



PRESS KIT  
CERSAIE 2024  
HALL 36 BOOTH A22 B25

#### RAK CERAMICS: SPACES THAT TELL A STORY

Ras Al Khaimah, September 2024 – RAK Ceramics, a leading company in the ceramics industry and a symbol of innovation and design excellence, reaffirms its presence at Cersaie 2024, the International Exhibition of Ceramic Tile and Bathroom Furnishings in Bologna.

Renowned for its lifestyle solutions and integrated systems for flooring and wall coverings, the company continues to demonstrate its commitment to cutting-edge stylistic and functional research. The new proposals for Tiles and Slabs together with bathroom solutions, stand out for their versatility and ability to adapt to projects of all sizes, offering endless creative possibilities to customize residential and commercial spaces. This is all done with full respect for the EcoCycle.

**Abdallah Massaad, CEO of RAK Ceramics**, emphasizes the importance of innovation and sustainability as key pillars of the company's strategy: "The company continues to invest in advanced technologies, innovative processes, digital transformation, and sustainable materials," Massaad states. "RAK Ceramics utilizes increasingly energy-efficient production processes, implementing a closed-loop system in which 100% of wastewater is treated and reused, while a significant portion of production waste is recycled and reintroduced into the manufacturing process."

"In this context," Massaad concludes, "we inaugurated our first Smart Factory last year in Ras Al Khaimah, a facility that integrates advanced automation technologies and the Internet of Things (IoT) to optimize tile production, reduce waste, and improve product quality, all in response to the evolving needs of our customers. In Bologna, as every year, we are presenting the result of this commitment to research and innovation. Design innovation, as part of a broader development plan that includes investments in production capacity and processes."

#### SURFACES

RAK Ceramics is a company in constant evolution, envisioning spaces where inspiration comes to life and designing environments that tell the story of those who inhabit them. The company is dedicated to creating spaces that reflect personal style and desires, making them unique and welcoming for everyone. At Bologna, RAK Ceramics is investing in the concept of **Mix and Match**, an approach based on creating various combinations of collections. Mix and Match is a growing trend in interior design, particularly for floor and wall tiles, breaking away from traditional

uniformity to explore creative combinations of materials, colors, and textures.

This approach allows for the creation of dynamic and personalized spaces with unique aesthetics.

By blending tiles with different finishes, such as natural stone or cement, depth and character are added to spaces. Beyond the aesthetic advantage, it also offers practical benefits, balancing durability and style. Mix and Match encourages creativity and innovation, challenging the boundaries of traditional design. Innovation lies at the heart of RAK Ceramics' philosophy, as the company is known for consistently introducing cutting-edge technologies to the sector.

**Leonardo De Muro, Corporate Vice President of RAK Ceramics**, commented: "**The RAK Ceramics Innotech Lab** is the beating heart of the company's research and development efforts. Thanks to the continuous dedication of our team in developing design collections and innovative projects, we keep pushing the limits of what's possible, supported by state-of-the-art facilities and next-generation technologies."

RAK Ceramics continues to innovate with **anti-glare surfaces** that are pleasant to the touch and equipped with anti-slip features. Furthermore, with **Sync Effect** and **3D Shape** technologies, RAK Ceramics offers highdefinition digital structures and extremely natural, well-defined 3D surfaces, ensuring unparalleled depth and precision.

**FlakeSet**, one of the latest innovations from the Innotech Lab, stands out for its ability to integrate flakes directly into the body of ceramic slabs, as demonstrated in the new **FLAKE STONE** collection.

The innovative process begins with the extraction of flakes from atomized, color-bodied powders, which are then mixed with raw clay.

The mixture is shaped and fired at high temperatures, ensuring a uniform distribution of flakes and perfect integration into the material. Ideal for countertops and visible tile edges, the FlakeSet technology redefines elegance, perfectly replicating the look of natural stone and harmoniously integrating it throughout the tile.

**Sync Effect** is an advanced digital technology that enables ultra-highdefinition tiles, featuring raised graphics and material structures on smooth and textured surfaces. With Sync Effect, the material blends seamlessly with the tile body, creating unique, realistic designs rich in detail and depth.

The result? Surfaces with impressive visual impact, ideal for those who seek to combine aesthetics with functionality in interior design. The **SAPIEN WOOD** and **PORTLAND** collections leverage Sync Effect technology to create digital structures that faithfully reproduce the appearance and texture of wood with extraordinary detail. **SAPIEN WOOD** and **FLAKE STONE** were conceived from the outset to be perfectly paired.

As part of the **Mix and Match** concept, **GREY ANTIQUE** is an intriguing new addition: an agglomerate of marble and stone, a finished slab from which individual natural elements have been "extracted" to create the **MOON STONE**, **GREY STONE**, and **CRYSTAL WHITE** collections.

### **CREATIVE CONCRETE P: The Modularity and creativity of Cement**

At first glance, cement may seem ordinary, but within its robust surface lies the potential for an extraordinary narrative. This is the essence of the **Creative Concrete P** collection, where a simple element evolves into a multitude of unique variations.

