

Septiembre 22 - 2023

## RAK CERAMICS COMBINES MATERIAL RESEARCH, STUDY OF COLOR, SUSTAINABILITY, AND ADVANCED TECHNOLOGY TO DEFINE WONDERFUL SPACES AT CERSAIE 2023

**RAK**  
CERAMICS



RAK Ceramics, a global leader in bathroom furnishings and ceramic flooring, returns to the spotlight at Cersaie, the international exhibition for ceramic tiles and bathroom furnishings. One of the key highlights of RAK Ceramics' participation at Cersaie 2023 will be its robust sustainability initiatives, resulting in a significant reduction in energy consumption and the implementation of innovative recycling processes.

**CERAMICS:** Beauty reaches a new dimension with the 2023 collections

At Cersaie 2023, RAK Ceramics will introduce a captivating range of new collections inspired by natural elements and visionary design, along with a new 90x180 cm porcelain stoneware format. Creative Concrete P, rounding off the range with new decors and wood effects, Ceppo d'Iseo, Expedition, composed of two coordinated materials and available in 19.5x120 listello formats, Pontino, and the quartzites Pordoi and Stelvio, and Portofino, a vibrant collection of tiles in 6.5x26, 10x10, and 20x20 formats, with matching floor tiles in 60x60 porcelain stoneware.

In its slabs collection, RAK Ceramics will present Iceland White, shimmering in glacial white, Fantastic Green in earthy tones, Granito Blu Ande, reflecting the colors of the sea, Spider with its golden "webs," Orobico, enchanting and harmonious, Pietrasanta with the veins of Tuscan marble, Sunset, refined and charming, and Pontino in delicate beige tones.

### BATHROOM FURNISHINGS

RAK Ceramics will also showcase its innovative sanitaryware collections at the event. First up is RAK-Batu, a collection of washbasins featuring an artistic mica glaze that evokes a tropical Balinese atmosphere, perfectly aligned with contemporary minimalist design. Additionally, RAK-Plano, a single seamless vanity countertop, is now available in two striking finishes: terrazzo and mica, catering to both aesthetic and functional bathroom needs.

Find them at Bologna, Italy Hall 36 Stand A22-B25 for Tiles and slabs and Hall 22 Stand A142 for sanitaryware.

