

GEANT HYPERMARKET



Background Geant Hypermarket is part of “Groupe Casino” one of the world’s largest French hypermarket chains. In 2005, the hypermarket was introduced into the UAE. RAK Ceramics has supplied its products to four Geant hypermarkets located in Dubai (Tecom and Bur Dubai), Al Ain and Abu Dhabi. **Scope** In line with the French concept of retail shopping, Geant hypermarket required a high quality, technically sound product to cope with large amounts of traffic. RAK Ceramics’ Salt and Pepper Series is produced using the latest technologies and high quality raw materials. The extra thick 13 mm tile is designed to cope easily with high footfall, regular commercial cleaning and is slip resistant (even when wet). Its rectified edges consistently cover the floor surface and the range of soft colors available provides an aesthetically pleasing finish. **Results** RAK Ceramics has successfully supplied to a number of Geant hypermarkets throughout the UAE. Based on the individual requirements of each store, every Geant outlet has a distinct character of its own. Geant is impressed with the low maintenance and durability of the Salt and Pepper Series and RAK Ceramics has maintained its tradition of forming strong, long-lasting partnerships with its commercial clients.

Year
2005

Application
Shopping Malls & Stores

Interventions
Wall and floor application

Location
Dubai GCC United Arab Emirates