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RAK Ceramics, a year of innovation showcased at the most prestigious global exhibition in the sector.



The watchword of the 2019 edition of Cersaie will be "integration". Showcasing porcelain stoneware, ceramics, sanitaryware, furniture and accessories, all of which give "Room for Imagination", RAK Ceramics, now celebrating its 30th year of production, has firmly established itself as a complete lifestyle solutions provider and a leading brand.

Abdallah Massaad, RAK Ceramics' Group Chief Executive Officer said: "As we celebrate our 30th birthday, we are excited to showcase a product portfolio which places 'integration' at its heart and is completely in line with our vision to become the world's leading ceramics lifestyle solutions provider. Cersaie is hugely important us and is one of the most important exhibitions on our product marketing calendar. Collaborating with several influential designers over the last year, we are delighted to unveil our latest collections, all designed with architects and interior designers in mind, using materials that inspire ideas and give room for imagination."

Presenting its latest innovations, RAK Ceramics clearly demonstrates the versatility of a global brand which has grown over the last 30 years and is now recognised worldwide. For RAK Ceramics, Cersaie 2019 will be a celebration of 30 years of innovation:

Floors, Coverings and Super-Sized Slabs. RAK Ceramics gets technical.

Within the new stand at Hall 14, designed this year by the architect Alessandro Bucci, large-area applications will play the central role, but the real novelty in terms of product will be more evident to the experts: **the relaunch of the technical product.**

Thanks to its continued commitment into investing in new technologies, with the arrival of a

new production technology in the United Arab Emirates, RAK Ceramics presents two new technical collections, in production since August. The technical product obviously opens up new perspectives in the field of major projects, both for residential and commercial, and reaffirms the group's desire to affirm a brand of absolute value, even in the medium-high end of the market.

The technology delivers the most modern high-performing solution for the handling of powders, making double or triple loading possible, allowing the creation of a new variety of porcelain stoneware products with unique characteristics and inimitable performance. This loading system is used to apply materials of different compositions and sizes: **SPRAY-DRIED POWDERS, GLAZES, GRANULES AND FLAKES** can be deposited both individually and in mixtures, creating natural, structured and polished materials of great aesthetic value. Combined with the technology for **DIGITAL DECORATION**, the new system allows the creation of materials with extraordinary natural and structured characteristics, without sacrificing the necessary productivity of a modern production line.

But what awaits us at the fair? Everything will be covered. The Maximus Big Slabs collection is totally renewed with an extended range, even more sizes and in three thicknesses from 6mm, 9mm and 14.5mm. **The formats are: 135x305cm, 120x260cm, 120x240cm, 120x120cm, 80x240cm, and 60x120cm.**

Heat resistant, recyclable, light and easy to clean: Maximus Big Slabs provides the best solution to the most demanding architectural and interior design needs. There are many possible applications: from the floor and wall coverings to the application on furniture and furnishings, as well as worktops and ventilated façades. The technical performance of the super-sized RAK Ceramics Maximus sheets make them the perfect solution for the exterior cladding of buildings.

High strength, light weight, easy to install and maintain, with a high aesthetic and energy value that improves the construction industry.

Façades that are in line with the latest trends and that aim to change the current way in which buildings are seen, both aesthetically and technologically. RAK Ceramics designs and supplies customised façades ranging from the supply of the material to the anchoring system and sealants.

Sixteen new collections of slabs ranging from the Statuario and Calacatta marbles with continuous and open book graphics, RAK Ceramics offers new solutions, giving designers endless possibilities and marble lovers a material that reproduces a natural effect which is faithful to the veining of real marble.

RAK Ceramics will exhibit many furnishing accessories including bookcases, wall units, doors and furniture made with its 6mm cladding slabs, and countertops from 14.5mm. On the porcelain stoneware front, in addition to the two new technical product ranges, Lava Concrete and Valley Stone, a new range of woods, stones, cements and metals with a range of over 17 new collections will be available in the classic sizes of 20x120cm, 60x60cm, 60x120cm and 75x75cm. RAK Ceramics will also showcase its new ceramic coating collections in the 15x70cm, 40x80cm, 40x120cm, 25x90cm and 25x75cm formats.

Bathroom and Kitchen

RAK-Variant is the modular collection designed by the Italian design duo **Daniel Debiasi and Federico Sandri** that explores new design solutions and stimulates freedom of imagination. An innovative and versatile system that develops customised solutions, with a countertop, drop-in and undermount sink. Different shapes and sizes with or without the base for taps. Made of high-quality ceramic in **5mm thickness**, the washbasin is available in round, oval, square, and has been designed, in short, to invent!

RAK-Illusion is a kind of magical collection. Inspired by feelings of awe and wonder, caused by something unexpected, it has such light lines that create an impression of "suspension" and with its surprising details - in addition to its unique character - RAK-Illusion can make the bathroom a magical and amazing place. The most modern rimless technology and the hidden fixing system are some of the main features of the collection.

RAK-Des is a new concept bathroom suite that, starting from the name and the lines, pays tribute to the Bauhaus on the occasion of the centenary of its foundation (1919). A collection that is positioned in the medium-high range, it includes bowls and freestanding washbasins with only the essential minimalist lines, paying tribute to the style by which they are inspired. Finally, the rectangular washbasins of this collection can be installed suspended, individually, or combined with the RAK-Joy furniture line and available in the same dimensions as the furniture: 60cm, 80cm, 100cm and 120cm.

RAK-Petit is a concept previewed at Cersaie and is the second chapter of the successful collaboration with **Maurizio Scutellà**. A transversal collection of small washbasins that integrates into the portfolio of solutions for architects, with minimal shapes and small dimensions, RAK-Petit is perfect for small but special bathrooms and for furnishing elegant public spaces.

RAK-Joy, the RAK Ceramics bathroom furniture line is enriched with an integrated and modular element, the **open storage shelf unit**, a useful extension of the vanity, with exposed compartments, an element with which it is possible to play, installing it on the sides or centre of RAK-Joy compositions.

The theme of colour in sanitaryware has been reimagined by RAK Ceramics since the launch of its **RAK-Feeling** shower trays, later extended to wash basins and freestanding bathtubs. At Cersaie it will also be presented for sanitaryware. The characteristics of the colour elements by RAK Ceramics mean that the colour range is consistent and perfectly matched for each of the elements, allowing designers to perfectly create a totally coordinated environment. Even the **rinsing systems** have something new, with the new **RAK-Ecofix** plates with elegant glass finishes and the new range of **RAK-Neofix** systems.

Last but not least, the RAK Ceramics **Kitchen Sink** collection which, with a view to positioning RAK Ceramics as a complete lifestyle solutions provider, has been included in the product integration process, with the introduction of a new, perfectly integrated under-top washbasin with the large Maximus ceramic slabs in their countertop application.
