



**Ras Al Khaimah, United Arab Emirates, 17th March 2025** – RAK Ceramics is a globally recognized brand for its innovative and design-driven spirit, continuous proposals of lifestyle bathroom furnishings, and integrated systems for flooring and wall coverings, all characterized by constant stylistic and functional research.

RAK Ceramics is set to make a remarkable presence at ISH 2025, the world's leading trade fairs for the HVAC and water industry. This year, RAK Ceramics will be joined by KLUDI, part of the RAK Ceramics Group, to present an array of pioneering designs and cutting-edge innovations at Hall 3.1, Stand B80 in Frankfurt.

With a legacy of design excellence and a commitment to redefining modern living spaces, RAK Ceramics will unveil its latest collections, including RAK-Remal, RAK-Batu, RAK-Des, and RAK-Skin – each embodying a fusion of aesthetics, functionality, and innovation.

## Featured Collections at ISH 2025

### RAK-Remal: The Art of Sand-Inspired Design

RAK-Remal is the new RAK Ceramics washbasin collection, designed by **Sahar Madanat**, one of the most emergent and talented product designer in the Middle East. She is considered a pioneer in product design. Her design work ranges from medical design to new concept furniture. At the same time, Sahar works hard at developing new talent and inspiring design thinking in the Middle East through talks, mentoring, workshops and using design to empower under privileged communities. For Rak-Remal, she was inspired by the dynamic forms of the sand dunes shaped by the wind, to create the sculptural design of the collection. All the washbasins are available in two different finishes: glossy white and the earthy & natural look Mica White, a new artistic glaze obtained adding particles of Mica in the mix (Muscovite mineral).

RAK-Remal, (Sands) is inspired by the interplay of textures and forms in the desert. The interaction of sand with the wind. How sand is shaped by the hooves of a horse or pushed away with a stroke of a hand. The stillness and serenity of the desert. These natural and raw elements that form beautiful soft shapes simply by moving sand. The feeling they emit and the inspiration they bring are what inspired the design language in this collection, in which every detail is designed to bring us closer to nature.

### RAK-BATU, Balinese style and contemporary design

**RAK-BATU**, Balinese style and contemporary design Bali: the name is enough to evoke the distinctive decorative style of the fascinating Indonesian island. Inspirations that are now found in interior architecture in various forms, synonymous with harmony with nature. Light, air, neutral shades, and natural materials, including bamboo, straw, and palm fronds, are some of the recurring elements in exotic interiors designed to foster sociability, contemplation, and harmony with the surrounding landscape.

The **RAK-Batu** washbasins are an expression of an almost "mystical" trend and are characterized by simple lines and new 5mm slim edges that give the entire range a minimal look and at the same time high resistance. A perfect synthesis of design and functionality. The collection is made with a new artistic glaze, obtained adding particles of Mica in the mix (Muscovite mineral). It is available in three shapes: Round, Oval, and Rectangular, for a total of nine beautiful and unique products that infuse a natural and tropical atmosphere reminiscent of Balinese homes, all while maintaining the minimalist aesthetic of contemporary design.

In combination with natural materials like wood, stone and rattan, RAK-Batu 3 finishes Mica White, Mica Warm Grey and Mica Cool Grey, give your bathroom the same warm and inviting atmosphere of a breathtaking exotic destination. Washbasins can be combined, in the same finish, with RAK-Plano. A seamless single slab that can be drilled and cut as needed directly during installation, allowing the widest freedom in positioning basins and faucets.

At ISH RAK-Batu presents the new freestanding washbasin, also available in the three finishes Mica White, Mica Warm Grey, and Mica Cool Grey.

### **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 tribute 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-SKIN**, basins with conventional and tactile materials. Touching is not just a sensation but a physical need, and through it, interior design aims to reclaim the true essence of life, reacting to the overwhelming presence of technology and "virtualism" in our daily lives. In an increasingly digital world, there is a growing desire for physicality and authenticity. A desire that translates into tactile and natural materials designed to be touched with the eyes before even with the hands: from floors to walls, from furniture to bathroom products. Many variations, one goal: to convey a feeling of comfort and warmth. Material surfaces have the power to reconnect us with nature and evoke positive emotions. Important sensations to experience in our homes, which have become a real necessity. **RAK-Skin** represents much more than just an exclusive collection of basins; it embodies a distinctive and cutting-edge finishing touch. The innovative materials used possess a delicate and enveloping quality, resulting in an extraordinarily refined aesthetic. The impact is truly unique, specifically crafted for extraordinary environments. When paired with RAK Ceramics bathroom furniture characterized by wood-effect materials, **RAK-Skin** basins elevate the bathroom to a realm of exceptional comfort, achieved through a harmonious play of warm tones. Conversely, when embellished with a stone effect, the basins become protagonists of contrast; the fusion of warm and cool tones produces a soft and relaxing result. The innovative materials used possess a delicate and enveloping quality, resulting in an extraordinarily refined aesthetic.

### **RAK Ceramics**

Founded in 1989 by the will of the Sheikh of Ras al-Khaimah, one of the seven United Arab Emirates, RAK Ceramics was born as a tile manufacturer, exploiting the resources of the territory, rich in clays. The business grew rapidly and in 1993 a new plant dedicated to the production of sanitaryware was inaugurated. Today, with 23 state-of-the-art factories, located in the United Arab Emirates, Europe, India and Bangladesh, RAK Ceramics produces 118 million square meters of tiles, 5.7 million pieces of sanitary ware, 2.6 million faucets and 26 million pieces of porcelain tableware per year, RAK Ceramics is a real multinational listed on the stock exchange. It is the fourth largest ceramic industry in the world, with an annual global turnover of about 1 billion US dollars, active in 150 countries through a network of operational hubs.

For more information visit: [www.corporate.rakceramics.com](http://www.corporate.rakceramics.com)

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