



MARKET

RAK Ceramics is a Ras Al Khaimah-based public share holding company committed to manufacturing high-quality ceramic and bathware products. Currently the world's largest manufacturer of ceramic and porcelain tiles with annual global production output of 115 million sq.m accounting for around USD 1 billion global sales.

The state-of-the-art Ras Al Khaimah plants produce some 227,000 sq.m of tiles per day and over 8,500 pieces of bathware. The global production of tiles exceeds 360,000 sq.m and 12,000 pieces of bathware per day from its plants in China, Sudan, Bangladesh, India and Iran.

RAK Ceramics has over 8,500 employees in UAE and over 15,000 employees across its various facilities and networks through its subsidiaries in Germany, UK, Italy, Belgium, Georgia, Australia, China, India, Saudi Arabia,

Sudan, Bangladesh and Iran. Presently the company exports to more than 150 countries across five continents, which is a testimony to its excellent reputation in the ceramic industry.

Technology, quality and inspired leadership are at the heart of the RAK Ceramics philosophy. The visionary founder H.H. Sheikh Saud Bin Saqr Al Qasimi, Supreme Council Member and the Ruler of Ras Al Khaimah and Dr. Khater Massaad, CEO, RAK Ceramics have directed the company towards global competitiveness, technological advancement and high-quality production - turning the company into a world-class organisation.

ACHIEVEMENTS

RAK Ceramics is a consistent recipient of industry honours and awards, the latest being Superbrand status in the UAE which it achieved in 2009, 2010 and 2011. In 2007 it was given an AA rating and was among the top four brands in the UAE by UK-based Brand Finance Middle East. RAK Ceramics was recognised as Company of the Year in 2004 by the Arabian Business Awards and bestowed the MRM Business Award for Manufacturing by the Dubai Chamber of Commerce and Industry.

Dr. Khater Massaad was presented with the Visionary CEO Award during the first Middle East Business Leaders Summit and Awards, Dubai in 2010. RAK Ceramics was also honoured with the Best Brand Award at the same event, which recognises decades of business excellence and outstanding leadership. RAK Ceramics won the Innovation Award for its RAK Slim range at Kingfisher Supplier's Award in Hong Kong. RAK Ceramics was recently honoured by the Emirates Securities and Commodities Authority for complying with good governance and transparency according to best international practices.

RAK Ceramics is an ISO 9001 : 2008 and ISO 14001 : 2004 certified organisation ensuring the highest standard of quality products are maintained consistently. RAK Ceramics constantly produces newer ranges of eco-friendly products and undertakes a



series of Corporate Social Responsibility (CSR) activities as its commitment to environment, society, employees and other stakeholders by sponsoring eco-friendly initiatives.

HISTORY

From its modest beginnings in 1991 the RAK Ceramics brand has grown in leaps and bounds. The original vision of the founders was to set up a successful ceramic tile and sanitaryware manufacturing

company that would meet world standards design for quality. RAK Ceramics has progressed to become a world class organisation and the jewel in the manufacturing sector of the entire Middle East.

The vision and mission is based on excellence and are strongly driven by the passion to excel in every part of operations be it manufacturing, the market at large, sales or marketing.

PRODUCT

Specialising in high-quality ceramic wall and floor tiles, Gres Porcellanato and bathware the ceramics specialist has developed a wide range of top-quality products and exquisite designs over the years. Accordingly the RAK crest is now being increasingly taken as an assurance of good value for money in ceramics markets worldwide. As it continues to set new benchmarks, RAK Ceramics now rivals major Italian and Spanish manufacturers in terms of quality and aesthetic standards in all market segments.

RAK Ceramics uses more than six thousand production models, with new designs added almost every week to its product portfolio. Tiles are manufactured in a variety of sizes from 10 cm x 10 cm up to 125 cm x 185 cm, the widest range offered in the ceramic field. Also, the 125 x 185 Gres Porcellanato slab, the largest of its kind in the world. Exquisite vanity tops are also manufactured from these slabs as well as Exclusive Water Jet Designs and Kerajet Digital Printing Designs.

