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## RAK CERAMICS UK UNVEILS NEW 'STREAMLINED' DISTRIBUTION STRATEGY

RAK  
CERAMICS



As RAK Ceramics UK prepares to celebrate its 25th anniversary in 2025, the renowned bathroom solutions provider is pleased to announce a refreshed and streamlined distribution strategy, designed to strengthen its position in the UK market and deliver enhanced service levels to retailers.

In response to valuable retailer feedback and following a comprehensive review of its distribution approach, RAK Ceramics will consolidate its operations by reducing the number of distribution partners it works with. This strategic move includes a continued, close partnership with Ideal Bathrooms, while RAK Ceramics will also maintain direct distribution of its products, supported by significant investments in its infrastructure and digital services.

### **Commitment to Excellence and Market Adaptability**

RAK Ceramics UK has built its reputation on a strong ability to adapt to shifting market conditions while maintaining exceptional customer service. This new distribution strategy is a testament to the company's ongoing commitment to the UK market as it approaches this major milestone. Additional initiatives and developments are planned for release in the coming months to further enhance its service offering.

### **Alvin Biggs, Managing Director of RAK Ceramics UK, commented:**

"We have been fortunate to enjoy successful partnerships with our distributors over the years, and we are incredibly grateful for their contributions. However, as we approach our 25th anniversary, it is the perfect time to implement a distribution strategy that strengthens RAK Ceramics' ability to meet the demands of an evolving market and ensures we deliver the highest standards of service.

"In challenging market conditions, leading manufacturers like RAK Ceramics have a responsibility to invest in their brand and make forward-thinking decisions that protect and support their customers. This streamlined distribution strategy will not only improve service levels for our retail partners but also lay the groundwork for long-term success in the UK."

### **Looking to the Future**

With a strengthened infrastructure and a renewed focus on excellence in distribution, RAK Ceramics UK is positioned to continue delivering industry-leading solutions that inspire and support its customers. The company's new strategy reflects its commitment to remaining at the forefront of the ceramics market and ensuring its partners and retailers benefit from a seamless and reliable service experience

### **About RAK Ceramics**

RAK Ceramics is one of the largest ceramic brands in the world, specializing in ceramic and gres porcelain wall and floor tiles, tableware, sanitary ware and faucets. With the capacity to produce 118 million square meters of tiles, 5.7

million pieces of sanitary ware, 36 million pieces of porcelain tableware and 2.6 million pieces of faucets per year, RAK Ceramics operates 23 state-of-the-art plants across the UAE, India, Bangladesh and Europe.

Founded in 1989 and headquartered in the UAE, RAK Ceramics serves clients in more than 150 countries through its network of operational hubs. The company is publicly listed on the Abu Dhabi Securities Exchange and has an annual turnover of approximately USD 1 billion.

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