**Creative Concrete P** is a modular masterpiece that transforms the raw beauty of cement into elegant stone textures, warm wooden finishes, intricate decorations, and classic brick patterns, each with its distinctive charm and character. It represents the transformative power of design, inviting designers and artists to explore limitless possibilities. Simplicity evolves into extraordinariness, offering endless creative options. Whether it's contemporary spaces with sleek and sophisticated lines or rustic environments that highlight the warmth of natural materials, **Creative Concrete P** adapts to any vision. Every element in the collection, from slabs to bricks, becomes a building block to innovate and create unique spaces that tell a personal story.

### **MAXIMUS SLABS: A Fusion of Design, Durability, and Sustainability**

Maximus slabs open up a wide array of design possibilities, drawing inspiration from natural elements such as wood, stone, granite, and marble. These luxurious tiles serve as a versatile canvas for creative expression, whether you're aiming for a tranquil, nature-inspired ambiance or a bold, modern aesthetic.

Beyond their visual appeal, Maximus slabs offer significant functional benefits. Made from premium materials like clay, silica, and quartz, they feature a dense core and smooth surface with a water absorption rate of less than 0.5%, making them highly resistant to moisture and perfect for use in bathrooms and kitchens. Their large format also reduces the number of seams, simplifying both installation and maintenance. Additionally, their scratch- and stain-resistant surface ensures long-term durability with minimal upkeep.

Maximus slabs excel in sustainability as well. Crafted from natural raw materials, they require fewer resources during

installation, minimizing their environmental footprint. Their energy-efficient properties help regulate indoor temperatures, potentially lowering heating and cooling costs.

In short, Maximus megaslabs provide an outstanding solution for those seeking both beauty and resilience in their design projects. With their large format, aesthetic versatility, and eco-friendly attributes, they offer a transformative option for creating impactful, lasting spaces.

### **MAXIMUS BECOMES BIGGER!**

Maximus introduces an expanded range of porcelain slabs, **now available in larger formats of 162x324 cm unrectified with a 12mm thickness and 120x280 cm with a 6mm thickness.**

These new dimensions combine aesthetic elegance with technological advancements, offering versatile solutions for kitchen countertops, flooring, and wall coverings.

Maximus slabs stand out for their extraordinary durability, designed to withstand the toughest conditions. Their long-lasting beauty makes them ideal for both residential and commercial applications.

In particular, the new Maximus 162x324 cm slabs provide a versatile option for various surfaces. Thanks to their size and technical characteristics, they are perfect for porcelain stoneware countertops, large indoor and outdoor surfaces, and even for ventilated façade cladding. **All 162x324 cm and 120x280 cm slabs are provided with mesh.**

Their adaptability extends to the creation of custom furniture elements, such as bathroom and kitchen countertops. In a landscape where versatility and durability are key, large porcelain slabs are gaining popularity.

Maximus slabs recently received the prestigious **RedDot** award thanks to the innovative invisible induction cooking system **CookingRAK**, which transforms these large slabs into a continuous, elegant, and functional cooking surface. CookingRAK allows you to cook directly on the porcelain stoneware slab.

### **BATHROOM and WELLNESS**

#### **RAK-DES GOES COLORFUL!**

The **RAK-Des** collection evolves and embraces color to meet current market trends. Characterized by a minimalist style that draws inspiration from and pays homage to Bauhaus, the collection includes not only sanitary fixtures but also a countertop and freestanding washbasin with sleek, minimalist lines, staying true to its design inspiration. The collection is expressed in a rich palette of **colors: Matt Black, Matt Grey, Matt Cappuccino, Matt Greige, and Matte White.**

Designed as part of the Lifestyle Solution Provider concept, it pairs seamlessly with the Rak-Joy and Rak-Joy Uno furniture line and RAK-Plano in all available finishes.

**RAK Ceramics** is one of the largest ceramic brands in the world. Specializing in ceramic and porcelain stoneware tiles, tableware, sanitary ware, and faucets, the company has a production capacity of 118 million square meters of tiles, 5.7 million sanitary items, 36 million tableware pieces, and 2.6 million faucets annually across its 23 state-of-the-art plants in the United Arab Emirates, India, Bangladesh, and Europe. Founded in 1989 and headquartered in the United Arab Emirates, RAK Ceramics serves customers in over 150 countries through its network of operational hubs in 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 UAE, and as a group, it has an annual revenue of approximately USD 1 billion.

#### **RAK Ceramics PJSC**

P.O. Box: 4714, Ras Al Khaimah, United Arab Emirates  
**Tel.** +971 7 246 7000  
[www.rakceramics.com](http://www.rakceramics.com)

#### **Contact Details**

##### **Marco Borghi**

Deputy General Manager  
Corporate and Product Communication  
[marco.borghi@rakceramics.com](mailto:marco.borghi@rakceramics.com)  
**Tel.** +971 7 246 7000

#### **Press Office: TAConline**

tel. +39 0248517618  
tel. +39 018535161

##### **Paola Staiano**

[staiano@taconline.it](mailto:staiano@taconline.it)  
[www.taconline.it](http://www.taconline.it)  
+39 3356347576