

نوفمبر 25 - 2024

RAK CERAMICS WINS THE ADA 2024 AWARD IN THE "FINISHES" CATEGORY FOR THE FOURTH CONSECUTIVE YEAR WITH THE GREY ANTIQUE COLLECTION

RAK
CERAMICS



A prestigious accolade recognizing excellence in design and innovation.

RAK Ceramics has won the prestigious Archiproducts Design Award 2024 in the "Finishes" category for the fourth consecutive year with **GREY ANTIQUE**, an innovative expression of the Mix and Match concept. This approach enables the creation of dynamic and personalized environments by combining surfaces with different finishes, textures, and colors to bring depth and character to living spaces.

With GREY ANTIQUE, RAK Ceramics has redefined the concept of traditional ceramics, transforming it into a creative and fluid experience seamlessly integrated into various settings.

The collection's surfaces evoke the natural beauty of geological formations, making them ideal for cladding, countertops, and flooring, as well as high-traffic areas. The mixed stones give spaces a unique character, blending various colors and finishes into a visual tapestry that balances sophistication with natural beauty. The collection offers excellent customization options, allowing designers to create specific moods, from rustic to luxurious.

The standout feature of this award-winning product is that the finished GREY ANTIQUE slab has been conceptualized to inspire three additional collections—MOON STONE, GREY STONE, and CRYSTAL WHITE—that deconstruct the agglomerate material into new design possibilities.

This international recognition celebrates the innovation and elegance of a project that redefines the modern living experience. GREY ANTIQUE stands out for its ability to revolutionize interior design by combining innovation, versatility, advanced functionality, and sustainability.

It transforms residential and commercial spaces, offering solutions that reflect the identity of their occupants, achieving a perfect balance between beauty and functionality. Beyond aesthetics, it delivers practical benefits, harmonizing durability with style.

Leonardo de Muro, Corporate Vice President of RAK Ceramics, stated:

"We are proud of this award, which testifies to our constant commitment to excellence and quality. Thanks to the tireless efforts of our Innotech Lab in developing innovative design collections and projects, we continue to push the boundaries of what's possible, supported by cutting-edge facilities and state-of-the-art technology. This achievement is not just a victory for the Group but also a tribute to the dedication and passion of everyone in RAK Ceramics' Research and Development department, who have been instrumental in the development of GREY ANTIQUE and its satellite collections."

AVAILABLE SIZES:

- **GREY ANTIQUE:**

162x324 mm (12 mm thickness), 144x305 mm (14 mm thickness)

- **MOON STONE:**

120x280 mm (6 mm thickness), 162x324 mm (12 mm thickness), 144x305 mm (14 mm thickness)

- **GREY STONE:**

120x280 mm (6 mm thickness), 162x324 mm (12 mm thickness), 144x305 mm (14 mm thickness)

- **CRYSTAL WHITE:**

60x120 mm, 120x120 mm, 90x180 mm, 120x280 mm (6 mm thickness), 162x324 mm (12 mm thickness), 144x305 mm (14 mm thickness)

About RAK Ceramics:

RAK Ceramics is one of the largest ceramics brands in the world. Specializing in ceramic and porcelain tiles, tableware, sanitaryware, and faucets, the company boasts a production capacity of 118 million square meters of tiles, 5.7 million sanitaryware pieces, 36 million tableware items, and 2.6 million faucet pieces annually across its 23 state-of-the-art manufacturing facilities located in the UAE, India, Bangladesh, and Europe. Founded in 1989 and headquartered in the UAE, RAK Ceramics serves customers in over 150 countries through its network of operational hubs across 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, generating an annual turnover of approximately \$1 billion USD.

RAK Ceramics PJSC

P.O. Box: 4714, Ras Al Khaimah, United Arab Emirates

Tel. +971 7 246 7000

www.rakceramics.com

Media Contact**Marco Borghi**

Deputy General Manager

Corporate and Product Communication

marco.borghi@rakceramics.com

Tel. +971 7 246 7000