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RAK Ceramics : ISH 2017 Highlights



RAK Ceramics attended ISH earlier this month and presented its new corporate brand identity as well as unveiling its latest sanitaryware ranges. ISH is the world's biggest showcase for innovative bathroom design, energy efficient heating, air-conditioning technology and renewable energies. 2,482 exhibitors from 61 countries, including RAK Ceramics, launched their latest products onto the world market with 200,114 visitors attending over five days.

This year's themes for the ISH bathroom experience were focused on wellness, comfort and sustainability. RAK Ceramics was one of the first companies in the world to introduce rimless technology and ISH was the perfect platform for the company to showcase its latest rimless collections. Rimless WCs, as the name suggests, have no rims, making them extremely hygienic and easy to clean.

Combined with the latest water saving technology, beautiful designs and silent flush, RAK Ceramics launched five new rimless models for its existing ranges, including wall hung, back to wall and closed coupled WCs for RAK-WASHINGTON, RAK-ELENA, RAK-SERIES 600, RAK-HARMONY/MOON and RAK-TONIQUE.

RAK Ceramics also presented a brand-new concept, RAK-MORNING. An affordable and very wide range, with carefully finished details and quality design to suit international tastes, incorporating the latest rimless technology, RAK-MORNING has been designed to create 'room for imagination'.

The RAK Ceramics stand, which was designed by Italian architect Massimiliano Raggi, also featured the company's latest mix and match tile collections, including its super-sized Maximus Mega Slabs. As a complete ceramics' lifestyle solutions provider, RAK Ceramics is known for its wide product range and the ability to produce bespoke ranges for both small and large scale projects. Its latest collections for bathrooms, walls and floors showcase materials that inspire ideas, shapes and hues designed to freely express individuality, and unique and inspiring products with unlimited choice, giving interior designers, architects and end users room for imagination.