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THE CERAMIC EXPERTS
RAK Ceramics is one of the largest ceramics’ brands in the world. Specialising in ceramic and gres porcelain wall and floor tiles, tableware, sanitaryware and faucets, we produce 110 million square metres of tiles, 5 million pieces of sanitaryware, 24 million pieces of porcelain tableware and 600,000 pieces of faucets per year at our 17 state-of-the-art plants across the United Arab Emirates, India, Bangladesh and Iran.

Founded in 1989 and headquartered in the United Arab Emirates, we serve clients in more than 150 countries through our network of operational hubs in Europe, Middle East and North Africa, Asia, North and South America and Australia. Across our global operations we employ approximately 15,000 staff from more than 40 nationalities.

We are a publically listed company on the Abu Dhabi Securities Exchange in the United Arab Emirates and on the Dhaka Stock Exchange in Bangladesh and as a group have an annual turnover of approximately US$1 billion.

We are committed to use our products and expertise to build a sustainable society and we focus on initiatives that provide water and shelter to underprivileged communities; support active and healthy lifestyles; promote creativity and innovation; create a diverse and inclusive work environment; and enhance the economic development of the communities where we operate.
Our annual production capacity of tiles in square metres: 110 MN

Our annual production capacity of sanitaryware in pieces: 6,000,000

Our annual production capacity of faucets in pieces: 24 MN

Our annual production capacity of tableware in pieces: 5 MN

Our annual production capacity of faucets in pieces: 1 MN
As an organisation, we have much to be proud of and over the last 25 years we have helped to create icons and build marvel’s all over the world.

EXPERIENCE
We provide integrated ceramics solutions with attention to every detail, no matter how large or small.

From the Burj Al Arab, Atlantis on The Palm and Ferrari World, to Wembley Stadium, The O2 Arena, and projects of all sizes in between, RAK Ceramics’ products feature in some of the most iconic buildings in the world.

WIDE RANGE
We are known for our wide product range and our ability to produce bespoke ranges for both small and large scale projects, enabling our clients to bring their ideas to life.

INNOVATION
Innovation is at the heart of our philosophy and we have continuously led the way in terms of product development, using a wide range of technologies at our state-of-the-art manufacturing plants.

QUALITY
We are able to consistently manufacture high quality products with an impeccable finish. Our quality, combined with passion and expertise, enables us to provide a wide range of integrated ceramics solutions.
OUR HISTORY
Forged in the mountains of Ras Al Khaimah

BUSINESS MILESTONES

1989
Birth of RAK Ceramics
RAK Ceramics was established in Ras Al Khaimah by H.H. Sheikh Saud Bin Saqr Al Qasimi, member of the Supreme Council and Ruler of Ras Al Khaimah.

1993
Complete Ceramics’ Solutions
RAK Ceramics takes the first steps towards becoming a complete ceramics solutions provider with the opening of our first sanitaryware plant in Ras Al Khaimah.

2007
Exquisite Designer Faucets
Kludi RAK was established, a synergetic combination of two leaders in the field of design and manufacturing, producing exquisite designer faucets with a particular focus on water saving technology.

PRODUCTION MILESTONES

1991
First Tile Plant
Our first tile plant in Ras Al Khaimah began operating with an annual output of 1,825,000 square metres of tiles.

1993
First Sanitaryware Plant
Our first sanitaryware plant in Ras Al Khaimah began operating with an annual output of 350,000 pieces of sanitaryware.

2000
First Overseas Plant
The opening of our plant in Bangladesh with an annual output of 3,650,000 square metres of tiles and our second sanitaryware plant in Ras Al Khamiah with an annual output of 2 million pieces of sanitaryware.

2006
Indian Operations Began
In Ras Al Khamiah we opened our 10th tile plant with an annual output of 16,425,000 square metres of tiles. In India we started operations with an annual output of 7,300,000 square metres of tiles and 300,000 pieces of sanitaryware.

INNOVATION MILESTONES

2004
Illuminating Tiles
RAK Luminous – These tiles are finished with a special glaze which absorbs energy from natural and artificial light making them glow in the dark.

2006
Uniquely RAK Slim
RAK Slim, a unique green building product with a thickness of just 4.5mm is introduced. Less energy and raw materials are used to produce RAK Slim leading to a reduction in emissions.

2007
Technological Innovation
High pressure casting and robotic glazing technology is introduced in our sanitaryware plants.
RAK Ceramics was established in Ras Al Khaimah in 1989 by H.H. Sheikh Saud Bin Saqr Al Qasimi, member of the Supreme Council and Ruler of Ras Al Khaimah, who aspired to have the best machinery, latest technology, and to produce the best products possible for sale in the world. Today RAK Ceramics is one of the largest ceramics manufacturers in the world and has sold over 1 billion square metres of tiles.

