

CARREFOUR RETAIL OUTLETS



Background Carrefour is a French multinational retailer and is the second largest retail group in the world. Carrefour operates mainly in Europe, Argentina, Brazil, China, Dominican Republic, UAE, Qatar and Saudi Arabia. The hypermarket brand is being operated in partnership with Majid Al Futtaim Retail in the GCC. RAK Ceramics has supplied large quantities of extra thick tiles to various outlets in Iraq, Bahrain, Qatar, Oman and primarily in the UAE. **Scope** Carrefour is reputed for its wide variety of products and caters to a large multicultural consumer base. The retail giant required world-class visual merchandising that carries an international appeal, whilst at the same time coping with the demand of high volumes of traffic throughout the year. As well as being aesthetically pleasing the flooring needed to be durable, hard wearing and easy to maintain. The extra thick RAK Ceramics Salt and Pepper Series has less than 0.5% water absorption which guarantees long-term durability. Its unglazed rectified characteristics ensured that the sophisticated look would withstand heavy visitor traffic over a long period of time. **Results** RAK Ceramics' high quality products and unmatched professionalism is reflected in the fact that over 1 million square meters of tiles have been supplied to Carrefour sites across five countries. Being able to meet the large quantities of tiles required and provide long lasting solutions was integral to the success of the Carrefour project.

Year

2016

Application

Shopping Malls & Stores

Interventions

Wall and floor application

Location

Dubai GCC United Arab Emirates