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RAK CERAMICS EUROPE RELOCATES TO A NEW FACILITY

Since Aug 27th 2018, the Italian branch of RAK ceramics has moved to a building located in Via Ferrari Carazzoli in Fiorano Modenese that has been entirely refurbished and includes a large warehouse.

The new facility can be seen as a launchpad for growth plans of the Italian branch of the Middle East multinational company. A warehouse each for Tiles and Sanitaryware is ready to become a comfortable logistic hub for the European market.

Artur Bialon, Sales Europe VP, states: “the rational strategy of RAK Ceramics Group in Europe is a strategy of further expansion, product design/innovations and low costs of production, purchasing, sales organisation and to improve operational efficiency. For the last few months, we reorganised internal processes, sales and supply chain structure and we moved operation of RAK Italy completely to the new place. New warehouse and office will help us further reduce our costs and improve our efficiency to fulfil our customers’ needs and requirements.”

Operations will continue in 2019 with the preparation of the new showroom, meeting place for all strategic players and partners.