

Amaya, *Glazed Porcelain*.  
Merchandising



anatolia

# Marketing support, A&D Board

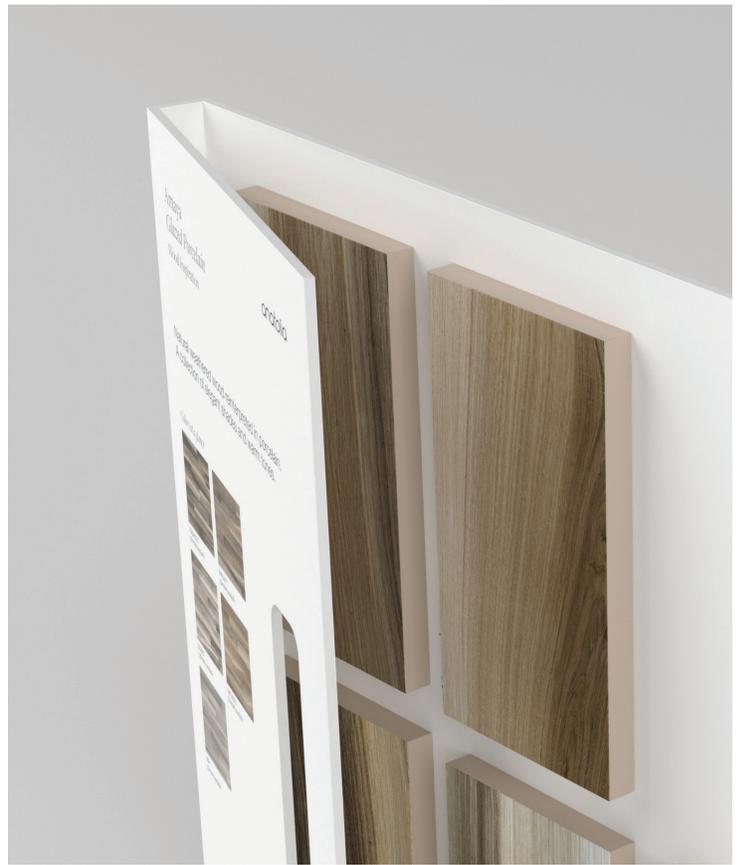
Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

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 Statuario Tobacco, Walnut, Blend, Natural, Ash	Amaya A&D Board	9902-1334-0	828492068526

12 in / 30.5 cm

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Amaya Glazed Porcelain Wood Inspiration





*Colors at a Glance*

**Amaya Glazed Porcelain**  
Wood Inspiration

Natural weathered wood reinterpreted in porcelain. A collection of elegant shades and warm tones.

anatolia
Amaya Glazed Porcelain Wood Inspiration



Amaya, *Glazed Porcelain*.  
Natural weathered wood reinterpreted in porcelain. A collection of elegant shades and warm tones.

Highly contrasting earth tones with a great decorative value, offered in five color variations. This collection is offered in a variety of sizes including a classic long and wide plank style.



8 x 48 in / 19.8 x 121.1 cm Amaya Walnut Matte Pressed Glazed Porcelain Tile

Technical Information		
WATER RESISTANCE	ANSI ISO 1054	>100
ABRASION RESISTANCE	ANSI ISO 10545-7	CLASS 4
SHOCK-RESISTANCE	ANSI ISO 10545-11	7
WEARING STRENGTH	ANSI ISO 10545-10	>300 =>1000
SLIP RESISTANCE	ANSI ISO 10545-11	IK1
SURFACE RESISTANCE	ANSI ISO 10545-15	MET 2 - 100 MET 3 - 50
CHEMICAL RESISTANCE	ANSI ISO 10545-14	CLASS 4
STAIN RESISTANCE	ANSI ISO 10545-13	CLASS 1 CLASS 2
FROST RESISTANCE	ANSI ISO 10545-12	FROST

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Usage Recommendations		
APPLICATION	WALL	FLOOR
RESIDENTIAL	+	+
COMMERCIAL	+	+
HEAVY COMMERCIAL	+	
OUTDOOR	+	

