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## LEADING LIFESTYLE SOLUTIONS PROVIDER RAK CERAMICS UNVEils NEW COLLECTIONS AT CERSAIE.

RAK  
CERAMICS



**Bologna, Italy, 26 September 2022:** RAK Ceramics PJSC (Ticker: RAKCEC: Abu Dhabi), one of the world's leading ceramics brands, today presented its latest tile and sanitaryware collections at Cersaie, the world's biggest and most significant international ceramics exhibition, held annually in Bologna, Italy.

RAK Ceramics continues to push the limits of product and process innovation, and the company's latest tile and sanitaryware collections will be on show at pavilion Hall 32 Stands A20-B23 & A22-B25.

"We are pleased to be showcasing our newest collections at Cersaie 2022", says RAK Ceramics Group CEO, Abdallah Massaad. "Cersaie is an important and vital event for RAK Ceramics, and we have been working hard to strengthen our position as a leading ceramic lifestyle brand. We have created new lines of perfectly harmonised wall and floor surfaces, large-format tiles, sanitaryware, furniture and accessories."

New porcelain, full-body porcelain, and ceramic tile collections from RAK Ceramics will be on display, including **K2-Stone**, which was designed inspired by an exceptionally compact limestone appreciated for its richness in monochromatic detail. **B-Materia** is an innovative design concept that fits in both traditional and modern settings and is offered in two complementary colours. Beach driftwood and the way salt, wind, sun, and water all contribute to the wood's characteristic finish served as the inspiration for **Seaweed**. **Dark Ink**'s uneven terrazzo grains find harmony with the colours of black and white, creating a contemporary interpretation of Venetian battuto flooring. The matte black brick and mosaic style provide a sense of refinement to the arrangement. The **Metamorfosi** collection combines the material appeal of porcelain slabs with a troweled resin look with a variety of vivid colours and daring designs and **Mimesis** perfectly replicates the bright colours and material characteristics of rusted metal plates. **Absolute Matt**, an extraordinary technological achievement, is a surface without any reflection and an extra matt finish. Absolute Matt is available in the Milano Stone, Concrete Project, Metamorfosi, Station and Clay Stone collections. Another new product on display is **Orbit 3Rs**, a sustainable product that reduces, reuses, and recycles up to 95% of materials in the manufacturing process. The process produces high-performance surfaces that are extremely durable, high in quality, heat resistant, low in maintenance, and suitable for high-traffic indoor environments such as hotels and commercial properties, as well as outdoor applications. **Klima**, a tile that is capable of absorbing and rejecting heat according to different needs and can be applied in indoor and outdoor environments, floors and facades for maximum comfort and minimum energy impact.

In bathroom products, RAK Ceramics will showcase **RAK-Valet** from Patrick Norguet, a bathroom line that combines the French designer's creative flare with RAK Ceramics' production expertise. Maurizio Scutella's **RAK-Cloud** with a matt black, a collection which perfectly complements the **Dark Ink** collection. Other collections include **RAK-**

**Plano**, a range of countertop surfaces **RAK-Joy**, as well as **RAK-Joy Uno**, an innovative one-drawer modern solution. Also on display will be **RAK-Des**, a collection of minimalistic design inspired by the timeless Bauhaus style.

"Cersaie is an important exhibition for RAK Ceramics, as well as one of the most important events on our marketing calendar", says RAK Ceramics Vice President Leonardo De Muro. "This year, we worked hard to increase our product portfolio, enrich the RAK Ceramics brand, and develop the company's product innovation capabilities."

## About RAK Ceramics

RAK Ceramics is one of the largest ceramics brands in the world. Specialising in ceramic and gres porcelain wall and floor tiles, tableware, sanitaryware and faucets, the Company has the capacity to produce 118 million square metres of tiles, 5 million pieces of sanitaryware, 24 million pieces of porcelain tableware and 1 million pieces of faucets per year at its 21 state-of-the-art plants across the United Arab Emirates, India and Bangladesh.

Founded in 1989 and headquartered in the United Arab Emirates, RAK Ceramics serves clients in more than 150 countries through its network of operational hubs in Europe, the Middle East and North Africa, Asia, North and South America and Australia.

RAK Ceramics is a publicly listed company on the Abu Dhabi Securities Exchange in the United Arab Emirates and, as a group, has an annual turnover of approximately US\$1 billion.

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