

MJÖRK / COLOR BODY PORCELAIN
Merchandising



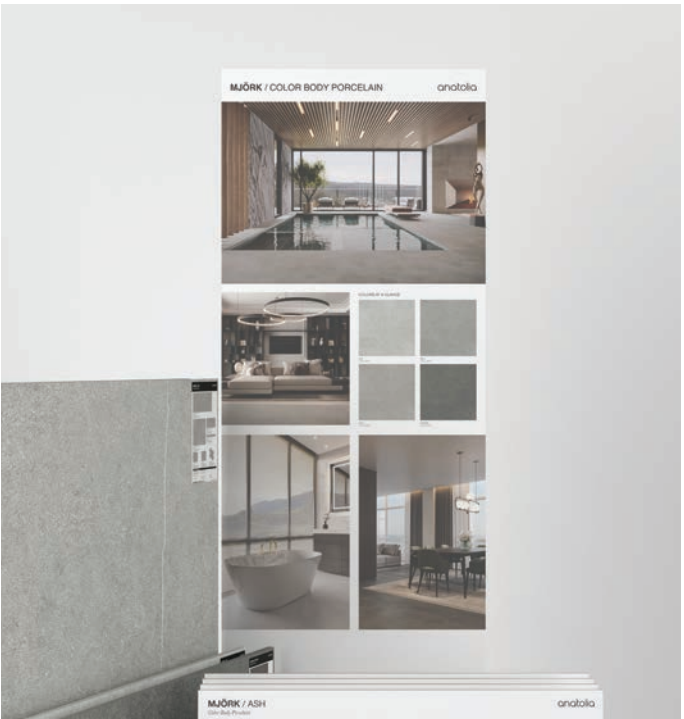
anatolia

MJÖRK / COLOR BODY PORCELAIN

A creative design that fuses together limestone and quartz veining. The design emphasizes naturally occurring veining and variability of the sedimentary pattern, which in turn delivers a unique tile character. This look fits naturally into today's multifaceted contemporary spaces as well as those that require a connection to nature



Side angle view of large scale tiles accentuates the beauty and impeccable quality of the designs.

