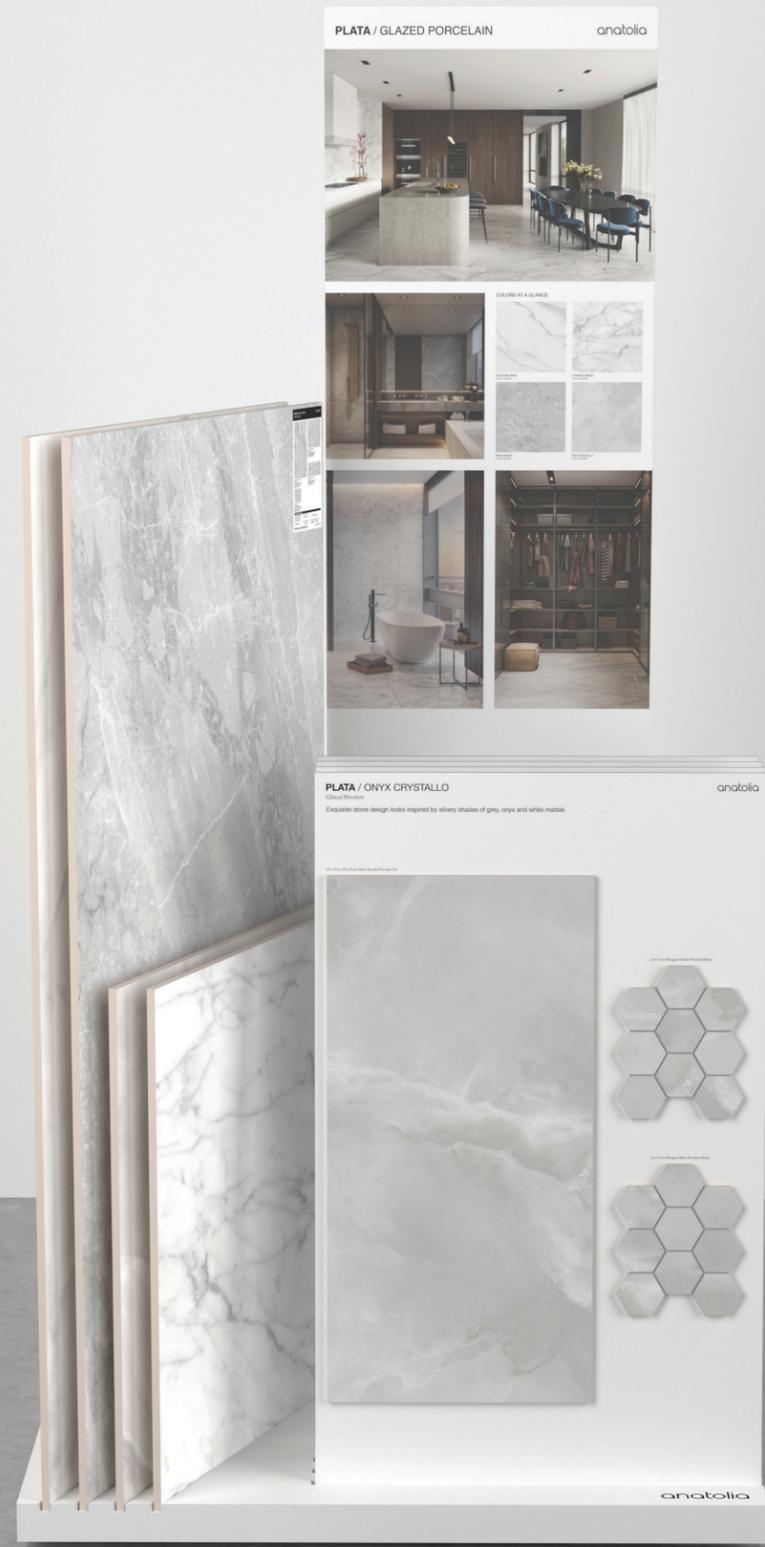


PLATA / GLAZED PORCELAIN
Merchandising



anatolia

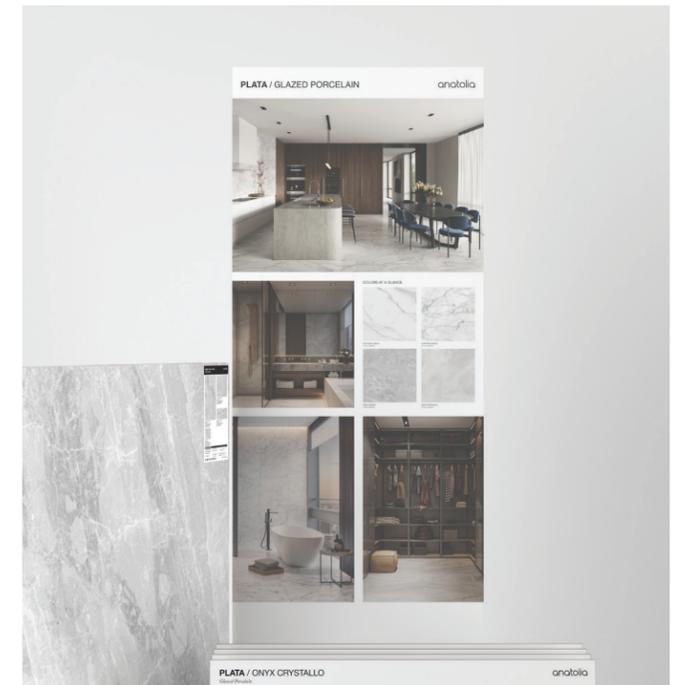


PLATA / GLAZED PORCELAIN

The simple beauty of neutral marble tones and silvery grey veining is the essence of this fundamental Plata collection. The tonal range and imagery found across colors