September 15 - 2022

RAK CERAMICS TO UNVEIL ITS NEW COLLECTIONS AT CERSAIE 2022



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 the 2022 edition of Cersaie in Bologna, Italy.

From 26th to 30th September 2022, RAK Ceramics will be at Cersaie, the world's biggest and most significant international ceramics exhibition, to present new lines of perfectly harmonised wall and floor surfaces, large-format tiles, sanitaryware, furniture, and accessories.

The latest innovation developed by the RAK Ceramics R&D team, Absolute Matt, and Orbit 3Rs will be introduced during the event. The Absolute Matt technology makes it possible to produce a tile with zero-reflection surface and a total no-glossy finish, while Orbit 3Rs creates high-performance surfaces, it also contributes to reducing, reusing, and recycling by utilising up to 95% of recycled materials in the production process.

The new tile collections draw inspiration from the latest design trends, from nature-inspired motifs to sustainable materials, to create inclusive and stylish spaces. The series to watch out for include **B-Materia**; an innovative design concept that combines marble and stone in one unique tile; the black and white terrazzo-inspired **Dark Ink**, **Mimesis** that perfectly replicates metal sheets, **Seawood** inspired by the logs that are carried by rivers and the sea and the large slabs inspired by nature **Metamorfosi.**

RAK Ceramics will also present its designer sanitaryware collections **RAK-Valet** and **RAK-Cloud** to complete the selection. Other collections include **RAK-Plano**, a range of countertop surfaces **RAK-Joy**, as well as **RAK-Joy Uno** and **RAK-Des**, a collection of minimalistic designs inspired by the timeless Bauhaus style.

Find them at Bologna, Italy Hall 36 Stands A20-B23 & A22-B25 from 26-30 September 2022.


RAK