

NORD / COLOR BODY PORCELAIN
Merchandising



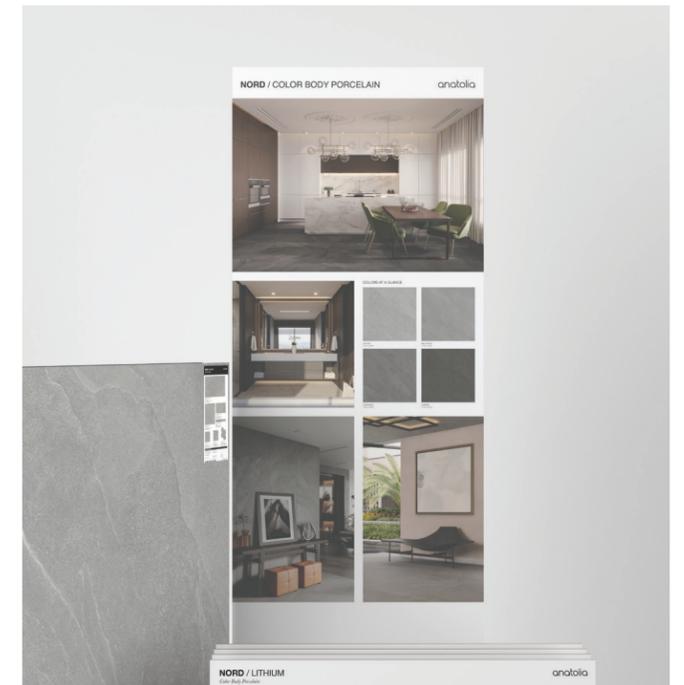
anatolia



NORD / COLOR BODY PORCELAIN
 The intricacy and beauty of slate has been captured in this color body porcelain tile. It incorporates the multilayered look and texture of slate while ensuring that its ridge and shadow details flow naturally through the varied faces of the design. This gives the collection a three dimensional look that must be seen live to be truly appreciated. The richness of this collection fits well within a wide variety of designs and spaces.



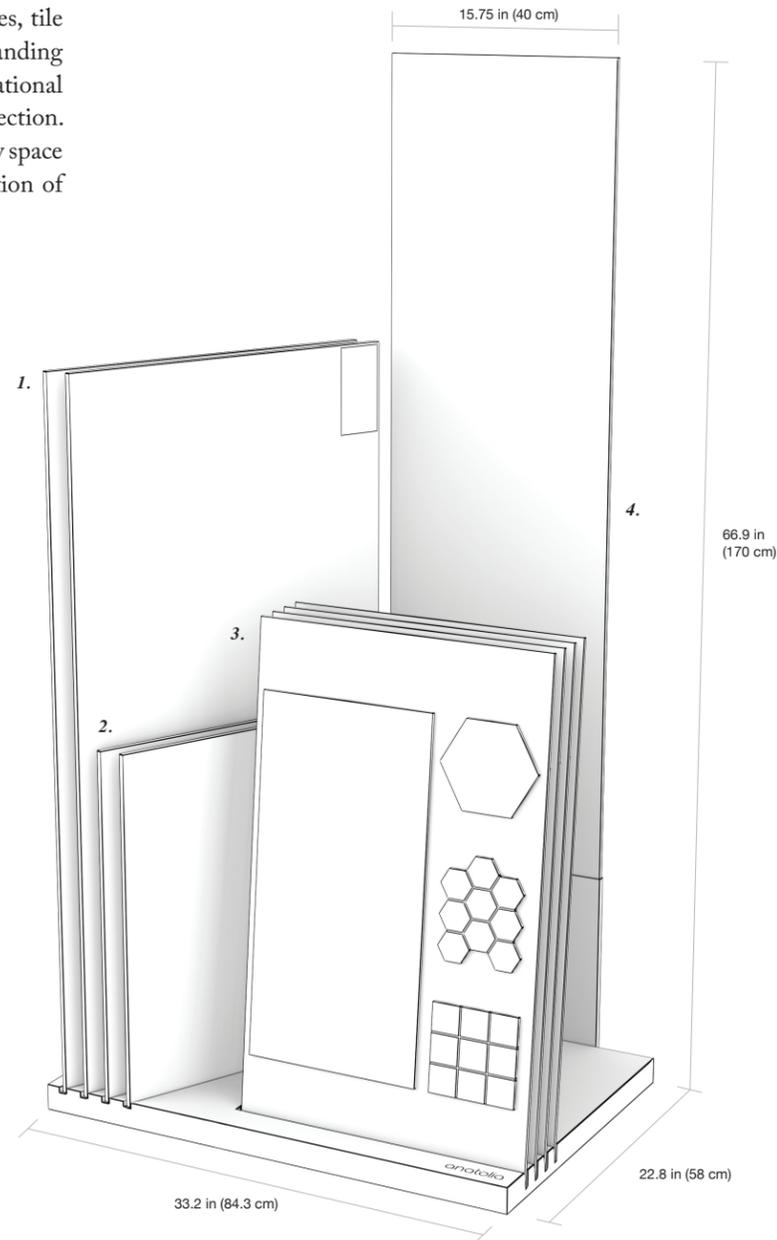
Side angle view of large scale tiles accentuates the beauty and impeccable quality of the designs.