are complementary and allows for mixing and matching in this series. This is a versatile collection because of its ability to easily pair with a wide variety of styles, looks and finishes.



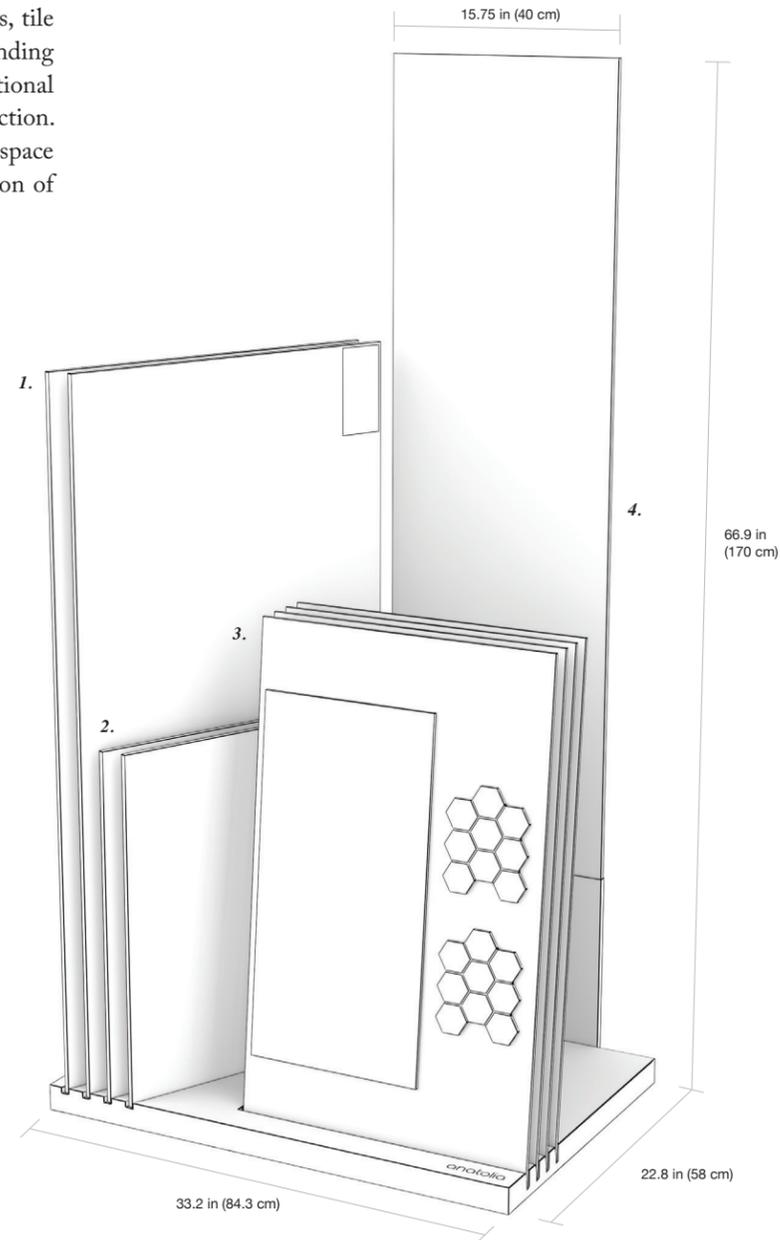
Side angle view of large scale tiles accentuates the beauty and impeccable quality of the designs.



