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RAK CERAMICS, INSPIRATIONAL CERAMIC LIFESTYLE SOLUTIONS



Bologna, Italy, 24 September 2018 – RAK Ceramics PJSC (*Ticker: RAKCEC: Abu Dhabi*), one of the leading ceramics' brands in the world, today unveiled its latest tiles and sanitaryware collections at Cersaie, the largest and most important international ceramics exhibitions which takes place annually in Bologna, Italy.

As a global provider of complete lifestyle solutions, RAK Ceramics continues to provide its customers with 'Room for Imagination' presenting its latest collection of inspirational lifestyle solutions, designed to inspire only the most discerning architects and interior designers. The collection are on display at two large booths with tiles at pavilion 14 B31-C32 and sanitaryware at pavilion 30 B52-C51.

Are you a rule breaker or a rule maker?
Gone are the days of matching everything together. It's time to break the rules. With RAK Ceramics' latest collections choose different effects, colours and sizes within the same collection and mix them with other collections from the range.

In tiles, RAK Ceramics presents 20 new collections. Developed using precious materials and offering premium performance with contemporary style, the collection includes wood, concrete, marble, stone and some new resins and metals. This latest selection of luxury, stylish and high-end products, provides architects and interior designers with unlimited solutions for their design requirements. A boutique ready-made collection which is always available, the new collection captures the essence of quality and showcases the production capabilities of RAK Ceramics, with luxury concepts developed in a huge range of sizes, finishes, colours, effects and thicknesses to suit every taste. The full range of novelties on display will include all the sizes and applications available from ceramic wall tiles to the gigantic sizes of its super-sized slabs for walls, floors, and countertop surfaces.

Sensational sanitaryware
In sanitaryware, RAK Ceramics presents a range of complete lifestyle solutions, including the brand-new suite **RAK-SENSATION**. Following its launch as a concept at KBB 2018 in UK and receiving enthusiastic reviews, RAK-SENSATION is now available for the worldwide market and is being showcased at Cersaie 2018. A symphony of grace and balance, RAK-SENSATION is an eclectic collection, combining aesthetic functionality and innovation to capture the imagination. Stylish and captivating, with symmetrical shapes underlining the soft turning of the unique and distinctive form, RAK-SENSATION adds natural harmony to bathrooms.

Adding to its collection of designer sanitaryware solutions, **RAK-CLOUD** is the beginning of a collaboration with the Italian designer Giuseppe Maurizio Scutellà. A brand new concept that will catch the attention of design lovers. Fluid lines inspired by geometric swirls combined with changing shapes like clouds lend themselves to multiple interpretations and play with light, producing a soft enveloping effect, culminating in a sophisticated but at the same time functional and welcoming bathroom. Wall-mounted or wall-hung sanitaryware, elegant freestanding bathtubs and washbasins, softly curved bowls or wall solutions for every need. With RAK-CLOUD, the hallmark of the Italian designer, Giuseppe Maurizio Scutellà, inspires and enhances the imagination of the most demanding and visionary interior designers to create beautiful bathrooms.

RAK Ceramics also introduces **RAK-PRECIOUS**, a special new range of luxury solutions for the washbasin area. With richer finishes, RAK-PRECIOUS provides an elegant alternative to the functional ceramic white and enhances bathrooms to create a total look ambiance. The collection includes counter washbasins, integrated drop-in washbasins or counter slabs, all made of porcelain tiles, thanks to RAK Ceramics' Maximus big slab technology. With six

different finishes and colours in four different sizes: marble, stone and cement that can be perfectly combined with the functionality of RAK-JOY bathroom vanities.

Following on from the launch of its RAK-FEELING shower trays, RAK Ceramics also presents **RAK-FEELING wash basins**: a new range of counter top wash basins available in five different ceramic glazes, they perfectly match with the colour range of RAK-FEELING shower trays.

Providing solutions for every need at any age, RAK Ceramics also launches the new **RAK-SILVER**: a complete and integrated programme that provides a full range of stylish and practical solutions for seniors. RAK-SILVER was created to provide safety, functionality and comfort at any age, with essential features to ensure total independence and autonomy in the bathroom, without sacrificing on style. Including anti-slip shower trays that are flush to the floor, sanitaryware fittings with increased height to facilitate easier sitting and standing, grab bars that combine functionality and design and many other products.

At RAK Ceramics sanitaryware stand you will also find the renewed suite **RAK-WASHINGTON.** Reimagining timeless elegance, RAK-WASHINGTON reinterprets classic shapes and proportions in a contemporary way. A stylistic evolution inspired by strong and bold lines, combined with the most modern technologies that guarantee high performance, functionality and accessibility. Elegant and versatile, RAK-WASHINGTON is like a modern sculpture, its timeless elegance gives bathrooms a strong character and an unmistakable style.

Contemporary bottle traps and shattaf toilet sprays will complete the rich and varied list of novelties by RAK Ceramics.

Abdallah Massaad, RAK Ceramics' Group Chief Executive Officer said: *"Cersaie is hugely important for RAK Ceramics and is one of the most important exhibitions on our product marketing calendar. We are excited to showcase a renewed product portfolio that is completely in line with our vision to become the world's leading ceramics lifestyle solutions provider. Designed with architects and interior designers in mind, all of our latest collections use materials that inspire ideas and give room for imagination."*

