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

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RAK Ceramics, a global leader in ceramics, has inaugurated a cutting-edge slab production facility in Ras Al Khaimah, UAE, equipped with the advanced **Continua+ PCR 2180 technology**. This strategic investment enhances the company's capabilities in producing large-format slabs, reinforcing its commitment to innovation and sustainability.

The facility features a **300-meter kiln—the longest in the Middle East**—and integrates smart manufacturing processes, including automated quality control and digital glazing technologies. These advancements enable high-definition designs and efficient production with minimal waste.

Sustainability is at the core of this development. The facility utilizes a **seven-layer horizontal dryer** powered by total heat recovery from the kiln, significantly reducing fuel consumption. Additionally, the automated packaging line employs shrink hood wrapping, enhancing efficiency and reducing material usage.

With an annual production capacity of 4 million square meters, the facility can produce slabs up to 180x360 cm in size and thicknesses ranging from 6mm to 20mm. Standard sizes include 162x324 cm at 12mm thickness, with mesh reinforcement applied to all 162x324 cm slabs for enhanced durability.

Group CEO Abdallah Massaad stated, "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."

This milestone positions RAK Ceramics at the forefront of sustainable and innovative slab manufacturing, delivering superior quality and design possibilities to its global clientele.