Product of Packaging Information

PRODUCT DESCRIPTION	AREA (SQ. FT.)	AREA (SQ. M.)	CASES		BOXES	
			PER CASE	PER BOX	PER CASE	PER BOX
8 x 48 in / 19.8 x 121.1 cm Amaya Walnut Matte Pressed Glazed Porcelain Tile	144	13.3	6	24	6	24
8 x 24 in / 19.8 x 60.5 cm Amaya Walnut Matte Pressed Glazed Porcelain Tile	72	6.65	3	12	3	12
8 x 12 in / 19.8 x 30.3 cm Amaya Walnut Matte Pressed Glazed Porcelain Tile	36	3.32	1.5	6	1.5	6

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A&D Board Outside

0.7 in / 1.8 cm

Amaya Glazed Porcelain Wood Inspiration
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*Formats at a Glance*



8 x 48 in / 19.8 x 121.1 cm  
Pressed  
Matte



8 x 24 in / 19.8 x 60.5 cm  
Pressed  
Matte



8 x 12 in / 19.8 x 30.3 cm  
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A&D Board Inside

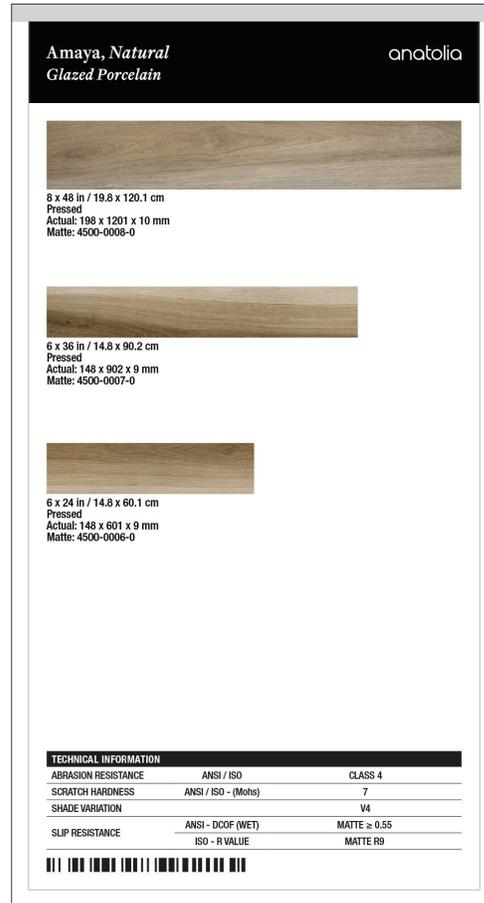
# Marketing support, *Sample Chips*

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. Anatolia also developed a premium sample chip carrying case to easily and beautifully store, organize, and carry sample chips to meetings.