Now under the vision and leadership of Sheikh Khalid Bin Saud Al Qasimi, Chairman of RAK Ceramics; the company has enjoyed rapid growth becoming an industry leader in just 25 years.

### 2010

**Brand of Choice**
RAK Ceramics becomes the world’s largest ceramics manufacturer and the brand of choice for integrated ceramics solutions.

### 2015

**Value Creation Plan**
RAK Ceramics’ vision is to be the world’s leading ceramics solutions provider. A Value Creation plan was designed and implemented to streamline operations and unlock value across every aspect of the business.

### 2016

**Room for Imagination**
RAK Ceramics celebrated a milestone in 2016 with the launch of its new global corporate brand identity, which better reflects the company’s aspirations to become the world’s leading ceramics lifestyle solutions provider.

### 2010

**World’s Number 1**
Producing 115 million square metres of tiles per year globally, we became the world’s largest ceramics manufacturer.

### 2012

**1 Billion Square Metres**
By 2012, we had supplied 1 billion square metres of tiles to projects around the world since the company began and our sanitaryware production capacity had reached 4.5 million pieces per year globally.

### 2016

**1.5 Million Faucets**
Kludi RAK is now offering 13 different series of its designer faucets and manufacturing 1.5 million pieces per day with an annual production capacity of 1.5 million pieces.

### 2009

**Water Saving Technology**
In sanitaryware, we became the first manufacturer in the region to introduce a 2.5 litre half flush and 4 litre full flush for our water closets.

### 2012

**State-of-the-Art**
Our manufacturing plants are equipped with the latest state-of-the-art HDD (High Definition Digital) and DDD (Digital Define Definition) printers.

### 2014

**Maximus Mega Slab**
With the introduction of Continua+ technology and the launch of Maximus Mega Slab, RAK Ceramics is the first manufacturer in the GCC region with the capabilities to produce super-sized slabs.

### 2016

**RAK Ceramics Rimless**
RAK Ceramics Rimless is the ultimate in rimless technology for your bathroom. Rimless WCs, as the name suggests, have no rims to harbour germs, making them extremely hygienic and easy to clean.
From a single factory in Ras Al Khaimah, RAK Ceramics has grown to become a global player and has 17 plants including 10 tiles, two sanitaryware, one tableware and one faucets in the UAE and one tiles plant each in India, Bangladesh and Iran respectively, as well as distribution networks all over the world.

Technology and innovation are at the heart of our philosophy and we have continuously led the way in terms of product innovation. Our manufacturing plants are equipped with state-of-the-art SACMI technology allowing us to produce high quality pieces with a consistently impeccable finish.

**LOCALLY MADE, GLOBALLY DELIVERED**

RAK Ceramics sells its products to over 150 countries around the world. Our products are mostly sold through distributors and typically we sell through one distributor per country for export markets. In the UAE, we also sell through ten retail showrooms across the country and 40 trade partner showrooms, supplying mostly retail and small contractors. In India, we operate 13 display showrooms and distribute to over 1,000 dealers nationwide and in Bangladesh, we operate four display showrooms and distribute to 98 dealers nationwide.

**OUR APPROACH**

**Manufacturing ceramic innovation**

[Image: The area of our UAE headquarters]
100% QUALITY

20% of our raw materials are sourced locally and 80% are sourced from around the world from countries including Italy, Spain, Germany, Thailand, Malaysia, China and India.

100% TESTED

All raw materials are quality tested in our laboratory before production.

80% EXPORTED

Our export share is 80%

17

The number of RAK Ceramics production plants globally.
OUR EXPERIENCE

A track record of expertise

RAK Ceramics’ products feature in some of the most iconic buildings in the world. From the Burj Al Arab, Atlantis on The Palm and Ferrari World, to Dubai Duty Free, Wembley Stadium, The O2 Arena, Mercedes Benz Showrooms, Airports, Residential Developments and Shopping Malls all over the world. The brands we work with include:

ENERGY AND INDUSTRIAL
• Dubai Underpass, Al Barsha/Springs/JLT
• Warehouse J-407 & J 408, Abu Dhabi
• JAFZA Convention Centre
• Staff Accommodation, GASCO, Abu Dhabi
• ADCO Staff Accommodation, Abu Dhabi

HOUSING AND REAL ESTATE
• Al Hamra Village, Ras Al Khaimah
• Jumeirah Beach Residence
• Barwa City, Qatar
• Rina Apartments, Australia
• Streamlight Tower, London, UK
• Jumeirah Golf Estates

