



From SOFTECH and Scratch Guard technologies to large formats: research, excellent performance and design for contemporary life

Milan, September 22, 2025 - RAK Ceramics, Emirati company and global player in the ceramic sector, returns to **Cersaie** with innovative offerings that interpret the **Crafted for Living** concept: ceramic becomes a design instrument for authentic and functional spaces, in harmony with the needs of contemporary life.

"We are pleased to confirm our presence at Cersaie, a key appointment of the sector and a fundamental moment of discussion with the Italian and European market. Continuous attention to innovation and qualitative excellence is reinforcing our margin profile and our competitiveness, while the investments in advanced production capacity and factory modernization set new efficiency and quality standards. We look to the future with trust, guided by our pillars - innovation sustainability and quality - with the objective of consolidating our global leadership role, creative value for our stakeholders and accelerating initiatives that allow us to grow in a sustainable and profitable way throughout our divisions," declares **Abdallah Massaad**, Group CEO of RAK Ceramics.

"Crafted for Living represents our vision. We invest in research to offer tailored, durable and sustainable solutions, able to adapt to different lifestyles and contexts. Our surfaces accompany every environment, from the home to more complex applications, with the same versatility and aesthetic consistency. Over the years, we have developed a true "lifestyle solution" concept that unites quality, performance and infinite combination possibilities," says **Leonardo de Muro**, Corporate Vice President International Business Development of RAK Ceramics.

INNOVATION & RESEARCH FIRST

The heart of the research is the **InnoTech Lab**, group laboratory that constantly introduces cutting-edge solutions able to redefine the limits of the sector. Two innovations that directly affect daily experience debut in Bologna: **SOFTECH** and **Scratch Guard**.

Contemporary architecture increasingly embraces the concept of continuity, practically dissolving the boundary between indoor and outdoor. This scenario uses new **SOFTECH** technology, that introduces solutions for fluid, performing and comfortable spaces. Differently from traditional non-slip surfaces, the true innovation resides in the **micro-particle application process** that fills the micro-cavities of the surface and create a velvety, uniform and easily cleanable surface. The anti-reflective and non-slip properties offer grip and security in every context confirmed by R10 A+B coefficients for interiors and R11 A+B+C for exteriors.

One of the examples of its application is the **new collection**, presented in a preview at Cersaie, **I Sassi** (The Stones): a contemporary design inspired by the ancient settlements dug in the calcarenite of the Lucan city. The line is offered in two style variations, Borgogna and Matera, and in four colour variations from beige to grey.

In contemporary interiors, performance counts as much as aesthetics: consumers look for beauty, but most of all they look for materials able to last over time.

This is how the new generation of RAK Ceramics porcelain stoneware surfaces was born, in which technology becomes the protagonist. At the centre of this evolution is **Scratch Guard**, one of the most advanced anti scratch solutions on the market, able to set new standards of resistance, durability and hygiene.

The treatment, applicable on all surfaces with a polished finish, guarantees advanced protection even against the deepest scratches caused by metallic objects, preserving the brilliance of the surface over time.

Presented for the first time at Cersaie, **Calacatta Macchia Vecchia** is an example, with its white background crossed by fluid veins in shades of grey, beige and gold, and **Alaska White**, with layered tones and deep reflections that suggest a decisive and original appearance. Both variants are offered in Maximus formats, idea for continuous coverage and high traffic areas oriented towards design.

INVESTING IN THE FUTURE OF LARGE FORMATS

RAK Ceramics offers a wide variety of design solutions and further broadens their production capacity. With more than 54 formats available, from mosaic to large slabs, the company announces the opening of a new production facility dedicated to new generation Maximus surfaces, created with advanced **Continua+ PCR 2180** technology, able to produce formats up to 162x324 cm. A milestone that consolidates the brand's commitment to **innovation**, **efficiency** and **sustainability**, while paving the way for even larger formats.

"The launch of the new production facility, which occurred at the beginning of the year, is the testimony of our dedication to advanced, efficient and responsible manufacturing from an environmental point of view. By investing in technologies like Continua+ PCR 2180, we empower our production capacity and reinforce our leadership in the production of sustainable ceramic. We remain focused on providing high quality and innovative products able to satisfy the continuously evolving needs of our clients around the world," adds **Abdallah Massaad**, Group CEO of RAK Ceramics.

