

LA MARCA / GLAZED PORCELAIN

Merchandising



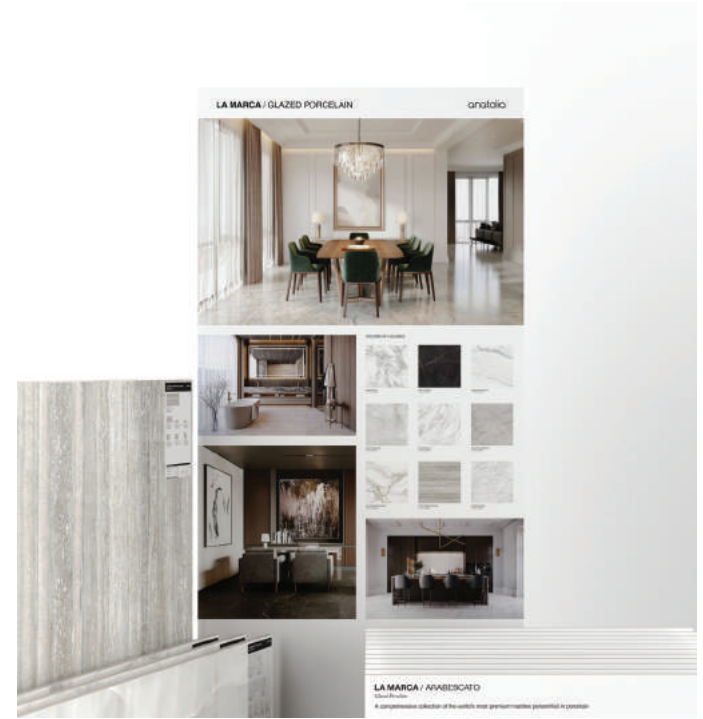
anatolia



LA MARCA / GLAZED PORCELAIN
 The elegance and allure of marble's natural and timeless beauty can be found within the La Marca collection. The ebb and flow of its subtle and ultra realistic design is perfectly executed in glazed porcelain.



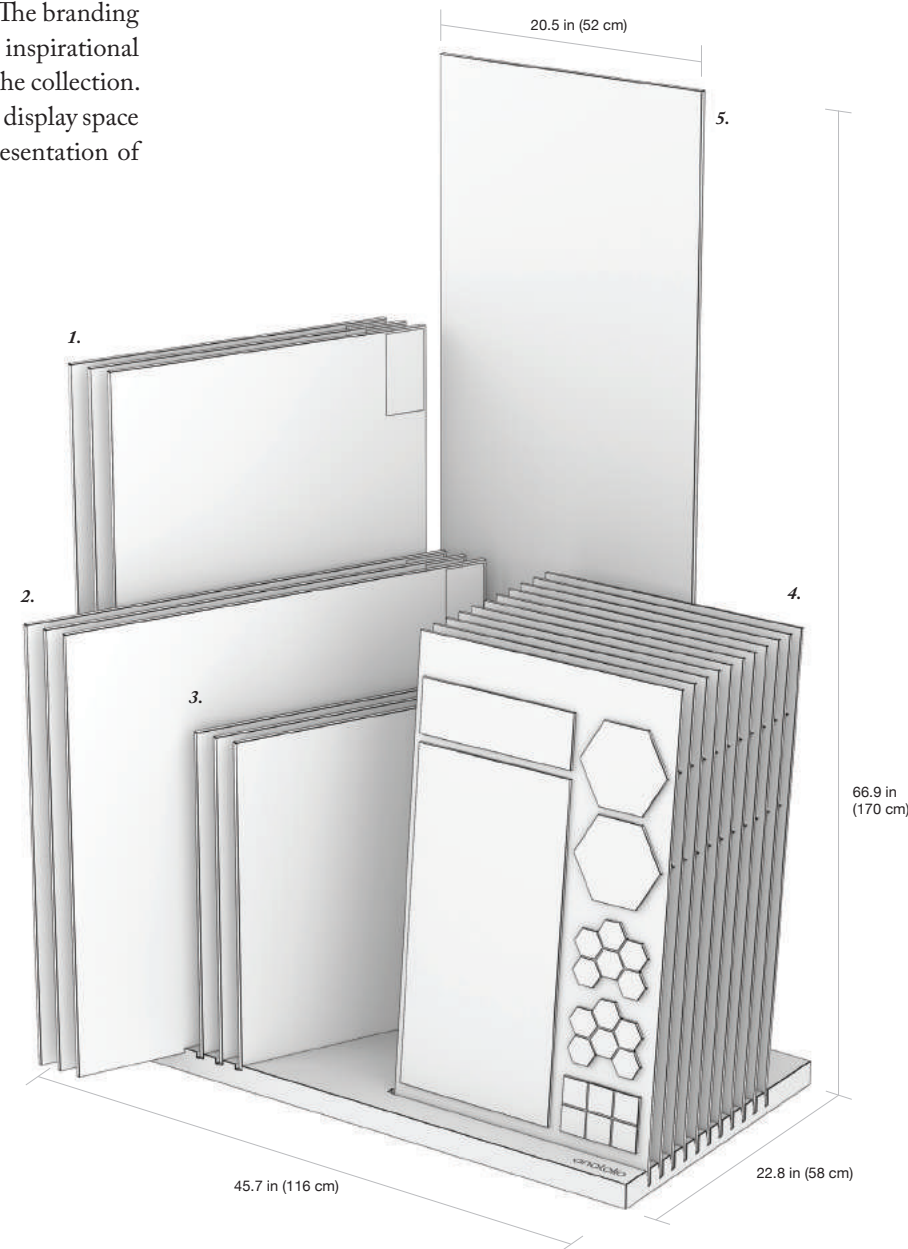
Side angle view of large scale tiles accentuates the beauty and impeccable quality of the designs.