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

FLOOR DISPLAY

Nord'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 Nord collection.



1. 24 x 48 in (60 x 120 cm) Color Body Porcelain Tiles (2 in total)

2. 24 x 24 in (60 x 60 cm) Color Body Porcelain Tiles (2 in total)

3. 20 x 33 in (51 x 84 cm) Display Boards (4 in total)

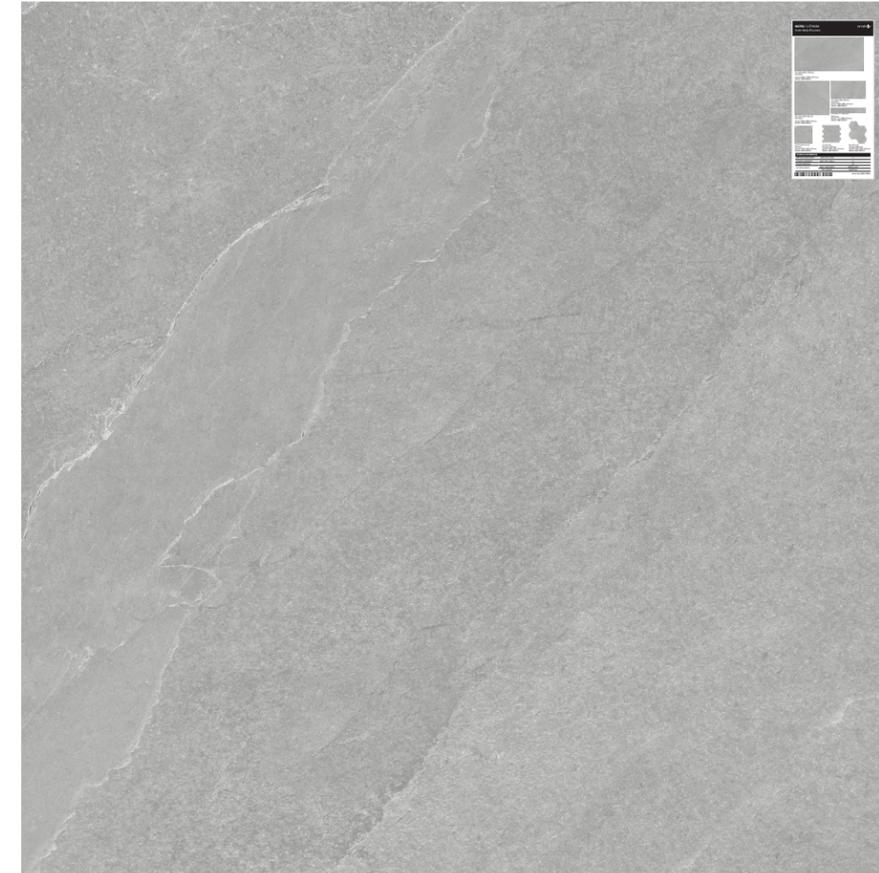
4. 15.75 x 67 in (40 x 170 cm) Branding Panel (1 in total)

FLOOR DISPLAY KIT

ITEM CODE	ITEM DESCRIPTION	CONTENTS
9901-0061-0	NORD 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.



