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RAK CERAMICS WINS PRESTIGIOUS TECNAWARDS 2024 FOR INNOVATION AND SUSTAINABILITY

RAK Ceramics, a global leader in ceramics, bathroom fittings, and porcelain products, has been awarded the prestigious TecnAwards 2024 for "Innovation & Sustainability." The award was presented during TECNA 2024, the International Exhibition of Technologies and Supplies for Surfaces, held in Rimini, Italy. This recognition underscores RAK Ceramics' commitment to technological advancements and environmental sustainability in the ceramics industry.

The award, organized by ACIMAC (Italian Manufacturers' Association of Machinery and Equipment for Ceramics) and IEG, celebrates the achievements of RAK Ceramics in the Middle East region. The company's significant technological investments throughout 2023-24 have positioned it as a standout player, demonstrating excellence in product innovation and sustainable practices.

Abdallah Massaad, CEO of RAK Ceramics Group, expressed his pride in the achievement, stating, "Technology has always been a fundamental pillar of our company's philosophy. Since our inception over thirty years ago, the adoption of cutting-edge machinery has enabled us to digitize and innovate our production processes, positioning us as leaders in the ceramic industry."

Massaad also highlighted the company's commitment to reducing its environmental impact, saying, "We have demonstrated a concrete commitment to digitalization and data efficiency, while at the same time reducing the environmental impact of our production activities. It is an honor to accept this award on behalf of the entire RAK Ceramics team."

He concluded by thanking ACIMAC for their support, emphasizing its importance for the growth of the ceramics sector.

This accolade follows the Special Jury Prize that RAK Ceramics received in 2022 for excellence in marketing and branding, further solidifying the company's prominent position on the international stage.

The award ceremony took place on Wednesday, September 25th, at the "Innovation Arena" Conference Area in Rimini Expo Centre, Italy.