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

FLOOR DISPLAY

Plata'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 Plata collection.



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

2. 24 x 24 in (60 x 60 cm) Glazed 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
9901-0064-0	PLATA GLAZED PORCELAIN DISPLAY BOARD KIT	2 SAMPLE TILE SETS, 1 DISPLAY BOARD SET, 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
9902-1047-0	24 x 48 in (60 x 120 cm) PLATA GLAZED PORCELAIN SAMPLE TILE SET	24 x 48 in (60 x 120 cm) PLATA STATUARIO BRINA POLISHED RECTIFIED GLAZED PORCELAIN TILE
		24 x 48 in (60 x 120 cm) PLATA PERLA GRIGIA MATTE RECTIFIED GLAZED PORCELAIN TILE
9902-1048-0	24 x 24 in (60 x 60 cm) PLATA GLAZED PORCELAIN SAMPLE TILE SET	24 x 24 in (60 x 60 cm) PLATA ONYX CRYSTALLO POLISHED RECTIFIED GLAZED PORCELAIN TILE
		24 x 24 in (60 x 60 cm) PLATA CARRARA ABISSO MATTE RECTIFIED GLAZED PORCELAIN TILE



STATUARIO BRINA

DISPLAY BOARDS

PICTURED BELOW
Plata Onyx Crystallo 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 matte 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.



20.5 x 33.4 in (52 x 85 cm)



DISPLAY BOARD SET

ITEM CODE	ITEM DESCRIPTION	CONTENTS
9902-1049-0	PLATA GLAZED PORCELAIN DISPLAY BOARD SET	4 DISPLAY BOARDS FOR COLORS STATUARIO BRINA, PERLA GRIGIA, ONYX CRYSTALLO, CARRARA ABISSO

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)
9902-1095-0	15.75 x 67 in (40 x 170 cm) 12 mm PLATA MDF BRANDING PANEL

