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## RAK CERAMICS LAUNCHES NEW DESIGN HUB IN GERMANY

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CERAMICS



We are thrilled to share with you the exciting news of the launch of our second Design Hub in Europe, located in the picturesque town of Gernsheim, Germany. This state-of-the-art facility spans across two floors, covering a whopping 650m<sup>2</sup> of space, and showcases RAK Ceramics' premium range of tiles, slabs, and sanitaryware, including the iconic collection by the renowned fashion designer, ELIE SAAB.

With a dedicated materials library, an exclusive section for displaying large-format tiles and their versatile applications, and the latest ELIE SAAB surfaces collection, this Design Hub is a haven for the design community to explore our innovative product offerings and experience the brand's unique ethos.

We recently celebrated the grand opening of this exquisite Design Hub with over 100 architects and interior designers, who were delighted to be part of this immersive brand experience and gain inspiration for their upcoming projects. The Design Hub is now open to visitors from Mondays to Fridays, 9 am to 5 pm, and on Saturdays from 9 am to 1 pm.

Come and discover the endless design possibilities that await you at our new Design Hub in Gernsheim!



