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## RAK CERAMICS WINS RED DOT AWARD: PRODUCT DESIGN 2026 FOR RE-USE TILE SERIES

RAK  
CERAMICS



Honored in Sustainable Design and Materials & Surfaces categories for exceptional design quality.

**Ras Al Khaimah, United Arab Emirates, May 2026:** RAK Ceramics, a global leader in ceramics and porcelain manufacturing, is proud to announce that its innovative and sustainable RE-USE Tile Series has been honored with the Red Dot Award: Product Design 2026 in two categories: Sustainable Design and Materials & Surfaces Categories.

Selected by an esteemed international jury from a highly competitive global field, the RE-USE Series was recognized for its outstanding design and quality, earning the coveted Red Dot Winner label. This distinction is awarded only to products that demonstrate exceptional innovation, functionality, and forward-thinking development.

The dual recognition highlights the product's strength in combining material innovation with environmentally responsible design, reinforcing RAK Ceramics' commitment to developing solutions that meet both aesthetic and sustainability benchmarks.

The Red Dot Award, among the most respected global design competitions, celebrates excellence in product design and innovation. Winners are featured in the Red Dot Design Yearbook, international exhibitions, and digital platforms, offering global visibility. The 2026 award ceremony will take place on 7 July 2026 in Essen, Germany, at the Aalto Theatre, followed by the Designers' Night at the Red Dot Design Museum.

The RE-USE Tile Series reflects RAK Ceramics' focus on sustainable innovation and advanced material development. RE-USE is a breakthrough collection of porcelain tiles made entirely from 100% pre-consumer recycled materials, repurposing resources from multiple ceramic production processes into durable, eco-friendly tiling solutions. Combining environmental responsibility with high-performance characteristics, the collection offers exceptional durability and timeless aesthetics, making it suitable for both residential and commercial applications.

**Abdallah Massaad**, Group CEO of RAK Ceramics, said:

"Winning the Red Dot Award: Product Design 2026 in both Sustainable Design and Materials and Surfaces categories is a strong endorsement of our commitment to innovation and responsible manufacturing. The RE-USE Series represents our vision of delivering products that contribute to a more sustainable built environment while maintaining the highest standards of design and quality."

With a strong legacy of craftsmanship and continuous innovation, RAK Ceramics' success at the Red Dot Awards 2026 further strengthens its global reputation as a leader in ceramic and surface solutions.

For more information, visit: <https://www.rakceramics.com>  
<https://www.rakceramics.com/uae/en/tiles-floors-coverings/reuse/>

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NOTE TO EDITORS

About RAK Ceramics

RAK Ceramics is one of the largest ceramics brands in the world. Specialising in ceramic and gres porcelain wall and floor tiles, tableware, sanitary ware and faucets, the Company has 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 at its 23 state-of-the-art plants across the United Arab Emirates, India, Bangladesh and Europe.

Founded in 1989 and headquartered in the United Arab Emirates, RAK Ceramics serves clients in more than 150 countries through its network of operational hubs across Europe, the Middle East and North Africa, Asia, North and South America, and Australia.

RAK Ceramics is publicly listed on the Abu Dhabi Securities Exchange in the United Arab Emirates and has an annual turnover of approximately US\$1 billion.

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