A&D BOARD

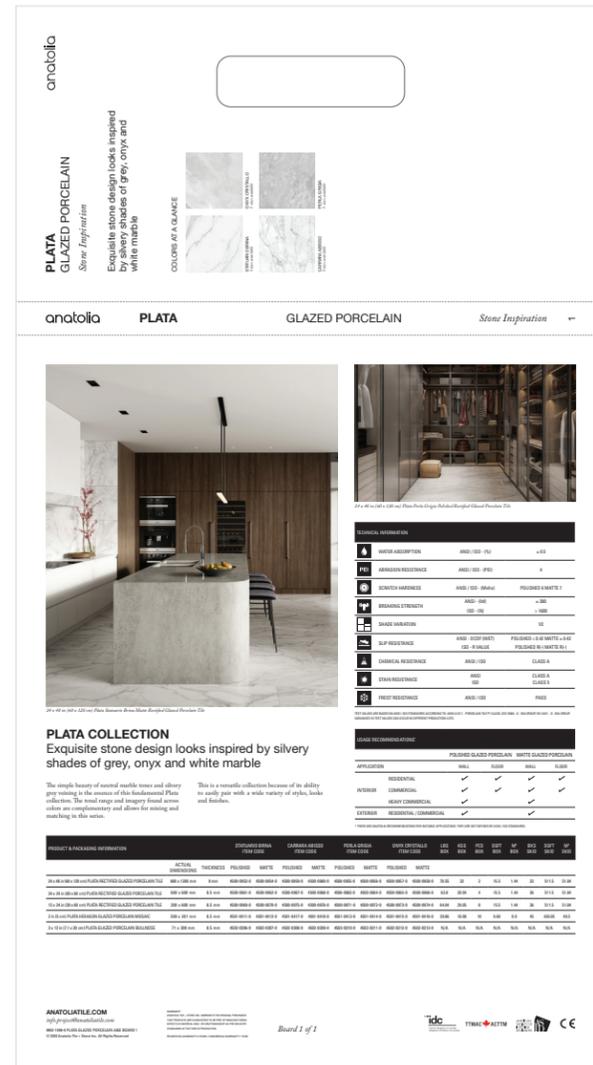
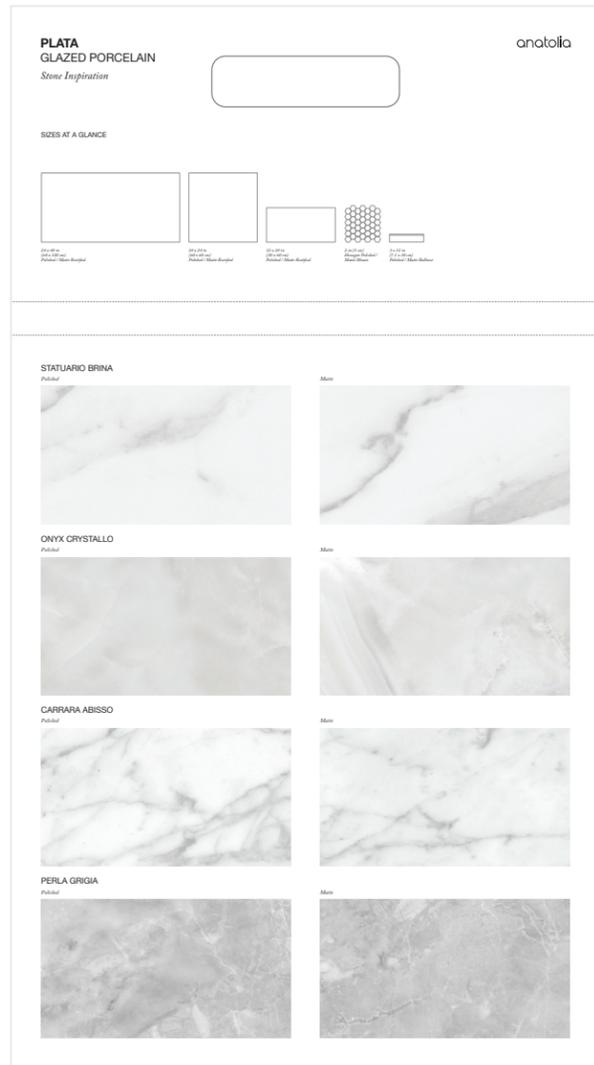
Today's A&D community and dealer network has very limited space in their design libraries and customer showrooms. Therefore, Anatolia wanted to reinvent the typical contractor board and architectural binder by combining them into one multipurpose and space efficient merchandising tool.

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. 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 Plata collection has all four colors in two finishes on one A&D Board.



11.77 x 21.18 in (30 x 53.8 cm)

A&D BOARD SET

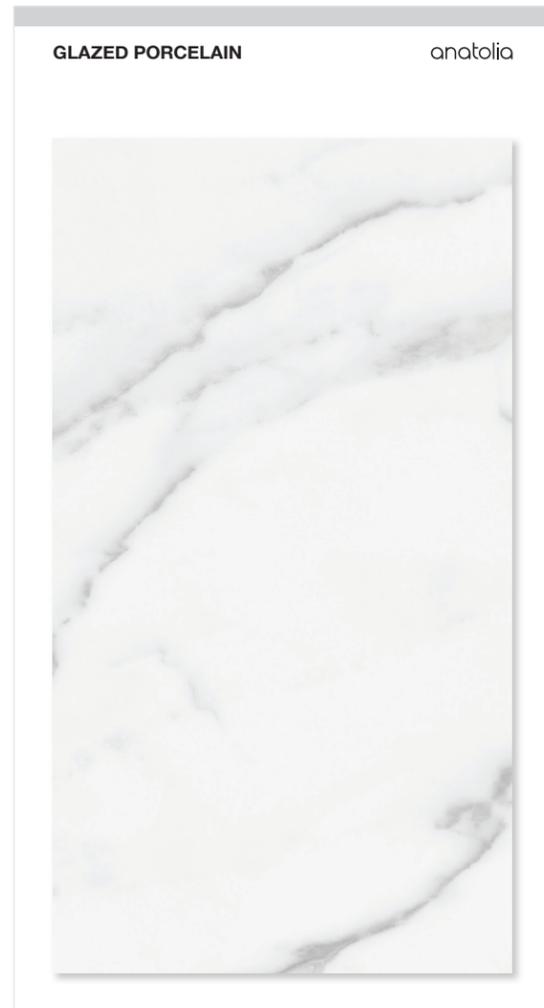
ITEM CODE	ITEM DESCRIPTION
9902-1096-0	PLATA GLAZED PORCELAIN A&D BOARD

