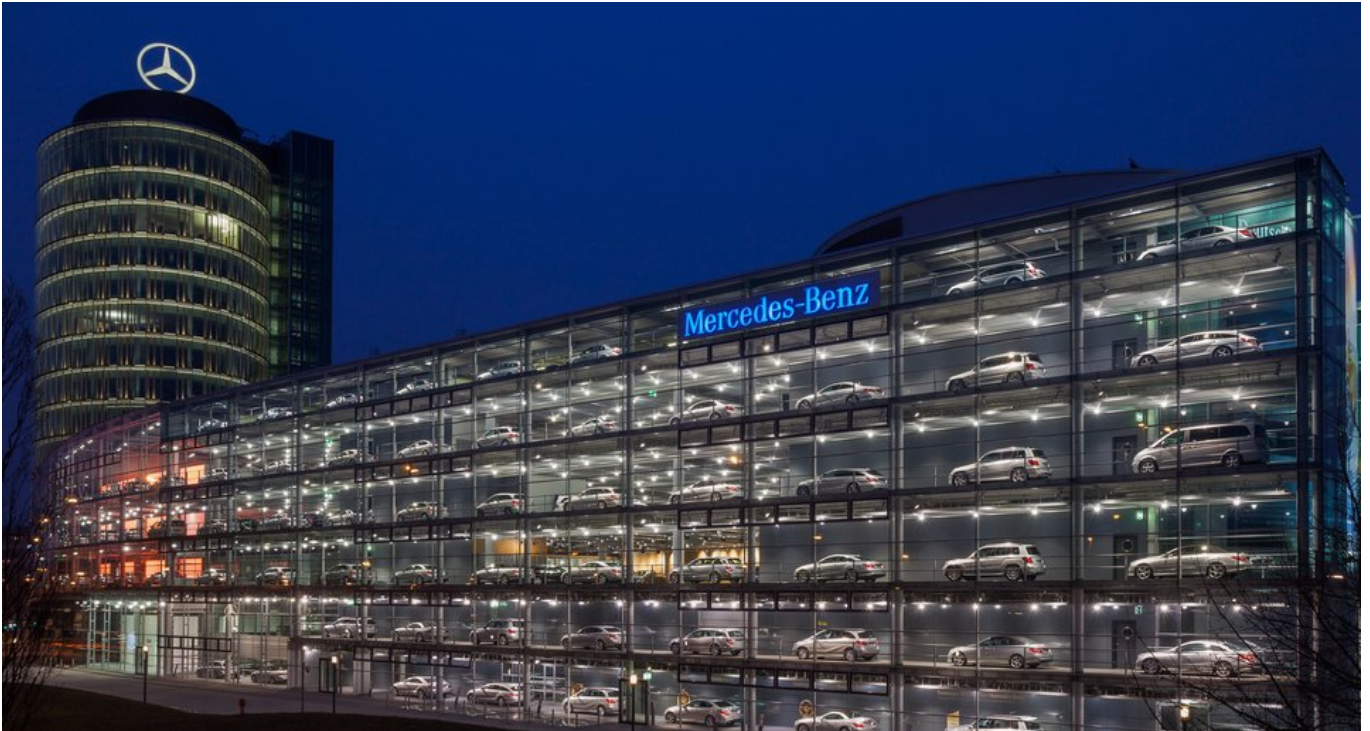


MERCEDEZ BENZ SHOWROOM



Background Mercedes-Benz is a global brand of luxury automobiles, buses, coaches, and trucks. The brand has a large chain of outlets worldwide. RAK Ceramics has supplied its product to various outlets including Augsburg, Berlin-Hoppegarten, Eisenach, Halberstadt, Ochsenhausen and Neustadt (Germany), Manama (Bahrain), Beijing (China), Moscow (Russia), Varna (Bulgaria) and Singapore. **Scope** The Mercedes-Benz showrooms required a flooring solution which would provide an aesthetically pleasing finish as well as being strong and durable, to protect the interiors and cope with heavy traffic. RAK Ceramics' Salt and Pepper Series combines an aesthetically pleasing tile with anti-slip properties and a high breakage resistance as well as being highly resistant to chemicals. The matt finish and black and grey contrast appealed to the architects design requirements and complemented the luxurious Mercedes-Benz brand and exterior floors. The resemblance of Travertine Series to natural stone complemented the traditional Arabic interiors. **Results** The Mercedes-Benz project is one of RAK Ceramics' flagship commercial projects. The flooring has maintained its original appearance over the years with very little maintenance required. RAK Ceramics provided consistency across showrooms in various countries as per the technical requirements and the durability of the Salt and Pepper Series has exceeded the expectations of the client.

Year

2013

Application

Shopping Malls & Stores

Interventions

Wall and floor application

Location

Manama GCC Bahrain