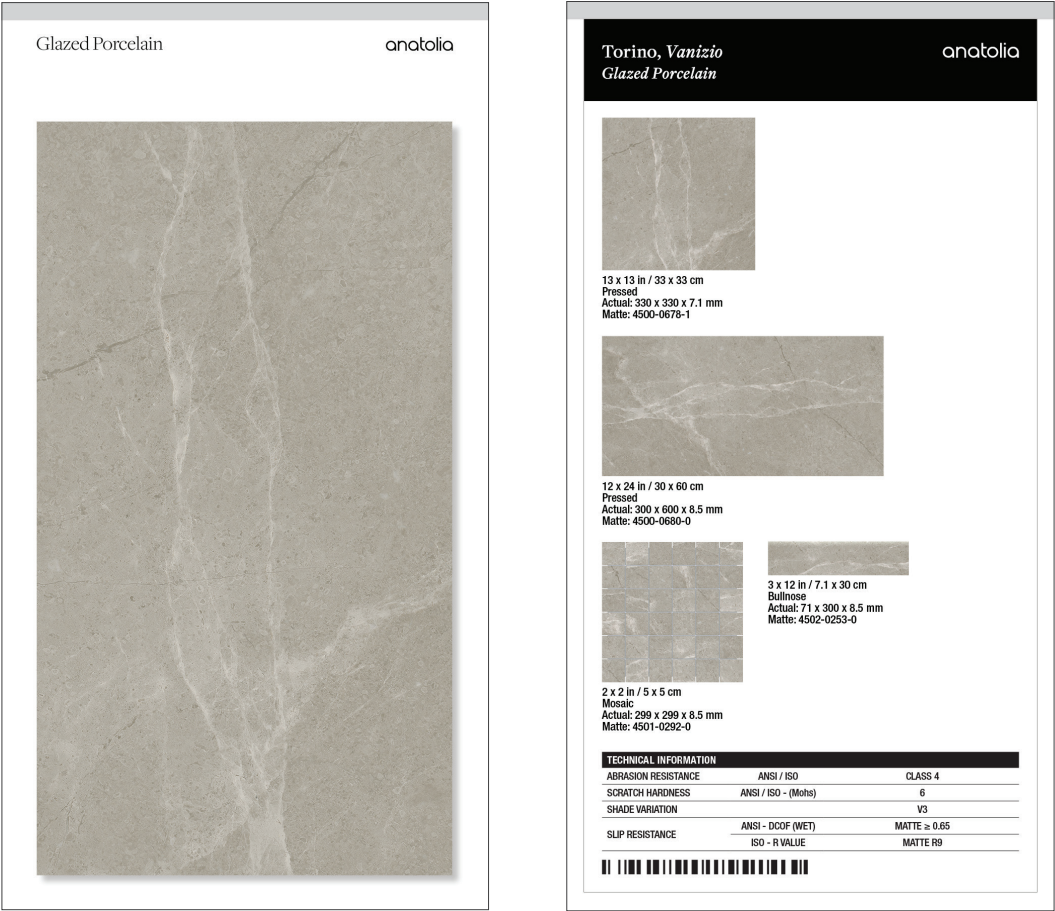
## A&D Board Inside



# 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. A premium sample chip box is currently being developed 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
Torino Vanizio Matte Sample Chip	9902-1261-0	828492066584
Torino Argento Matte Sample Chip	9902-1262-0	828492066591
Torino Avorio Matte Sample Chip	9902-1263-0	828492066607
Torino Grigio Matte Sample Chip	9902-1264-0	828492066614

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