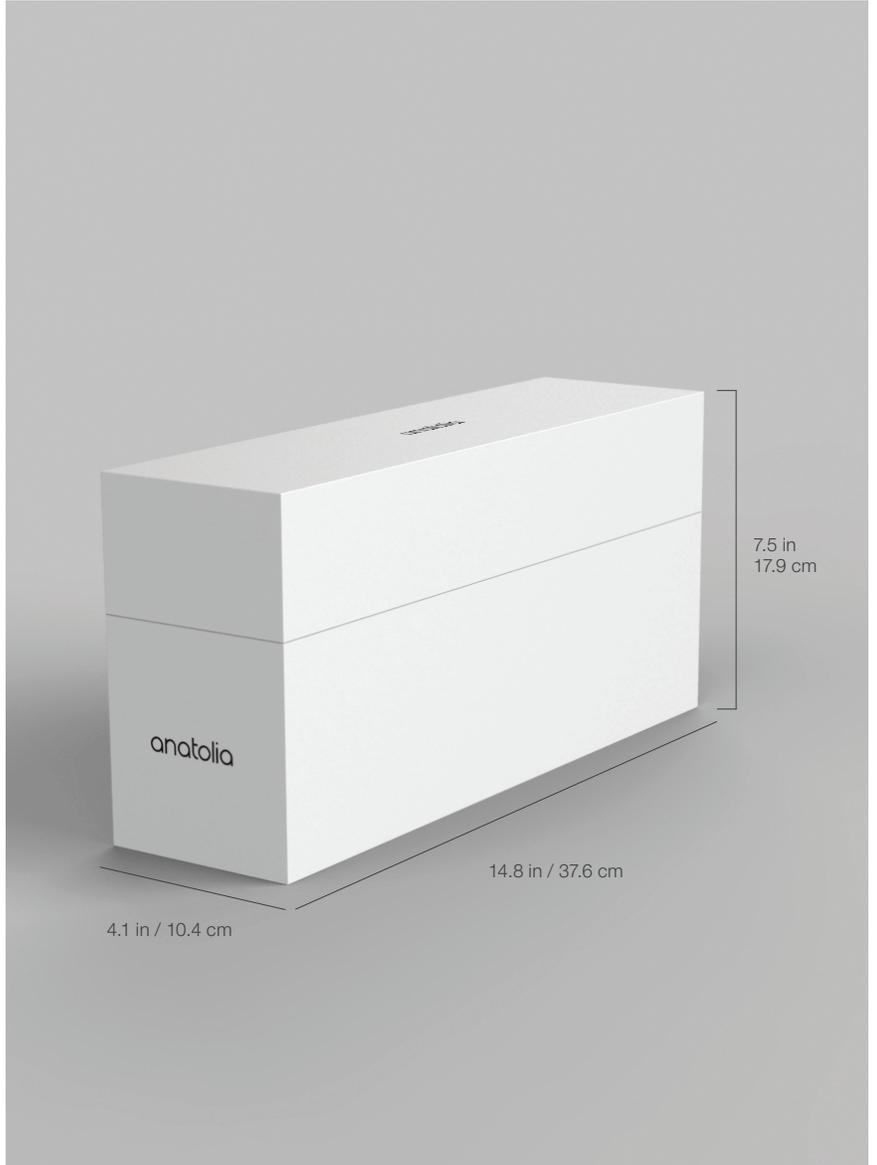
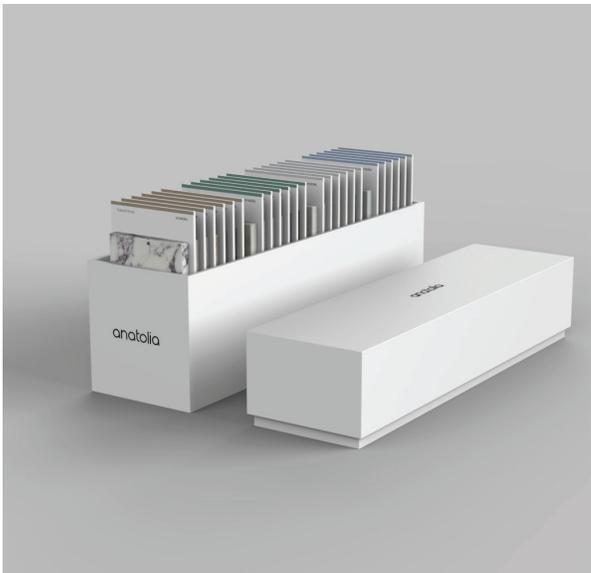
Backer Board Size: 3.25 x 6 in / 8.25 x 15.25 cm



<i>Sample Chips</i>	ITEM CODE	UPC
Amaya Ash Matte Sample Chip	9902-1286-0	828492066836
Amaya Blend Matte Sample Chip	9902-1287-0	828492066843
Amaya Natural Matte Sample Chip	9902-1288-0	828492066850
Amaya Tobacco Matte Sample Chip	9902-1289-0	828492066867
Amaya Walnut Matte Sample Chip	9902-1290-0	828492066874

# 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

*Discover more at*  
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