HOSPITALITY
• Hilton Hotels
• Emirates Palace Hotel, Abu Dhabi
• Radisson Group
• Burj Al Arab, Dubai
• Atlantis Hotel, The Palm Jumeirah, Dubai

SPORTS AND LEISURE
• Wembley Stadium, London, UK
• Sheikh Hamdan Sports Complex, Dubai
• Al Ain Stadium
• Ferrari World, Abu Dhabi
• O2 Arena, London, UK
• Meydan Racecourse Grandstand, Dubai

RETAIL AND COMMERCIAL
• Carrefour
• Geant
• Dubai Marina Mall
• Dubai Mall
• Park Royal Mall, Canada
• H&M Stores, Europe

AUTOMOTIVE AND TRANSPORTATION
• Kuwait International Airport, Kuwait
• Heathrow Airport T5, London, UK
• Infiniti Showroom, Bahrain
• Mercedes Benz Showrooms, Germany
• Dubai International Airport
• Jaguar Land Rover Showroom, UK
HEALTHCARE
• Mulago Hospital, Uganda
• RAK Hospital, Ras Al Khaimah
• Mulago Hospital, Uganda
• Hospital Corral, Chile
• Military Hospital, Sharjah
• Sheikh Rashid Hospital, Dubai

EDUCATION AND GOVERNMENT
• National Guard Accommodation, Kingdom of Saudi Arabia
• Indian High Commission Building, Tanzania
• Najran University, Kingdom of Saudi Arabia
• Oman Parliament House (Majlis Shura), Oman
• Abidjan University, Ivory Coast
• Presidential Palace, Cambodia
At RAK Ceramics we can offer true customisation in every sense of the word. We are one of the largest ceramics’ manufacturing plants in the world, with the latest technologies all under one roof. With the technology we have at our fingertips there are no limits, and we have evolved from being a ceramics’ manufacturer, to becoming an inspirational lifestyle ceramics brand. We are able to consistently produce high quality tiles, sanitaryware, tableware and faucets with an impeccable finish.

Our quality, combined with our passion and expertise, enables us to provide a wide range of integrated ceramics solutions which allow our customers the freedom to be creative.
TILES

The most innovative and widest range available

In tiles RAK Ceramics offers one of the largest collections of high-quality ceramic wall and floor tiles, gres porcelain and super-sized slabs in the industry.

Offering more than 6,000 production models, our highly talented team of creatives add new designs every week to our portfolio. Tiles are manufactured in a variety of sizes, from the smallest 10x10cm up to the largest in the region at 135x305cm, the widest range offered in the ceramics field.

The area of our largest 135x305cm mega slab

4.1 sqm

The area of our largest 135x305cm mega slab
Total tiles sales which is the equivalent to 22,222 of Wembley Stadium’s 1 BN SQM.

250 sqm of tiles are manufactured every minute, the tiling equivalent of one large residential villa.

The amount of internal and external tiles supplied to Atlantis, The Palm is 150,000 SQM.

Total tiles sales which is the equivalent to 22,222 of Wembley Stadium’s 1 BN SQM.
The RAK Ceramics sanitaryware range includes a wide range of products designed to suit all budgets and tastes. With a strong focus on water-saving technology, RAK Ceramics was the first manufacturer in the region to introduce a 2.5 litre half flush and 4 litre full flush for our water closets in 2009 and in 2014 we launched Eco Fresh – an advanced urinal sanitation system. Eco Fresh uses unique ‘odour trap’ technology and requires absolutely no water to flush.

In addition to our sanitaryware products, we also offer a range of complementary accessories and bathroom furniture. Every single RAK Ceramics water closet is individually leak tested on site.
The time it takes for us to produce complete sanitaryware suites from initial design to a finished model is 100 days.

The number of sanitaryware pieces produced per day globally is 12,000.

The number of pieces of sanitaryware produced every hour globally is 500 per hour.
TABLEWARE

Tableware to suit every taste

RAK Porcelain offers a wide selection of high-quality porcelain tableware. Designed by leading tableware designers from around the world, the range is especially suitable for the hotel, restaurant and hospitality segment.

RAK Porcelain has a passion for excellence and our products are now supplied to over 20,000 star-rated hotels across more than 140 countries with customers including JW Marriott, Hilton, Hyatt, and Sheraton amongst others.