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

FLOOR DISPLAY

La Marca'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 La Marca collection.



- 1. 24 x 48 in (60 x 120 cm) Glazed Porcelain Tiles (3 in total)
- 2. 32 x 32 in (80 x 80 cm) Glazed Porcelain Tiles (3 in total)
- 3. 24 x 24 in (60 x 60 cm) Glazed Porcelain Tiles (3 in total)
- 4. 20 x 33 in (51 x 84 cm) Display Boards (11 in total)
- 5. 20.5 x 67 in (52 x 170 cm) Branding Panel (1 in total)

FLOOR DISPLAY KIT

ITEM CODE	ITEM DESCRIPTION	CONTENTS
9901-0060-0	LA MARCA DISPLAY BOARD KIT	5 SAMPLE TILE SETS (9 TILES IN TOTAL), 4 DISPLAY BOARD SETS (11 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.

SAMPLE TILE SETS

ITEM CODE	ITEM DESCRIPTION	CONTENTS
9902-0975-0	24 x 48 in (60 x 120 cm) LA MARCA GLAZED PORCELAIN SAMPLE TILE SET PART 1	24 x 48 in (60 x 120 cm) LA MARCA CALACATTA PAONAZZO HONED RECTIFIED GLAZED PORCELAIN TILE
		24 x 48 in (60 x 120 cm) LA MARCA STATUARIO NUOVO POLISHED RECTIFIED GLAZED PORCELAIN TILE
9902-0976-0	24 x 48 in (60 x 120 cm) LA MARCA GLAZED PORCELAIN SAMPLE TILE SET - PART 2	24 x 48 in (60 x 120 cm) LA MARCA TRAVERTINO INSTRATA HONED RECTIFIED GLAZED PORCELAIN TILE
9902-0977-0	32 x 32 in (80 x 80 cm) LA MARCA GLAZED PORCELAIN SAMPLE TILE SET PART 3	32 x 32 in (80 x 80 cm) LA MARCA ARABESCATO POLISHED RECTIFIED GLAZED PORCELAIN TILE
		32 x 32 in (80 x 80 cm) LA MARCA CARRARA GIOIA HONED RECTIFIED GLAZED PORCELAIN TILE
9902-0978-0	32 x 32 in (80 x 80 cm) LA MARCA GLAZED PORCELAIN SAMPLE TILE SET - PART 4	32 x 32 in (80 x 80 cm) LA MARCA ONYX NUVOLATO POLISHED RECTIFIED GLAZED PORCELAIN TILE
9902-0979-0	24 x 24 in (60 x 60 cm) LA MARCA GLAZED PORCELAIN SAMPLE TILE SET PART 5	24 x 24 in (60 x 60 cm) LA MARCA PARADISO ARGENTO HONED RECTIFIED GLAZED PORCELAIN TILE
		24 x 24 in (60 x 60 cm) LA MARCA NERO VENATO POLISHED RECTIFIED GLAZED PORCELAIN TILE
		24 x 24 in (60 x 60 cm) LA MARCA STATUARIETTO HONED RECTIFIED GLAZED PORCELAIN TILE



