



Oxidium

ACHIEVEMENTS

RAK Ceramics was recently rated amongst the top four brands in the UAE by Brand Finance Middle East of the UK as well as being rated topmost amongst the manufacturing companies in the UAE.

Other accolades include Company of the Year by Arabian Business Awards and the MRM Business Award for manufacturing - which is the topmost manufacturing award of the UAE.

a public shareholding company with H.H. Sheikh Saud Bin Saqr Al Qassimi, the Crown Prince and Deputy Ruler of Ras Al Khaimah, as the Chairman and Dr. Khater Massaad as the Chief Executive Officer. The original vision of the founders, backed by solid perseverance, was to set up a successful ceramic tile and sanitaryware manufacturing company that would meet world standards for quality and beauty. What first started production in 1991 has, over the past decade, progressed with giant strides to be a world class organisation and to rank amongst the top ceramic manufacturing organisations in

MARKET

RAK Ceramics exports to more than 150 countries across five continents, which is a testimony to its excellent reputation in the ceramic industry. RAK Ceramics sells actively in the most competitive European markets such as Germany, UK, France, Switzerland, Italy, Spain, Belgium and Austria – just to name a few. RAK Ceramics also sells large quantities in the Far East, Australia, USA and Canada and their distributors all over the world actively promote the products.

The Company has distribution subsidiaries in Germany, Italy, France, United Kingdom, Australia, Georgia, Saudi Arabia and a few other countries.

RAK Ceramics is now amongst the largest manufacturer in the world of tiles, and with the expansion programmes it has put in place, the Company will further consolidate its position. It has put Ras Al Khaimah, and the UAE, on the global map as a manufacturing destination. RAK Ceramics, with its performance and leadership, has set a stellar example for manufacturers around the world to invest in Ras Al Khaimah and in the UAE.

HISTORY

From its modest beginnings in 1991 the RAK Ceramics brand has grown in leaps and bounds over the past seventeen years, RAK Ceramics is



Slabs

the world. RAK Ceramics has become the jewel in the manufacturing sector of the entire Middle East, all achieved within a short span of just seventeen years.

The Vision and the Mission is based on Excellence and is strongly driven by the Passion to Excel in every gamut of operations whether



Paradox



it be Manufacturing, the Market at large, its Stakeholders or its Employees.

PRODUCT

The Ras Al Khaimah plants alone produce around 225,000 Sq. mt. of tiles per day and over 8,500 pieces of sanitaryware per day. The global production of tiles is over 325,000 sq.mt and 11,500 pieces of sanitaryware per day from the various plants around the world which makes RAK Ceramics the world's largest manufacturer of ceramic and porcelain tiles.

RAK Ceramics has several thousands of model in the ceramic and porcelain tile business and regularly adds several new designs regularly to its product portfolio. The Company manufactures tiles in a very wide range of sizes from 10 cm x 10 cm up to 125 cm x 185 cm, which is the widest range on offer from any one company in the ceramic industry.

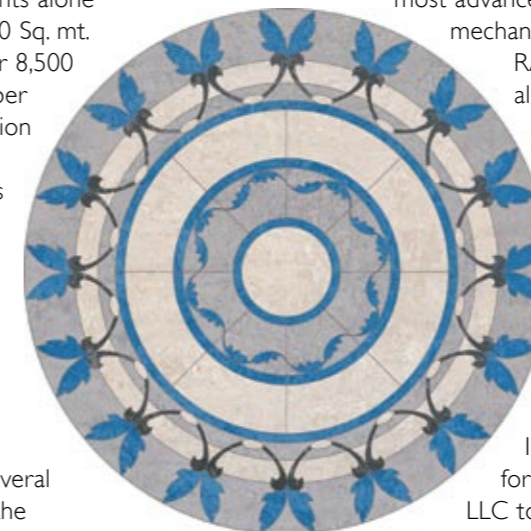
The 125 x 185 slabs are the largest Gres Porcellanato slabs in the world and used for a variety of internal and external applications. Exquisite vanity tops are also manufactured from these slabs. Exclusive Water Jet Designs are also manufactured from Gres Porcellanato.

