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## **RAK CERAMICS UK UNVEILS NEW 'STREAMLINED' DISTRIBUTION STRATEGY**

**RAK**  
CERAMICS



As RAK Ceramics UK gears up for its 25th anniversary in 2025, the leading provider of bathroom solutions has announced a major update to its distribution strategy. Designed to strengthen its position in the UK market, the new approach focuses on improving service levels for retailers through a more streamlined and efficient distribution model.

In response to valuable feedback from retailers and following a thorough review of its existing operations, RAK Ceramics has decided to reduce the number of distribution partners it works with. This strategic move includes maintaining a close and ongoing partnership with Ideal Bathrooms, alongside continuing direct distribution of products. The company will also invest significantly in enhancing its infrastructure and digital services to ensure seamless operations.

### **A Focus on Service and Market Adaptability**

RAK Ceramics UK has long been known for its ability to adapt to changing market conditions while maintaining a commitment to exceptional customer service. With the new distribution strategy, the company reaffirms its dedication to the UK market and its readiness to meet the demands of an evolving industry. In the coming months, further initiatives and developments will be introduced to further improve the company's service offering.

Alvin Biggs, Managing Director of RAK Ceramics UK, explained, "As we approach our 25th anniversary, it is the perfect time to implement a distribution strategy that strengthens RAK Ceramics' ability to meet the demands of an evolving market and ensures we deliver the highest standards of service. We are incredibly grateful for the support of our distribution partners over the years, but now, more than ever, it's essential to make forward-thinking decisions to help secure long-term success."

### **Looking to the Future**

The newly refined distribution strategy reflects RAK Ceramics UK's commitment to staying ahead in the competitive ceramics market. With a bolstered infrastructure and renewed focus on delivering excellence, the company is well-positioned to continue providing industry-leading solutions that inspire and support its retail partners.

As a global leader in ceramics, RAK Ceramics operates 23 state-of-the-art plants across the UAE, India, Bangladesh, and Europe. The company is committed to providing high-quality products, including ceramic and porcelain tiles, sanitary ware, faucets, and tableware, and serves clients in more than 150 countries.

With an annual turnover of approximately USD 1 billion, RAK Ceramics continues to push forward with a customer-centric approach that sets it apart in the global ceramics industry.