CALACATTA PAONAZZO

DISPLAY BOARDS

PICTURED BELOW
La Marca Arabescato Display Board with a sampling of sizes, formats and finishes



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 and both polished and honed finishes. The back of the board features elegant and refined rooms scenes specific to each tile color for inspiration.

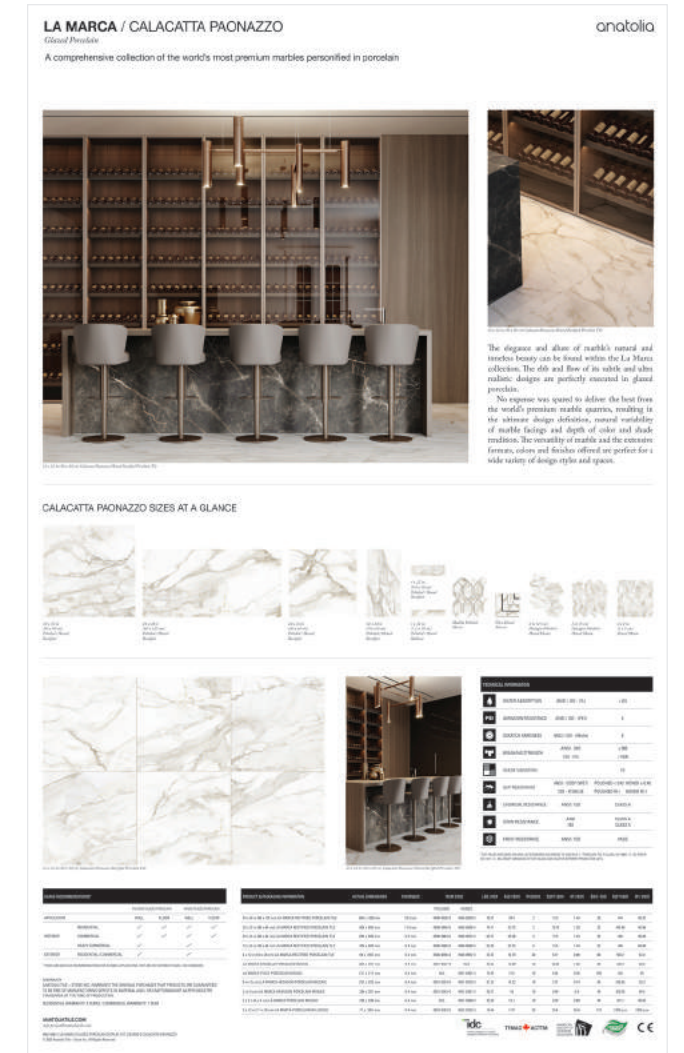
Technical specifications include tile sizes, finishes available,

usage recommendations and highlight a sample of tile variations. No expense was spared to deliver the best from the world's premium marble quarries, resulting in the ultimate design definition, natural variability of marble facings.

The La Marca Floor Display includes 11 Display Boards with one for each marble design and one for each multi dimensional water jet mosaic.