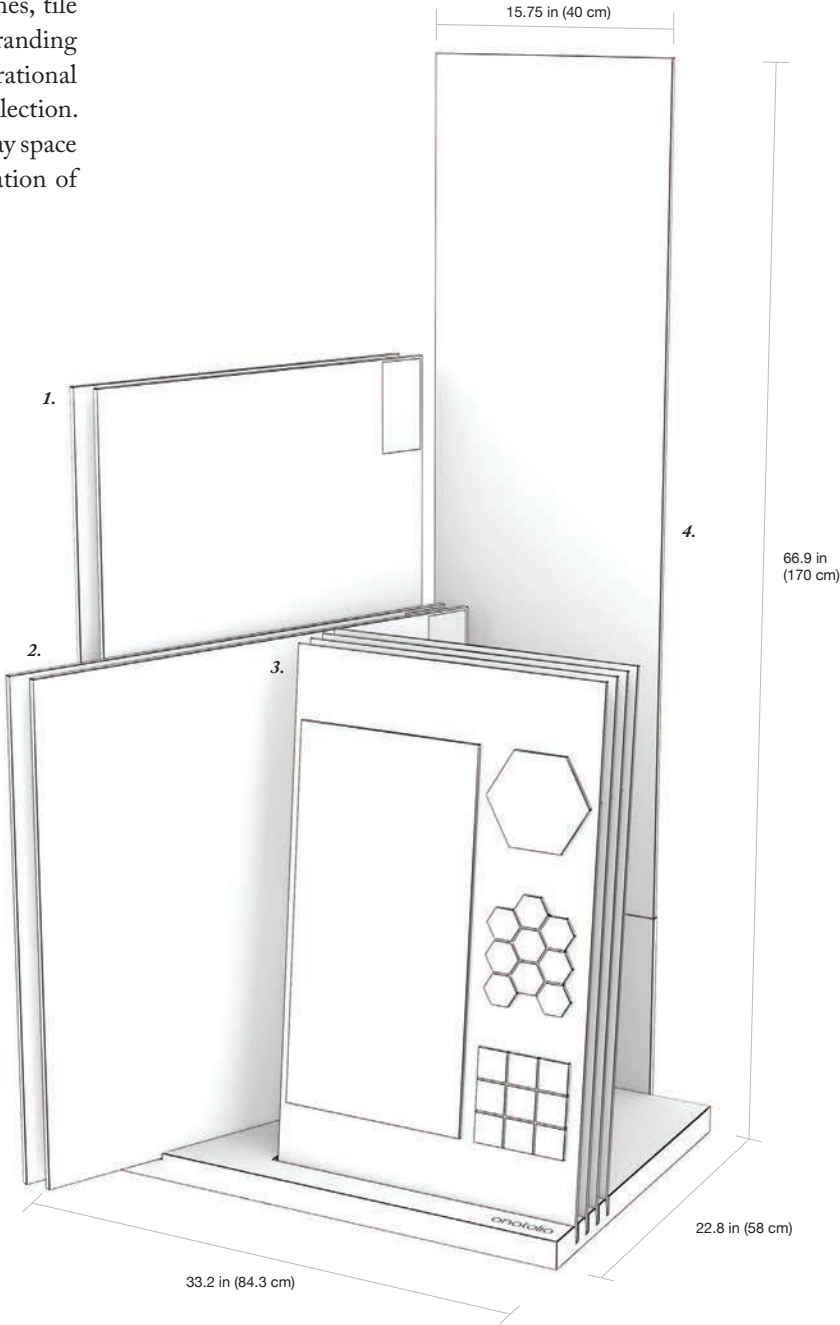


Inspirational branding panel draws consumers' attention with luxurious room scenes and colors at a glance.

FLOOR DISPLAY

Mjörk's beauty is brought to life in a floor display that features the largest tiles in the collection, display board sets and an inspirational branding panel. The large format tiles on the left allow customers to experience Anatolia's ultimate design definition and depth of color and shade rendition. The display board sets on the right feature various tile formats and finishes on the front of the board along with refined room scenes, tile variations and technical specifications on the back. The branding panel at the back provides a variety of elegant and inspirational room scenes along with the colors included within the collection. Furthermore, great care has been taken to maximize display space efficiency while providing the most motivating presentation of the Mjörk collection.

1. 24 x 48 in (60 x 120 cm) Color Body Porcelain Tiles (2 in total)
2. 32 x 32 in (80 x 80 cm) Color Body Porcelain Tiles (2 in total)
3. 20 x 33 in (51 x 84 cm) Display Boards (4 in total)
4. 15.75 x 67 in (40 x 170 cm) Branding Panel (1 in total)



FLOOR DISPLAY KIT

ITEM CODE	ITEM DESCRIPTION	CONTENTS
9901-0062-0	MJÖRK COLOR BODY PORCELAIN DISPLAY BOARD KIT	2 SAMPLE TILE SETS (4 TILES IN TOTAL), 1 DISPLAY BOARD SET (4 BOARDS IN TOTAL), 1 DISPLAY BASE (2 PARTS) AND 1 BRANDING PANEL

SAMPLE TILES

Anatolia's quality difference and ultra-realistic designs are best experienced with large scale sample tiles. Creative excellence combined with state-of-the-art scanning, printing and photo imaging technology delivers unparalleled quality and realism. Meticulous manufacturing and quality control measures ensure that Anatolia delivers the highest product quality available in the industry.



ASH

SAMPLE TILE SETS

ITEM CODE	ITEM DESCRIPTION	CONTENTS
9902-1042-0	24 x 48 in (60 x 120 cm) MJÖRK COLOR BODY PORCELAIN SAMPLE TILE SET	24 x 48 in (60 x 120 cm) MJÖRK CLAY MATTE RECTIFIED COLOR BODY PORCELAIN TILE
		24 x 48 in (60 x 120 cm) MJÖRK MICA MATTE RECTIFIED COLOR BODY PORCELAIN TILE
9902-1043-0	32 x 32 in (80 x 80 cm) MJÖRK COLOR BODY PORCELAIN SAMPLE TILE SET	32 x 32 in (80 x 80 cm) MJÖRK ASH MATTE RECTIFIED COLOR BODY PORCELAIN TILE
		32 x 32 in (80 x 80 cm) MJÖRK CARBON MATTE RECTIFIED COLOR BODY PORCELAIN TILE

DISPLAY BOARDS

PICTURED BELOW

Mjörk Ash Display Board with a sampling of sizes and formats



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 in a matte finish. The back of the

board features elegant and refined rooms scenes specific to each tile color for inspiration.

