September 25 - 2024

RAK CERAMICS SHOWCASES INNOVATION AND SUSTAINABILITY AT CERSAIE 2024

RAK Ceramics, a leader in the ceramics industry, presents its latest innovations at Cersaie 2024 in Bologna, reaffirming its commitment to design excellence, cutting-edge technology, and sustainability. Known for its versatile solutions for flooring, wall coverings, and bathroom furnishings, RAK Ceramics continues to push the boundaries of design and functionality.

RAK Ceramics introduced new collections such as FLAKE STONE and SAPIEN WOOD, leveraging innovative technologies like FlakeSet and Sync Effect to enhance design flexibility. These technologies offer high-definition digital structures, allowing for ultra-realistic textures and surfaces. The Mix and Match concept, focusing on creative combinations of tiles, remains a key trend, enabling personalized and dynamic spaces.

The expanded Maximus Slab collection, now available in larger formats, provides durable, eco-friendly solutions for both residential and commercial applications, with their sustainability and low-maintenance features offering additional appeal.

RAK Ceramics' dedication to innovation was further recognized with the prestigious RedDot award for the CookingRAK system, a seamless induction cooking surface integrated directly into Maximus slabs.

The RAK-Des collection inspired by the Bauhaus principle will also be presented in rich palette of colors: Matt Black, Matt Grey, Matt Cappuccino, Matt Greige, and Matte White.

The company continues to lead in creating spaces that tell a story, merging aesthetics, functionality, and sustainability.

Find them at Bologna, Italy Hall 36 Stand A22-B25.

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CERAMICS