20.5 x 33.4 in (52 x 85 cm)



DISPLAY BOARD SETS

ITEM CODE	ITEM DESCRIPTION	CONTENTS
9902-0980-0	LA MARCA GLAZED PORCELAIN DISPLAY BOARD SET - PART 1	3 DISPLAY BOARDS FOR COLORS PARADISO ARGENTO, TRAVERTINO INSTRATA, STATUARIO NUOVO
9902-0981-0	LA MARCA GLAZED PORCELAIN DISPLAY BOARD SET - PART 2	3 DISPLAY BOARDS FOR COLORS ONYX NUVOLATO, CARRARA GIOIA, CALACATTA PAONAZZO
9902-0982-0	LA MARCA GLAZED PORCELAIN DISPLAY BOARD SET - PART 3	3 DISPLAY BOARDS FOR COLORS STATUARIETTO, ARABESCATO, NERO VENATO
9902-0983-0	LA MARCA GLAZED PORCELAIN DISPLAY BOARD SET - PART 4	2 DISPLAY BOARDS FOR PICCO AND MODELLA WATERJET MOSAICS

ADDITIONAL COMPONENTS

ITEM CODE	ITEM DESCRIPTION
9902-0987-0	45.25 x 22.75 in (115 x 58 cm) 45 mm WHITE MATTE MDF DISPLAY BASE 20 SLOTS (PART 1)
9902-1026-0	25.75 x 13.5 in (65.5 x 34.5 cm) 2 mm WHITE MATTE METAL DISPLAY BASE (PART 2)
9902-0988-0	20.5 x 67 in (52 x 170 cm) 12 mm LA MARCA MDF BRANDING PANEL

A&D BOARDS

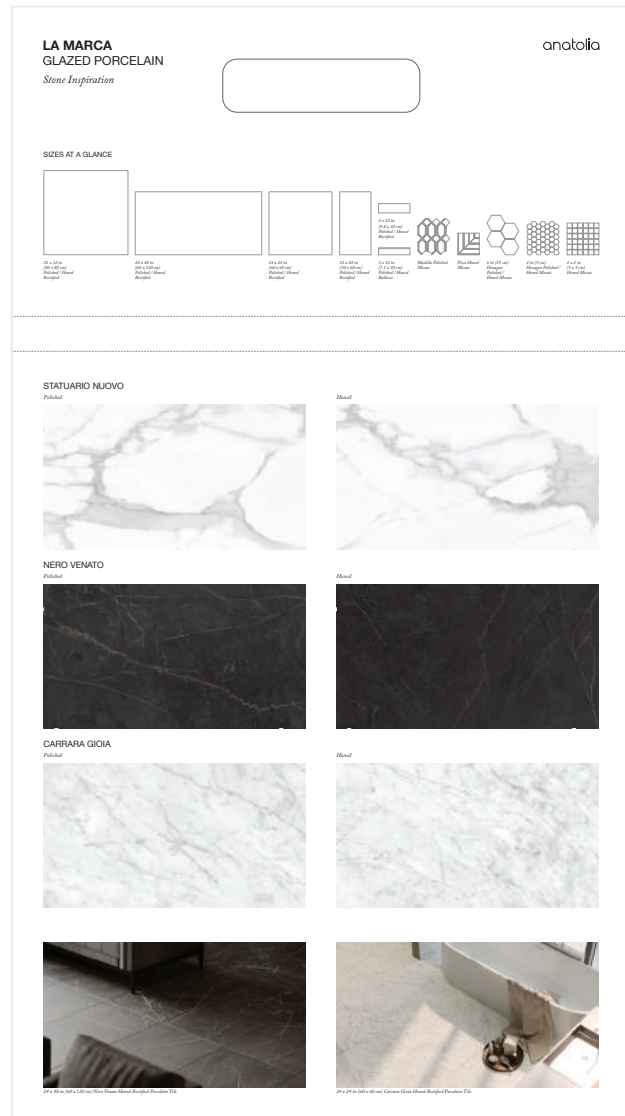
Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

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.

The La Marca collection has three colors in two finishes per A&D Board for a total of nine colors in two finishes across three A&D Boards.



11.77 x 21.18 in (30 x 53.8 cm)

