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**RAK CERAMICS AT SAUDI BUILD 2025**

**RAK**  
CERAMICS

# SAUDI **BUILD** 2025

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& Exhibition Center  
Stand Number: 2-407



## **RAK Ceramics Showcases Innovative Design and Integrated Solutions for the Kingdom's Mega Projects at Saudi Build 2025**

**Riyadh, October 28, 2025** – RAK Ceramics, one of the world's leading brands in the ceramics and sanitaryware industry, announced its participation in **Saudi Build 2025**, the Kingdom's premier international trade exhibition for the construction and building materials sector, taking place from **3–6 November 2025** at the **Riyadh International Convention and Exhibition Center**. Visitors can explore **RAK Ceramics' latest innovations at Stand 2-407**, where the company will showcase its tiles, sanitaryware, and faucet collections.

RAK Ceramics' participation in this significant event reflects its ongoing commitment to supporting urban development and mega projects in Saudi Arabia. The company will present its latest innovations in **tiles, sanitaryware, and KLUDI faucets**, combining elegant design, superior quality, and functional performance to meet the demands of contemporary living across the Kingdom.

"Saudi Build represents a significant platform for us to engage with one of the most dynamic markets in the region," said **Abdallah Massaad, Group CEO of RAK Ceramics PJSC**. "As we continue to invest in innovation, sustainability, and design excellence, our focus remains on delivering high-quality, cutting-edge solutions that meet the evolving needs of our partners and customers in Saudi Arabia. We are proud to contribute to the Kingdom's ambitious growth and development vision, reinforcing our position as a trusted global ceramics brand."

Through its participation in Saudi Build 2025, RAK Ceramics reaffirms its commitment to supporting **Saudi Vision 2030** by providing advanced and sustainable solutions, and by expanding its presence in the Kingdom through strategic partnerships and flagship projects that contribute to the development of Saudi Arabia's infrastructure and real estate sectors.

The company concludes by emphasizing that **innovation, quality, and sustainability** remain the core pillars of its strategy, reinforcing its position as one of the **global leaders in the ceramics industry** and a trusted partner in delivering the Kingdom's ambitious construction vision.

**From SOFTECH and Scratch Guard technologies to large formats: research, excellent performance and design for contemporary life**

RAK Ceramics, returns to **Saudi Build** with innovative offerings that interpret the **Crafted for Living** concept: ceramic becomes a design instrument for authentic and functional spaces, in harmony with the needs of contemporary life.

"Crafted for Living represents our vision. We invest in research to offer tailored, durable and sustainable solutions, able to adapt to different lifestyles and contexts. Our surfaces accompany every environment, from the home to more complex applications, with the same versatility and aesthetic consistency. Over the years, we have developed a true "lifestyle solution" concept that unites quality, performance and infinite combination possibilities," says **Leonardo de Muro**, Corporate Vice President International Business Development of RAK Ceramics.

## INNOVATION & RESEARCH FIRST

The heart of the research is the **InnoTech Lab**, group laboratory that constantly introduces cutting-edge solutions able to redefine the limits of the sector. Two innovations that directly affect daily experience debut at Saudi Build: **SOFTECH** and **Scratch Guard**.

Contemporary architecture increasingly embraces the concept of continuity, practically dissolving the boundary between indoor and outdoor. This scenario uses new **SOFTECH** technology, that introduces solutions for fluid, performing and comfortable spaces. Differently from traditional non-slip surfaces, the true innovation resides in the **micro-particle application process** that fills the micro-cavities of the surface and create a velvety, uniform and easily cleanable surface. The anti-reflective and non-slip properties offer grip and security in every context confirmed by R10 A+B coefficients for interiors and R11 A+B+C for exteriors.

One of the examples of its application is the **new collection**, presented in a preview at Cersaie, **I Sassi** (The Stones): a contemporary design inspired by the ancient settlements dug in the calcarenite of the Lucan city. The line is offered in two style variations, Borgogna and Matera, and in four colour variations from beige to grey.

In contemporary interiors, performance counts as much as aesthetics: consumers look for beauty, but most of all they look for materials able to last over time.

This is how the new generation of RAK Ceramics porcelain stoneware surfaces was born, in which technology becomes the protagonist. At the centre of this evolution is **Scratch Guard**, one of the most advanced anti scratch solutions on the market, able to set new standards of resistance, durability and hygiene.

The treatment, applicable on all surfaces with a polished finish, guarantees advanced protection even against the deepest scratches caused by metallic objects, preserving the brilliance of the surface over time.

Calacatta **Macchia Vecchia** is an example, with its white background crossed by fluid veins in shades of grey, beige and gold, and **Alaska White**, with layered tones and deep reflections that suggest a decisive and original appearance. Both variants are offered in Maximus formats, idea for continuous coverage and high traffic areas oriented towards design.

## INVESTING IN THE FUTURE OF LARGE FORMATS

RAK Ceramics offers a wide variety of design solutions and further broadens their production capacity. With more than 54 formats available, from mosaic to large slabs, the company announces the opening of a new production facility dedicated to new generation Maximus surfaces, created with advanced **Continua+ PCR 2180** technology, able to produce formats up to 162x324 cm. A milestone that consolidates the brand's commitment to **innovation, efficiency** and **sustainability**, while paving the way for even larger formats.

"The launch of the new production facility, which occurred at the beginning of the year, is the testimony of our dedication to advanced, efficient and responsible manufacturing from an environmental point of view. By investing in technologies like Continua+ PCR 2180, we empower our production capacity and reinforce our leadership in the production of sustainable ceramic. We remain focused on providing high quality and innovative products able to satisfy the continuously evolving needs of our clients around the world," adds **Abdallah Massaad**, Group CEO of RAK Ceramics.

The new format joins those already available, bringing Maximum to expand its line of solutions that include the 120x280 cm, 120x120 cm, 60x120 cm and 60x120 (20 mm): versatile solutions ideal for countertops in porcelain stoneware, large interior and exterior surfaces, ventilated facades and made to measure furnishing elements like bathroom and kitchen counters. Thanks to production innovation, the surfaces present uniform finishes and high-definition motifs that faithfully reproduce the effect of natural materials, becoming true canvases for design expression.

### **About RAK Ceramics**

RAK Ceramics is one of the largest ceramic brands in the world, specializing in ceramic and gres porcelain wall and floor tiles, tableware, sanitaryware and faucets. With the capacity to produce 118 million square meters of tiles, 5.7 million pieces of sanitary ware, 36 million pieces of porcelain tableware and 2.6 million pieces of faucets per year, RAK Ceramics operates 23 state-of-the-art plants across the UAE, India, Bangladesh and Europe.

Founded in 1989 and headquartered in the UAE, RAK Ceramics serves clients in more than 150 countries through its network of operational hubs.

The company is publicly listed on the Abu Dhabi Securities Exchange and has an annual turnover of approximately USD 1 billion

Website: <https://www.rakceramics.com>

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