LITHIUM

SAMPLE TILE SETS

ITEM CODE	ITEM DESCRIPTION	CONTENTS
9902-1040-0	24 x 48 in (60 x 120 cm) NORD COLOR BODY PORCELAIN SAMPLE TILE SET	24 x 48 in (60 x 120 cm) NORD CARBON MATTE RECTIFIED COLOR BODY PORCELAIN TILE
		24 x 48 in (60 x 120 cm) NORD PALLADIUM MATTE RECTIFIED COLOR BODY PORCELAIN TILE
9902-1041-0	24 x 24 in (60 x 60 cm) NORD COLOR BODY PORCELAIN SAMPLE TILE SET	24 x 24 in (60 x 60 cm) NORD LITHIUM MATTE RECTIFIED COLOR BODY PORCELAIN TILE
		24 x 24 in (60 x 60 cm) NORD CHROMIUM MATTE RECTIFIED COLOR BODY PORCELAIN TILE

DISPLAY BOARDS

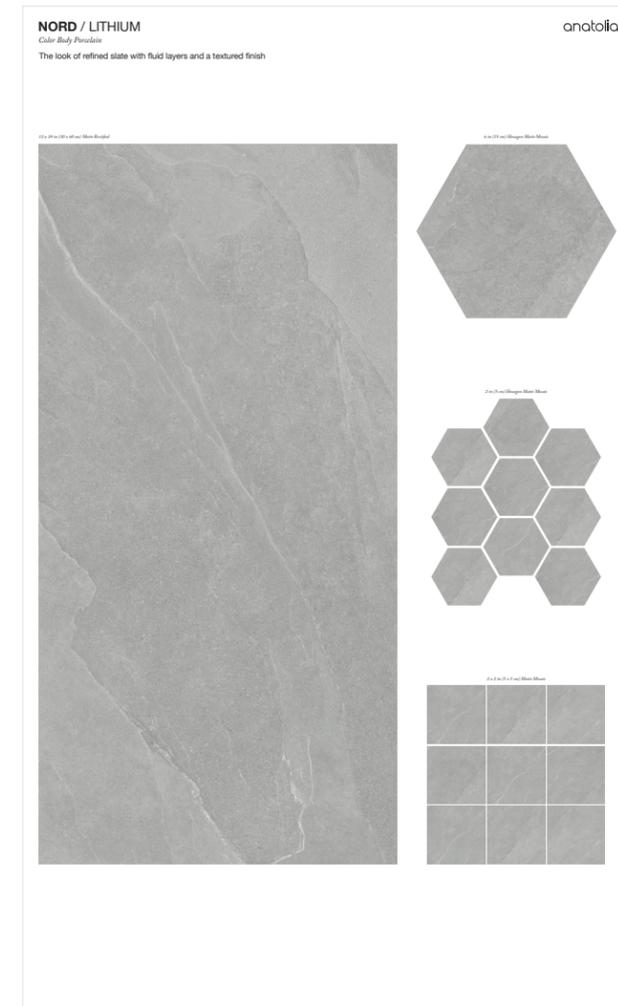
PICTURED BELOW
Nord Lithium Display Board with a sampling of sizes and formats



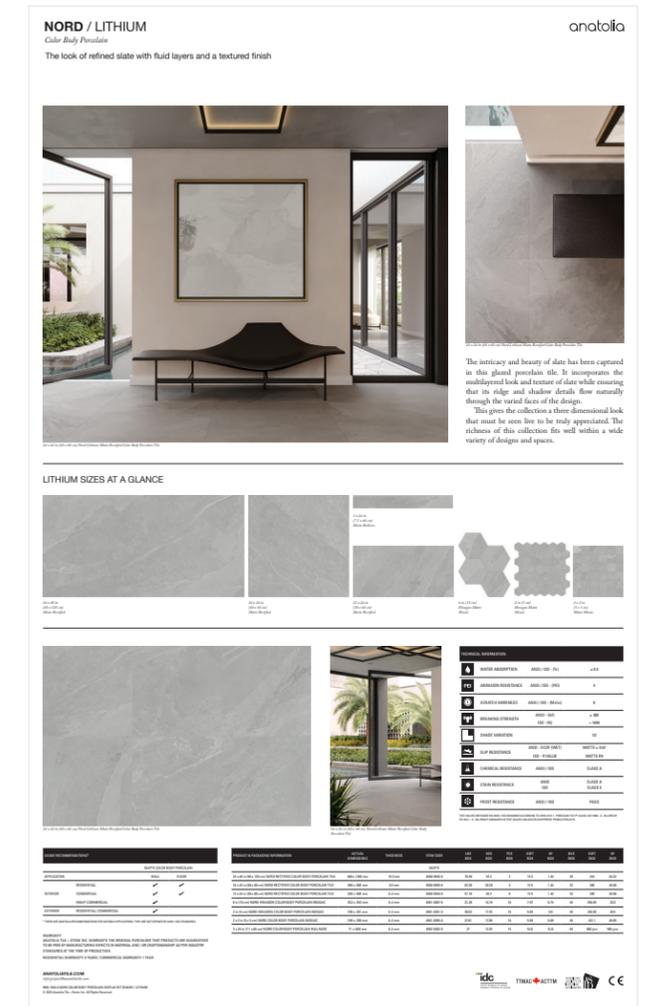
Anatolia has designed a premium, compact and efficient display board that allows for it to be easily picked up and moved around for design discussions with clients. The front of the board displays a variety of formats in a matte finish. The back of the