The new format joins those already available, bringing Maximus to expand its line of solutions that include the 120x280 cm, 120x120 cm, 60x120 cm and 60x120 (20 mm): versatile solutions ideal for countertops in porcelain stoneware, large interior and exterior surfaces, ventilated facades and made to measure furnishing elements like bathroom and kitchen counters. Thanks to production innovation, the surfaces present uniform finishes and high-definition motifs that faithfully reproduce the effect of natural materials, becoming true canvases for design expression.

THE NEW COLLECTIONS PRESENTED AT CERSAIE 2025

I Sassi – Offered in the Borgogna and Matera variants, available in four colours. Sizes: 162x324 cm (12 mm); 120x280 cm, 120x120 cm, 90x180 cm, 60x120 cm (9 mm); 60x120 cm (20 mm). The range also includes a 60x120 cm décor.

Travertine (Maximus) – Variants Crosscut Osso and Osso, available in four colours. Sizes: 162x324 cm (12 mm); 120x280 cm, 120x120 cm, 90x180 cm, 60x120 cm (9 mm); 60x120 cm (20 mm), plus a 60x120 cm décor.

Terra and Terra Brick – A collection with a textured effect, available in 10 and 9 colours respectively. Sizes: 162x324 cm (12 mm); 120x280 cm, 120x120 cm and 60x120 cm. Brick format: 6.5x26 cm.

Aragona Stone (Maximus) – Minimal design with a matt finish, available in three colours. Sizes: 162x324 cm (12 mm); 120x280 cm, 120x120 cm, 60x120 cm (9 mm); 60x120 cm (20 mm), 60x60 cm.

Montpellier Stone – Refined design with a matt finish, available in three colours. Sizes: 120x120 cm, 60x120 cm (9 mm); 60x120 cm (20 mm).

Pietra di Bourges – The elegance of natural stone, available in five colours. Sizes: 120x120 cm, 60x120 cm, 80x80 cm, 60x60 cm, 60x120 cm (20 mm).

Pietra di Bourges Soft – A softer surface version, available in three colours. Sizes: 60x120 cm and 60x60 cm (9 mm).

Alaska White (Maximus) – Bold and sophisticated design, available in several colours. Sizes: 162x324 cm (12 mm); 120x280 cm (9 mm).

Altissimo Marble, Calacatta Apuano, Calacatta Gold Lux, Calacatta Meraviglia, Golden Glints and White Golden Marble (Maximus) – The elegance of white enhanced by grey and golden veining. Sizes: 162x324 cm (12 mm); 120x280 cm; 120x120 cm; 60x120 cm (9 mm).

Calacatta Macchia Vecchia – Striking design with strong visual impact. Sizes: 162x324 cm (12 mm); 120x280 cm; 120x120 cm; 60x120 cm (9 mm), plus a 60x120 cm décor.

RAK CERAMICS

RAK Ceramics ranks as the third largest group worldwide operating in the ceramics industry. Specialized in floors and surface coverings in ceramic and porcelain stoneware, tableware, sanitary ware and tapware, the company has a production capacity of 118 million square metres of tiles, 5 million sanitary fixtures, 36 million pieces of tableware and 2.6 million tapware elements per year in the company's 23 avantgarde manufacturing plants in the United Arab Emirates, India, Bangladesh, and Europe. Founded in 1989 and headquartered in Ras al-Khaima, in the United Arab Emirates, RAK Ceramics supplies customers in over 150 countries through its network of operational hubs in Europe, Middle East and North Africa, Asia, North and South America and Australia. RAK Ceramics is a publicly held company quoted on the Abu Dhabi Securities Exchange in the UAE and, as a group, has a yearly turnover of approximately 1 billion US dollars.

Website: <https://www.rakceramics.com/italy/it/>

Instagram: [@rakceramicsitaly](https://www.instagram.com/rakceramicsitaly)

Facebook: [@rakceramicsitaly](https://www.facebook.com/rakceramicsitaly)

Keywords Design

Monica Tagliabue | Senior PR Account

+39 02 40701473

m.tagliabue@keywords.design

Giorgia Azzaro | PR Account

+39 02 40701473

g.azzaro@keywords.design