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RAK CERAMICS WINS TWO RED DOT AWARDS FOR RE-USE TILE SERIES



RAK Ceramics, one of the world's leading ceramics and porcelain lifestyle solution brands, has been awarded the prestigious Red Dot Award: Product Design 2026 for its innovative RE-USE Tile Series. The collection received recognition in both the Sustainable Design and Materials & Surfaces categories, reflecting the company's continued focus on sustainable innovation and design excellence.

Selected by an international jury from a highly competitive global field, the RE-USE Tile Series was recognized for its outstanding design quality, material innovation, and environmentally responsible approach.

The RE-USE collection is a breakthrough porcelain tile series manufactured entirely from 100% pre-consumer recycled materials, transforming production resources into durable, high-performance surfaces suitable for residential and commercial applications.

Recognized globally as one of the most respected international design competitions, the Red Dot Award celebrates excellence in product design and innovation. The official award ceremony will take place on 7 July 2026 in Essen, Germany.

This achievement further strengthens RAK Ceramics' global reputation for innovation, craftsmanship, and sustainable manufacturing excellence.

To explore the award-winning RE-USE Tile Series, visit:
https://www.rakceramics.com/en/tiles-floors-coverings/reuse/


reddot winner 2026
materials and surfaces design