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
9902-1045-0	NORD COLOR BODY PORCELAIN DISPLAY BOARD SET	4 DISPLAY BOARDS FOR COLORS CARBON, PALLADIUM, LITHIUM, CHROMIUM

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)
9902-1094-0	15.75 x 67 in (40 x 170 cm) 12 mm NORD MDF BRANDING PANEL

A&D BOARD

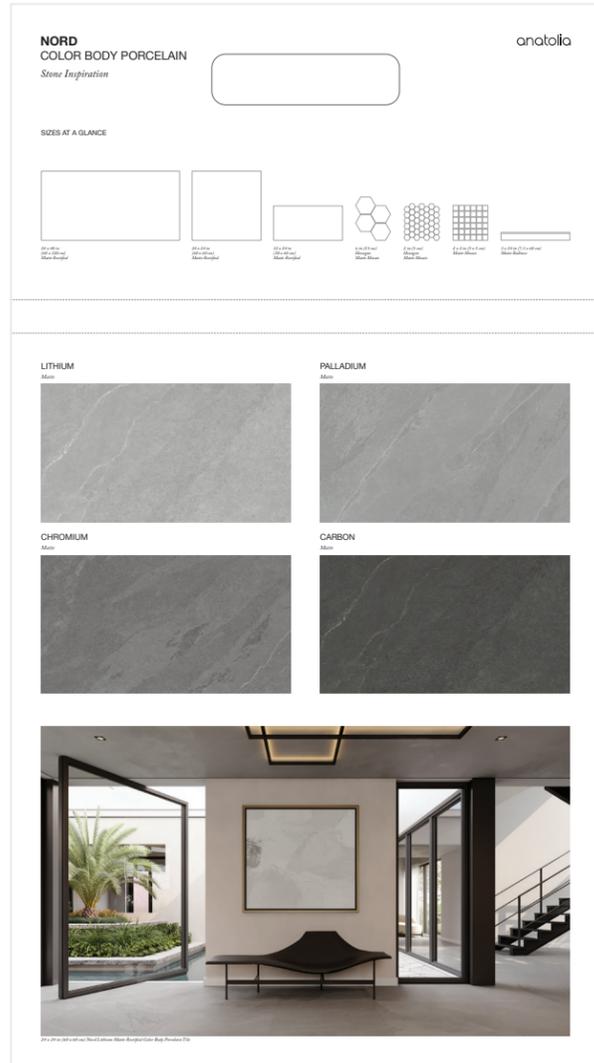
Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

