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## RAK CERAMICS UPGRADES TO NEXT-GEN CONTINUA+ TECHNOLOGY, REINFORCING ITS LEGACY IN SLAB INNOVATION

RAK  
CERAMICS



**Ras Al Khaimah, United Arab Emirates – May, 2025** – RAK Ceramics, one of the largest ceramics brands in the world, proudly announces the launch of its next-generation slab production facility featuring the advanced Continua+ PCR 2180 technology—marking a major upgrade in its large-format slab manufacturing capabilities. This milestone further solidifies the company's commitment to innovation, efficiency, and sustainability.

RAK Ceramics was one of the first in the world to adopt Continua technology in 2012 and the first to introduce large-format slabs in the Middle East with its pioneering Maximus product range. This initial step revolutionized the regional ceramics market and positioned the company at the forefront of slab innovation. Since then, RAK Ceramics has continuously expanded its slab portfolio, leveraging Continua to improve design flexibility, production efficiency, and digital capabilities.

### A New Era in Slab Manufacturing

The newly operational facility leverages **Continua+ PCR 2180**, one of the most advanced and efficient slab production technologies available today. This technology ensures high productivity with minimal material waste and enables full digital synchronization at every stage of production, allowing for precision and flexibility in manufacturing.

In a bid to enhance sustainability, the facility features a **seven-layer horizontal dryer**, designed to operate on **total heat recovery from the kiln**, significantly reducing fuel consumption while optimizing energy efficiency. The new line is evaluated to be more energy efficient in comparison to current continua setup.

### Industry-First Digital Advancements

The slab production facility boasts **state-of-the-art digital glazing technology**, enabling the combined application of inks and materials. This innovation enhances design capabilities, offering high-definition patterns, deep digital structures, and advanced dry digital glaze/granule applications. Additionally, the facility incorporates **multilayer granule application technology**, fully synchronized with digital processes, ensuring uniform and seamless finishes across all slab productions.

### Largest Kiln in the Middle East & Smart Manufacturing

RAK Ceramics has also introduced the **longest European kiln in the Middle East**, stretching **300 meters**, reinforcing its high-capacity production capabilities. The facility integrates a **smart scheduling storage system**, incorporating real-time control and monitoring to enhance operational efficiency. A **fully automated quality control system** eliminates manual inspections by monitoring tiles at multiple production stages, ensuring unmatched product quality.

With the launch of its **first-ever matting line for slab production**, RAK Ceramics has standardized processes to maintain uniform finishes across various slab sizes. Additionally, the **auto cutting line** ensures consistency in customized product formats, optimizing the production process.

### **Advanced Packaging & Sustainability Initiatives**

The newly launched facility also features an **automatic shrink hood wrapping machine**, eliminating manual packaging processes and improving efficiency. Its advanced packing line supports multiple palletization methods, including **A-frames, L-frames, and wooden boxes**, with a robotic arm for seamless logistics management.

With an **annual production capacity of 4 million square meters**, the facility is equipped to manufacture slabs in multiple thicknesses ranging from **6mm to 20mm**, with a maximum size of **180x360 cm**—currently the largest in the industry. Standard slab sizes include **162x324 cm at 12mm thickness**, as well as **80x320 cm uncut slabs** for countertops. To further enhance durability, **mesh reinforcement** is applied to all **162x324 cm** slab productions.

### **A Strategic Leap Forward**

The launch of this 100 million AED facility represents a strategic investment in the future of slab manufacturing, reinforcing RAK Ceramics' position as an industry pioneer. By integrating **IoT-enabled smart manufacturing, zero manual intervention for quality inspection**, and **enhanced digital glazing techniques**, the company continues to push the boundaries of innovation, efficiency, and sustainability.

This milestone reflects RAK Ceramics' ongoing commitment to providing cutting-edge solutions to its global clientele, ensuring superior quality, unparalleled design possibilities, and an optimized production process.

**Abdallah Massaad, Group CEO of RAK Ceramics**, stated, "At RAK Ceramics, our commitment to innovation and sustainability is at the core of our growth strategy. The launch of our exclusive slab production facility reflects our dedication to advanced, efficient, and environmentally responsible manufacturing. By investing in cutting-edge technology such as the Continua+ PCR 2180 technology, we are not only enhancing our production capabilities but also reinforcing our leadership in sustainable ceramics manufacturing. We remain focused on delivering high-quality, innovative products that meet the evolving needs of our customers worldwide."

RAK Ceramics' strategic investments in advanced technology and sustainable manufacturing are shaping the future of the ceramics industry. With the successful launch of its state-of-the-art slab production facility, the company is reinforcing its position as a global pioneer, delivering superior products that meet the highest standards of quality, design, and environmental responsibility.

For more information, visit <https://rakceramics.com>

### **NOTE TO EDITORS**

#### **About RAK Ceramics**

RAK Ceramics is one of the largest ceramics' brands in the world. Specializing in ceramic and gres porcelain wall and floor tiles, tableware, sanitary ware and faucets, the Company has the capacity to produce 118 million square meters of tiles, 5.7 million pieces of sanitary ware, 36 million pieces of porcelain tableware and 2.6 million pieces of faucets per year at its 23 state-of-the-art plants across the United Arab Emirates, India, Bangladesh and Europe.

Founded in 1989 and headquartered in the United Arab Emirates, RAK Ceramics serves clients in more than 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 listed company on the Abu Dhabi Securities Exchange in the United Arab Emirates and as a group has an annual turnover of approximately USD \$1 billion.

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