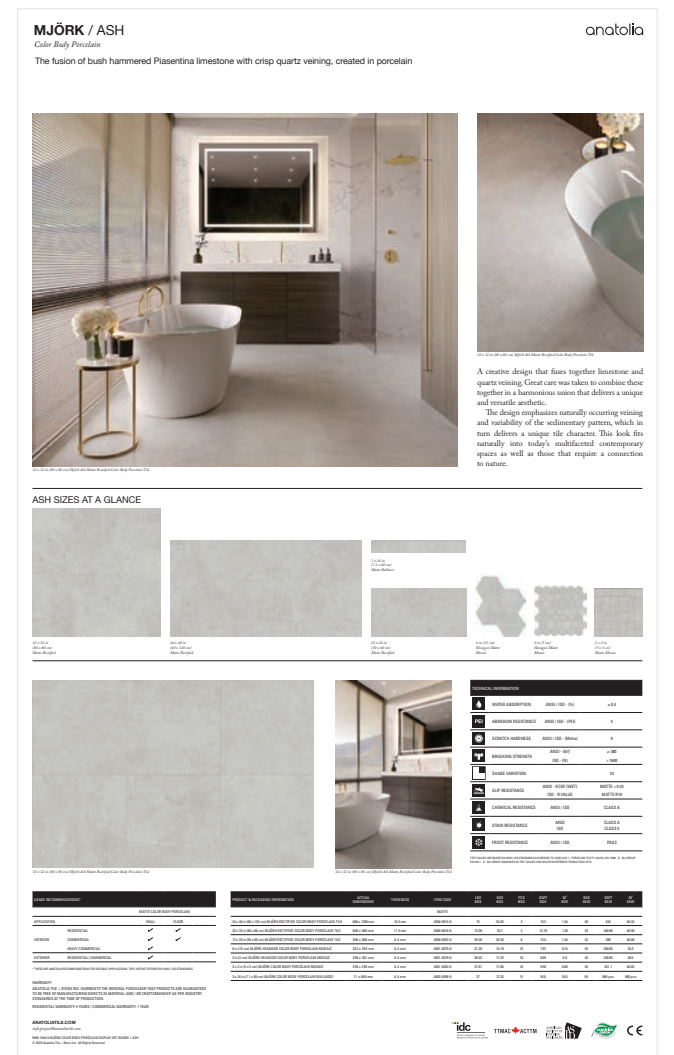
Technical specifications include tile sizes, finishes available, usage recommendations and highlight a sample of tile variations.



20.5 x 33.4 in (52 x 85 cm)

DISPLAY BOARD SET

ITEM CODE	ITEM DESCRIPTION	CONTENTS
9902-1044-0	MJÖRK COLOR BODY PORCELAIN DISPLAY BOARD SET	4 DISPLAY BOARDS FOR COLORS CLAY, MICA ASH, CARBON



ADDITIONAL COMPONENTS

ITEM CODE	ITEM DESCRIPTION
9902-1036-0	33.25 x 22.75 in (84.3 x 58 cm) 45 mm WHITE MATTE MDF DISPLAY BASE 8 SLOTS (PART 1)
9902-1037-0	8 x 13.5 in (20.2 x 34.5 cm) 2 mm WHITE MATTE METAL DISPLAY BASE (PART 2)
9902-1093-0	15.75 x 67 in (40 x 170 cm) 12 mm MJÖRK MDF BRANDING PANEL

A&D BOARD

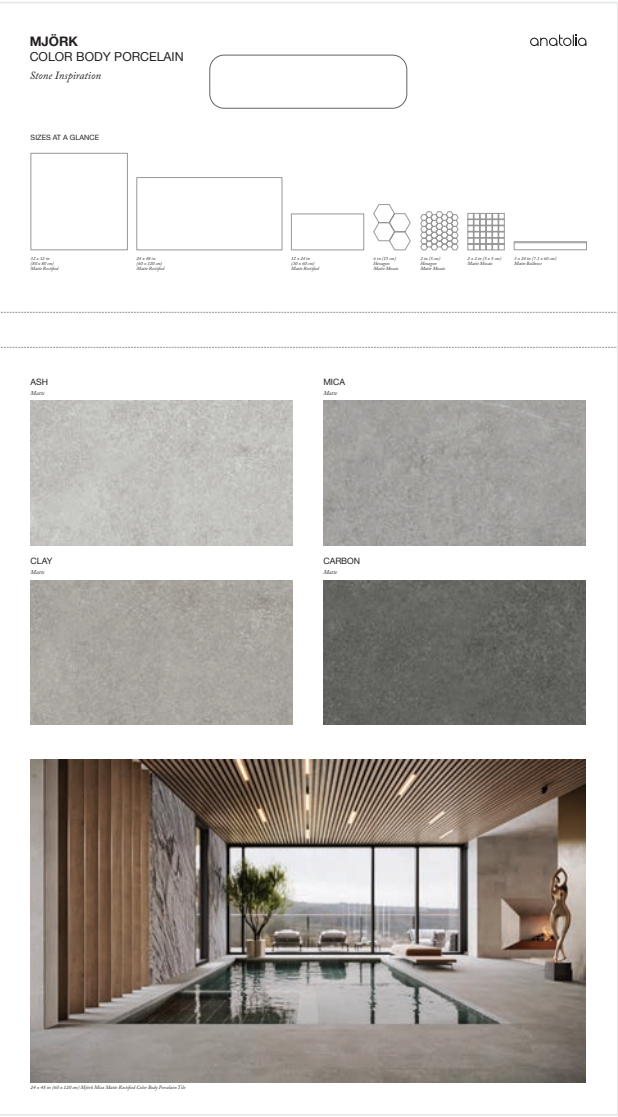
Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