Once opened up the board acts like a traditional contractor

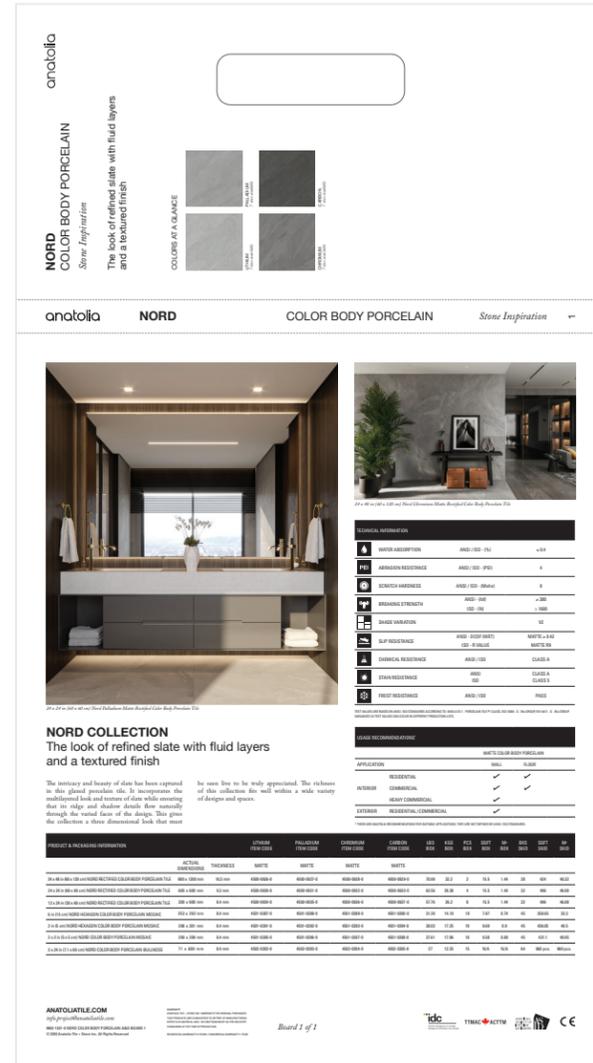
board with an easy to hold handle with all the information needed to make design decisions. On the front are sizes and finishes at a glance along with color chips and a room render. On the back are all of the critical technical specifications needed to specify a design space along with room scenes for 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 Nord 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
9902-1031-0	NORD COLOR BODY PORCELAIN A&D BOARD

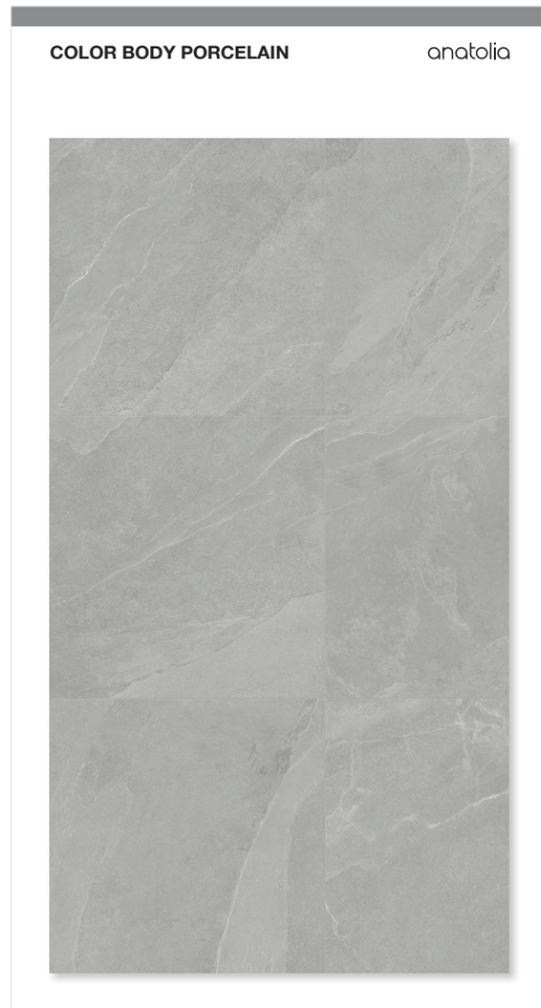


SAMPLE CHIPS

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 contains 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 Nord 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)



NORD SAMPLE CHIPS

ITEM CODE	ITEM DESCRIPTION	UPC
9902-1064-0	NORD LITHIUM MATTE COLOR BODY PORCELAIN SAMPLE CHIP	828492062180
9902-1065-0	NORD PALLADIUM MATTE COLOR BODY PORCELAIN SAMPLE CHIP	828492062197
9902-1066-0	NORD CHROMIUM MATTE COLOR BODY PORCELAIN SAMPLE CHIP	828492062203
9902-1067-0	NORD CARBON MATTE COLOR BODY PORCELAIN SAMPLE CHIP	828492062210



24 x 24 in (60 x 60 cm) 24 x 24 in Nord Lithium Matte Rectified Color Body Porcelain Tile



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