

September 22 – 2025

## RAK CERAMICS SHOWCASES “CRAFTED FOR LIVING” AT CERSAIE 2025

**RAK**  
CERAMICS



RAK Ceramics, a global leader in the ceramics industry, presents its latest innovations at Cersaie 2025 in Bologna under the theme “Crafted for Living.” The concept celebrates design as a tool for creating authentic, functional, and sustainable spaces that reflect the way people live today.

At this year’s exhibition, RAK Ceramics introduces new technologies — SOFTECH and Scratch Guard — developed by its InnoTech Lab to enhance performance and comfort. SOFTECH features a velvety, anti-reflective, and non-slip surface designed for seamless indoor–outdoor use, while Scratch Guard offers advanced protection that preserves the brilliance of polished surfaces even in high-traffic areas.

Among the highlights are new collections including I Sassi, inspired by the stone landscapes of Matera, and elegant marble-effect designs such as Calacatta Macchia Vecchia and Alaska White, presented in the brand’s signature Maximus large formats.

RAK Ceramics also announced the opening of a new production facility equipped with Continua+ PCR 2180 technology, expanding the Maximus range up to 162x324 cm and reinforcing the company’s commitment to innovation, efficiency, and sustainability.

The 2025 showcase reflects RAK Ceramics’ dedication to research, craftsmanship, and environmental responsibility — continuously redefining the role of ceramics in contemporary living.