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 a room render. 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.

The Mjörk collection has all four colors in one finish on one A&D Board.



11.77 x 21.18 in (30 x 53.8 cm)

A&D BOARD SET

ITEM CODE	ITEM DESCRIPTION
9902-1030-0	MJÖRK COLOR BODY PORCELAIN A&D BOARD



SAMPLE CHIPS

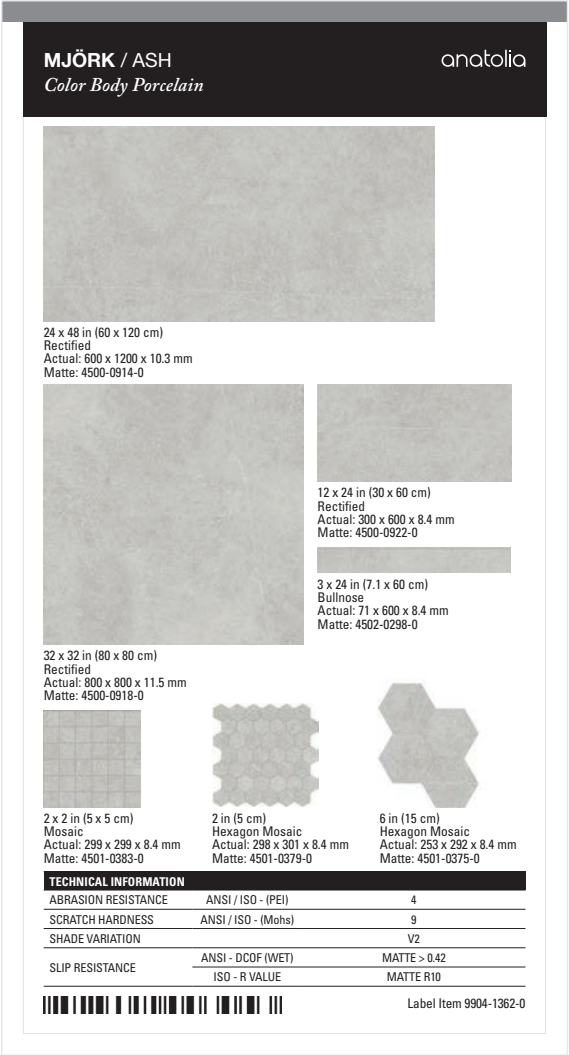
Sample chips are an essential tool to bring mood boards to life and inspire a cohesive design space. They need to be relatively small and yet contain all of the critical design and collection specifications needed.

Anatolia has created a new 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. For the Mjörk collection there are 4 sample chips; one for each color.



Backer Board Size: 3.25 x 6 in (8.25 x 15.25 cm)
Chip Size: 2.75 x 5 in (6.98 x 12.7 cm)



MJÖRK SAMPLE CHIPS

ITEM CODE	ITEM DESCRIPTION	UPC
9902-1061-0	MJÖRK ASH MATTE COLOR BODY PORCELAIN SAMPLE CHIP	828492062142
9902-1062-0	MJÖRK MICA MATTE COLOR BODY PORCELAIN SAMPLE CHIP	828492062159
9902-1063-0	MJÖRK CLAY MATTE COLOR BODY PORCELAIN SAMPLE CHIP	828492062166
9902-1068-0	MJÖRK CARBON MATTE COLOR BODY PORCELAIN SAMPLE CHIP	828492062173



32 x 32 in (80 x 80 cm) Mjörk Ash Matte Rectified Color Body Porcelain Tile



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