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RAK CERAMICS RECOGNISED WITH PLATINUM IMPACT SEAL BY UAE NATIONAL CSR FUND, MAJRA

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CERAMICS



RAK Ceramics, one of the world's largest ceramics brands, has been awarded the Platinum Impact Seal (2025–2027) by the UAE National CSR Fund, Majra—the UAE's highest federal recognition for sustainable business impact.

Presented under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, the award recognises organisations demonstrating outstanding environmental, social and governance performance and creating measurable impact aligned with the UAE's national priorities and the United Nations Sustainable Development Goals.

The award was presented by His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Tourism and Chairman of the Board of Trustees of Majra, during the Majra Impact Seal Awards ceremony.

Commenting on the recognition, Abdallah Massaad, Group CEO of RAK Ceramics, said:

"Receiving the Platinum Impact Seal is a proud milestone for RAK Ceramics and a recognition of the collective efforts of our people. Sustainability is embedded across our business—from responsible manufacturing and product innovation to investing in our people, supporting communities and creating long-term value for all stakeholders."

Guided by its Sustainability Strategy 2024–2030, RAK Ceramics continues to advance decarbonisation, circularity, resource efficiency and responsible manufacturing across its operations. Key initiatives include improving energy and water efficiency, recycling production waste and reusing treated wastewater through closed-loop manufacturing systems.

This recognition reinforces RAK Ceramics' position as a regional sustainability leader and reflects its continued commitment to supporting the UAE's vision for a resilient, inclusive and sustainable future.

For more information, read the [RAK Ceramics Sustainability Report 2025](#)