A&D BOARD SETS

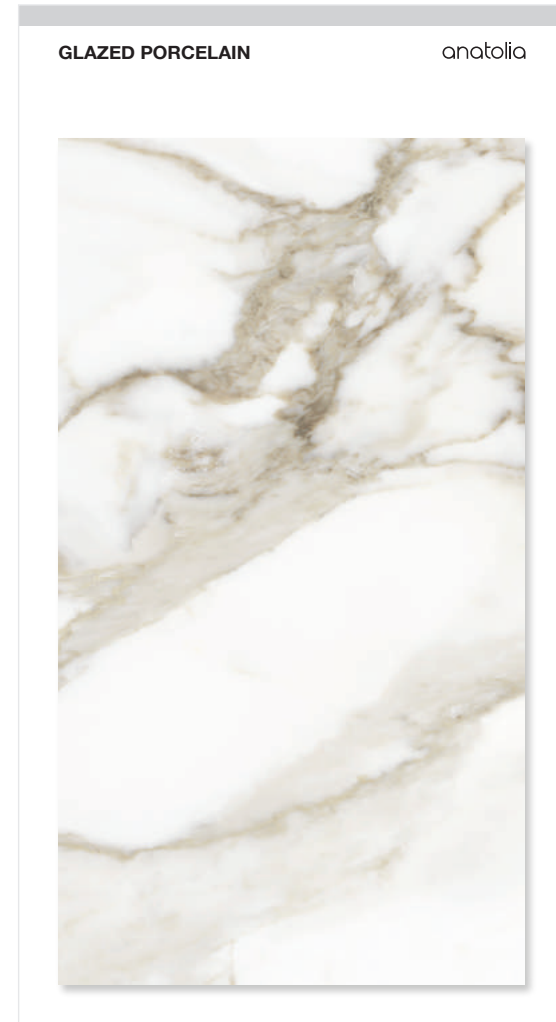
ITEM CODE	ITEM DESCRIPTION	CONTENTS
9902-1027-0	LA MARCA GLAZED PORCELAIN A&D BOARD 1	1 A&D BOARD FOR COLORS STATUARIO NUOVO, NERO VENATO, CARRARA GIOIA
9902-1028-0	LA MARCA GLAZED PORCELAIN A&D BOARD 2	1 A&D BOARD FOR COLORS PARADISO ARGENTO, STATUARIETTO, CALACATTA PAONAZZO
9902-1029-0	LA MARCA GLAZED PORCELAIN A&D BOARD 3	1 A&D BOARD FOR COLORS ONYX NUVOLATO, ARABESCATO, TRAVERTINO INSTRATA

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 La Marca collection there are 18 sample chips; one for each color and finish.



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)



LA MARCA SAMPLE CHIPS

ITEM CODE	ITEM DESCRIPTION	UPC
9902-1069-0	LA MARCA NERO VENATO HONED GLAZED PORCELAIN SAMPLE CHIP	828492062227
9902-1070-0	LA MARCA NERO VENATO POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062234
9902-1071-0	LA MARCA ARABESCATO HONED GLAZED PORCELAIN SAMPLE CHIP	828492062241
9902-1072-0	LA MARCA ARABESCATO POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062258
9902-1073-0	LA MARCA PARADISO ARGENTO HONED GLAZED PORCELAIN SAMPLE CHIP	828492062265
9902-1074-0	LA MARCA PARADISO ARGENTO POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062272
9902-1075-0	LA MARCA CALACATTA PAONAZZO HONED GLAZED PORCELAIN SAMPLE CHIP	828492062289
9902-1076-0	LA MARCA CALACATTA PAONAZZO POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062296
9902-1077-0	LA MARCA ONYX NUVOLATO HONED GLAZED PORCELAIN SAMPLE CHIP	828492062302

ITEM CODE	ITEM DESCRIPTION	UPC
9902-1078-0	LA MARCA ONYX NUVOLATO POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062319
9902-1079-0	LA MARCA STATUARIO NUOVO HONED GLAZED PORCELAIN SAMPLE CHIP	828492062326
9902-1080-0	LA MARCA STATUARIO NUOVO POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062333
9902-1081-0	LA MARCA STATUARIO HONED GLAZED PORCELAIN SAMPLE CHIP	828492062340
9902-1082-0	LA MARCA STATUARIO POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062357
9902-1083-0	LA MARCA CARRARA GIOIA HONED GLAZED PORCELAIN SAMPLE CHIP	828492062364
9902-1084-0	LA MARCA CARRARA GIOIA POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062371
9902-1085-0	LA MARCA TRAVERTINO INSTRATA HONED GLAZED PORCELAIN SAMPLE CHIP	828492062388
9902-1086-0	LA MARCA TRAVERTINO INSTRATA POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062395





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