40,000

The number of flat plates which can be produced each day
The number of star-rated hotels which use our products: 20,000

The temperature of the glost kiln: 1240°C

The number of tableware ranges we produce: 45
Kludi-RAK manufactures exquisite eco-friendly faucets and bathroom fittings with a strong focus on water-saving technology, offering up to 60 per cent saving on water consumption. Kludi-RAK is a synergetic combination of two leaders in the field and our Kludi-RAK faucets are a beautiful combination of technical perfection, high functionality and stunning design.
The number of projects using Kludi RAK products and the list continues to grow.

The number of faucets which can be manufactured at Kludi RAK annually:

1 MN

100+

The number of faucets which can be manufactured at Kludi RAK annually.

All our taps and faucets are sold with a 10-year warranty.
OUR BUSINESS

Our strategy

We are committed to building a sustainable society and focus on initiatives that provide water and shelter to underprivileged communities; support active and healthy lifestyles; promote creativity and innovation; create a diverse and inclusive work environment; and enhance the economic development of the communities where we operate.

SUPPORTING HUMANITY
RAK Ceramics partners with local organisations to donate tiles and other product ranges to schools, mosques and underprivileged communities. Projects include a donation of 15,000 ceramic tiles for the ‘Our Tomorrow’ initiative organised by the Green Abu Dhabi team and supporting a 96 hour sanitaryware challenge to renovate houses for underprivileged people in Sharjah.

Our staff regularly support disaster relief funds and contributed to the Dress A Million Campaign, to provide clothes to 1,500 needy children worldwide and Typhoon Haiyan Relief Fund to help provide relief after the storm wreaked havoc in the Philippines. We also support health awareness initiatives and most recently, RAK Porcelain designed a special range of pink plates to raise awareness about breast cancer.

The specially designed plates were showcased by top female chefs in Pro Chef Top 10 Recipes Magazine and the supplement featured the chefs and our employees campaigning for breast cancer awareness.

INSPIRING CREATIVITY
RAK Ceramics seeks to promote creativity and innovation by working with schools and local community groups on a variety of projects. Most recently, tiles were donated to Dubai British School to support an art project inspired by Islamic Art and Arab Culture in the spirit of Ramadan. Students created their own designs on the tiles with 275 students taking part in the project.

15,000
The number of donated ceramic tiles for the ‘Our Tomorrow’ initiative

RAK Ceramics is a founding member of the Emirates Green Building Council
Number of students who took part in the project – creating their own designs on tiles

275
EMPOWERING EDUCATION
RAK Ceramics has always been one of the most active corporate supporters of schools and higher education institutions. We offer internship training programmes for talented students from local as well as international universities, sponsor educational festivals and regularly host educational tours for students.

Our educational tours include visits to our showroom and manufacturing plants allowing students to gain first-hand knowledge about the organisational structure and manufacturing processes in the ceramics industry, bridging the gap between classroom theory and the real world. Visits for a variety of local universities and schools have taken place recently including SP Jain Dubai Campus; Higher College of Technology RAK; Dibba Fujairah School; Swiss Business School; The Al Beyt Mitwahid Association and RAK Academy.

CELEBRATING EXCELLENCE
As an industry expert, we believe in nurturing, supporting and celebrating talent. Recent sponsorships include sponsoring the ‘Interior Design’ category at the Africa & Arabia Property Awards 2015; sponsoring the award for ‘Interior Design of the Year – Retail’ at the Commercial Interior Design Awards 2015 and sponsoring the 2016 Professional Squash Association (PSA) World Series Finals which were recently held in Dubai.

RAK Porcelain also sponsored a number of industry awards programmes including the Time Out Dubai Best Restaurants Awards 2015/2016, Time Out Abu Dhabi Best Restaurants Awards 2015/2016 and the BBC Good Food Middle East Awards 2015.

1 PER WEEK
At least once a week on average we welcome students to our manufacturing headquarters in Ras Al Khaimah
Gregory Gaultier from France and Laura Massaro from England won their respective finals at the 2016 PSA World Series Finals.
RAK Ceramics is a truly global company with fantastic opportunities for all. A comprehensive employee benefits package is offered along with excellent progression opportunities, regular training and development and a supportive working environment.

With a workforce of over 15,000 people from all around the world, we offer a diverse and interesting working environment. We pride ourselves on having higher than average employee retention rates and believe in fostering a culture of learning and development to encourage excellence.
The number of years our longest serving employee has worked for us: 26

The average length of time an employee works for us at RAK Ceramics: 6.5 YEARS

65
Is the age of our oldest employee and 18 is the age of our youngest employee.
GLOBAL OPERATIONS

A truly global network

With offices all over the world, we work hard at RAK Ceramics to develop strong relationships with our customers on the ground. We always welcome feedback and would love to hear from you!

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