The Company has also an exclusive range of sanitaryware to offer with a very wide choice in designer bathroom sets, wash basins, bathtubs and related items.

RAK Ceramics employs the latest Italian technology for production, using computerised kilns, Italian and British Design Consultants for the latest designs, highest quality raw materials from Europe; a computerised modelling facility to design fascinating models and an in-house quality control and testing laboratory of the highest standards.



Mistral - Sanitaryware Set



Waterjet Design - Rosoni

The Products conform to American, British, French and Australian Standards as well as the standards of many other countries. The sanitaryware models incorporate the most advanced and popular flushing mechanisms.

RAK Ceramics complies with all the regulations for ISO 9001 – 2000 & ISO 14001 -2004, and its products conform to several globally recognised standards for the tiles and sanitaryware industry.

RAK Ceramics has also joined hands with the world known 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.

RECENT DEVELOPMENTS

RAK Ceramics has always invested in the latest machineries to manufacture new and unique products. Recent investments include Chroma Technology and Digital Ink Technology to print on tiles.

It has also diversified into the manufacture of Faucets and Kitchen and Bath fittings, Water and Solvent based Paints and into Fine Porcelain tableware, forming different subsidiaries.

PROMOTION

RAK Ceramics targets mainly Architects, Project Developers and Retail customers

It focuses on the customers who are fashion oriented and who look for world class brands

The RAK Ceramics' promotional strategy revolves around supporting high level events of Architects and Property developers and also sponsors a handball team, SG Flensburg-Handewitt in Europe, and sponsors several

other sporting events. 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.

Today's ceramics business is highly

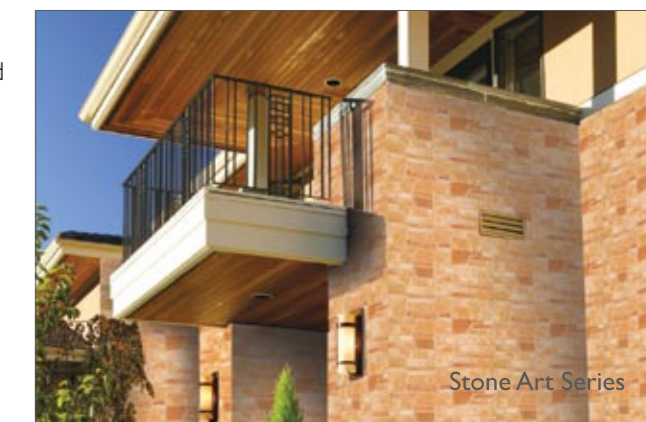
competitive and, in order to maintain its market share, RAK Ceramics carries on these innovative approaches in local and regional markets which allows the Company to reach as broad a base in public as possible and ensures that the brand has distinctive points of values above the other players from the same category. Efforts in all these areas have resulted in increased revenues and market share.

BRAND VALUES

The core value of the RAK Ceramics Brand is fashionable and trend setting designs.

The connection between the brand and its audience is very strong because of their commitment to fulfill their brand promise. "Trend Setters" happens to be the Tag line for the brand and it is also their brand promise. The brand is considered as a pioneer in the field of ceramic and porcelain tiles and sanitaryware design. It sets the benchmark standards. That's why customers are willing to pay a premium price because they are aware that the brand promise is the life of RAK Ceramics.

Aggressive brand identity programs launched in the last few years helped the brand to have a better brand identity and loyalty among its consumers. The brand is marching towards being a brand champion within its category.



Stone Art Series

Things you didn't know about RAK CERAMICS

www.rakceramics.com

RAK Ceramics is fifteen years old.

It is the largest ceramic Brand in the entire Middle East

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 square metres, employing over 7,000 persons from over twenty countries.

RAK Ceramics manufactures 225 sq. mts 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 2cm x 2cm and tiles of 10cm x 10cm to the largest slabs in the industry -125 cm x 185 cm.