RECENT DEVELOPMENTS

RAK Ceramics introduced new technologies such as Roto Printing, Double Charge, Granitech, Technoslate and Twin Press to consistently add innovative technologies and techniques to its ever-growing product portfolio, helping it sustain its rapid growth. It has adopted the latest digital printing technology that allows it to produce exquisite tile designs with detailed finishes. It was one of the industry pioneers in integrating the PH 7200 Press into the production line to create slabs and large format tiles for multiple applications such as vanity tops, steps and facades which before were solely based on natural stone.

RAK Ceramics is the first company in the world to launch Luminous, Golden and Silver Glazed tiles and became the first company in the world to launch RAK Antimicrobial, a super specialty tile for the hospital industry.

The company's latest creations include "Elegance Ceramics" and "RAK SLIM." Elegance Ceramics is a high-fashion brand that caters to the demands of a high-value niche market. RAK Ceramics has accordingly opened exclusive Elegance Ceramics Boutiques in Dubai, Abu Dhabi and Ras Al Khaimah to complement the RAK Ceramics showrooms, providing an extensive array of concept designs created by leading Italian designers.

RAK SLIM is a new brand of 4.5-millimetre thick tile that sets an industry benchmark in thickness, strength, cost and ease of use. The new product has a minimum breaking strength of 700 N and a minimum modulus of rupture of 40 N/mm², which are unprecedented for thin-size tiles in the market. RAK SLIM cuts down almost half of the weight of conventional tiling, resulting in a significant reduction of dead load on building structures.

RAK Ceramics has joined hands with Laticrete International Inc of USA to form LATICRETE RAK Co. LLC to offer extremely useful, high strength and durable tile installation products

having unique properties.

RAK Ceramics has also tied-up with KLUDI, the leading German manufacturer in the European kitchen and bathroom fitting segment. KLUDIRAK offers high quality kitchen and bathroom products to reflect the current demand of a well designed timeless bathroom architecture.



look for world class brands. The RAK Ceramics promotional strategy revolves around supporting high level events of architects and property developers. The Brand is promoted continuously through a broad range of media including radio, trade and popular magazines, outdoor advertising, events sponsorship and through high profile exhibition stands. RAK Ceramics carries on these innovative approaches in local and regional markets which allows the Company to reach as broad a base of the public as possible and ensures that the brand has distinctive points of values.

BRAND VALUES

The core value of the RAK Ceramics brand is fashionable and trend setting designs. The company's tagline "Close to you Worldwide" clearly translates its commitment in understanding client's needs and surpassing expectations by delivering trend-setting products in every part of the world. The brand is considered a pioneer in the field of ceramic and porcelain tiles and sanitaryware design and sets the benchmark standards. Aggressive brand identity programmes launched in the last few years helped the brand to have a better recognition and loyalty among its consumers who appreciate RAK Ceramics commitment to fulfilling its brand promise and the quality standards and value for money it guarantees. RAK Ceramics brand is marching towards being a brand champion within its category.

PROMOTION

Earlier RAK Ceramics diversified into a tableware range of products by launching RAK Porcelain and recently it has launched RAK Paints that gives customers the complete option to buy related-products under one roof.

RAK Ceramics has been positioning itself as a global ceramic innovator with a brand that is trusted in various regional and international markets. RAK Ceramics targets mainly architects, project developers and retail clientele. It focuses on customers who are fashion oriented and who

www.rakceramics.com

Things you didn't know about RAK CERAMICS

The Company is just twenty years old.

It is the world's largest manufacturer of ceramic tiles with 115 million sq.m annual output.

It is also the largest imported brand in many countries in Europe.

The manufacturing plants in the UAE are spread over an area of 2.5 million sq m employing worldwide over 8,500 persons from over twenty countries.

RAK Ceramics manufactures 250 sq m of tiles in just one minute, which is the tiling requirement of one large residential unit or a villa.

The range of RAK Ceramics products is unmatched, with the smallest mosaics of size 2 cm x 2 cm and tiles of 10 cm x 10 cm to the largest slabs in the industry sized - 125 cm x 185 cm.

Superbrands