SAMPLE CHIPS

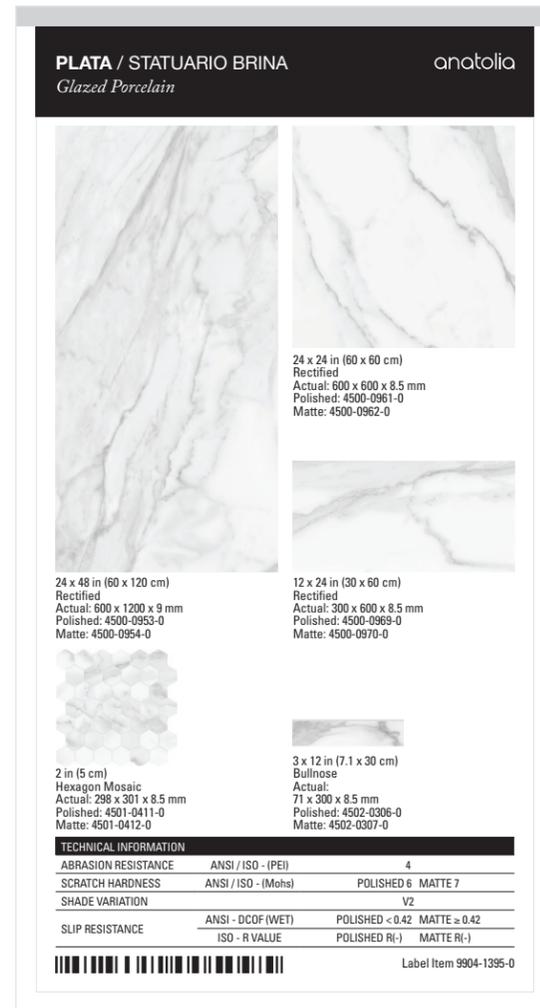
Sample chips are an essential tool to bring mood boards to life and inspire a cohesive design space. They need to be relatively small and yet contain all of the critical design and collection specifications needed.

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 Plata collection there are 8 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)



PLATA SAMPLE CHIPS

ITEM CODE	ITEM DESCRIPTION	UPC
9902-1087-0	PLATA STATUARIO BRINA POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062067
9902-1056-0	PLATA STATUARIO BRINA MATTE GLAZED PORCELAIN SAMPLE CHIP	828492062074
9902-1057-0	PLATA PERLA GRIGIA POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062081
9902-1058-0	PLATA PERLA GRIGIA MATTE GLAZED PORCELAIN SAMPLE CHIP	828492062098

ITEM CODE	ITEM DESCRIPTION	UPC
9902-1088-0	PLATA ONYX CRYSTALLO POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062104
9902-1059-0	PLATA ONYX CRYSTALLO MATTE GLAZED PORCELAIN SAMPLE CHIP	828492062111
9902-1089-0	PLATA CARRARA ABISSO POLISHED GLAZED PORCELAIN SAMPLE CHIP	828492062128
9902-1060-0	PLATA CARRARA ABISSO MATTE GLAZED PORCELAIN SAMPLE CHIP	828492062135



24 x 48 in (60 x 120 cm) Plata Perla Grigia Polished Rectified Glazed Porcelain Tile



anatolia

ANATOLIATILE.COM
info.project@anatoliatile.com
1.877.311.3434

