

Veneta, *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&D Board</i>	ITEM DESCRIPTION	ITEM CODE	UPC
A&D Board for Colors Ardesia, Argento, Grigio, Stormio	Veneta A&D Board	9902-1340-0	828492068588

4.76 in
7.5 cm

A&D Board Outside

[illegible]

0.7 in
1.8 cm

Fully Open:
21.45 in
54.5 cm

A&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.

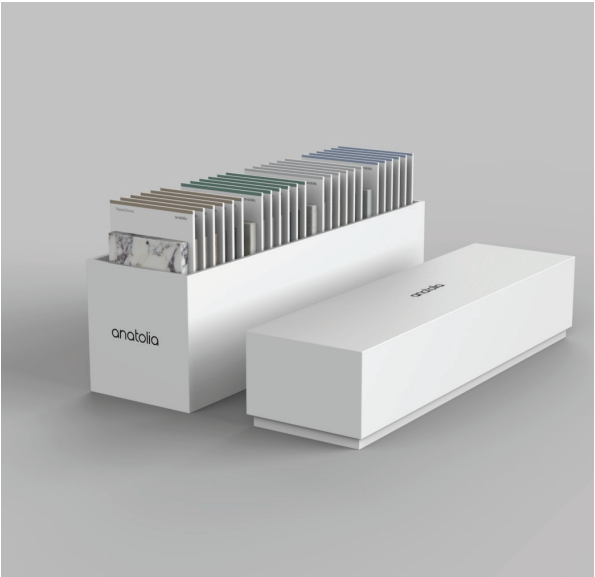
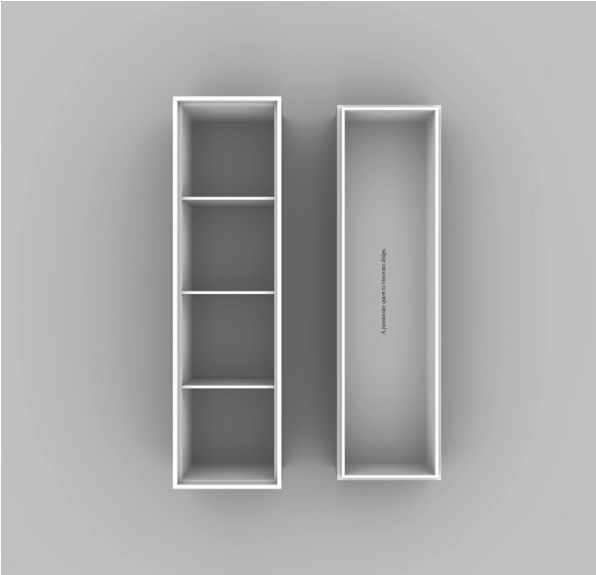


Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm

<i>Sample Chips</i>	ITEM CODE	UPC
Veneta Ardesia Matte Sample Chip	9902-1265-0	828492066621
Veneta Argento Matte Sample Chip	9902-1266-0	828492066638
Veneta Grigio Matte Sample Chip	9902-1267-0	828492066645
Veneta Stormio Matte Sample Chip	9902-1268-0	828492066652

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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