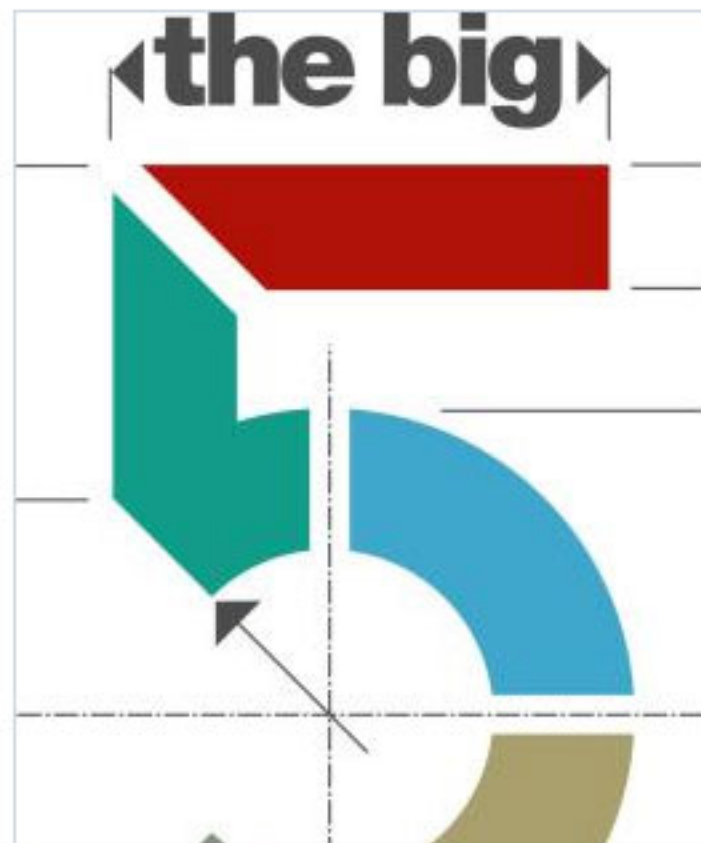


RAK Ceramics to unveil latest ceramic and sanitary ware ranges at The Big 5 2007

Press Release

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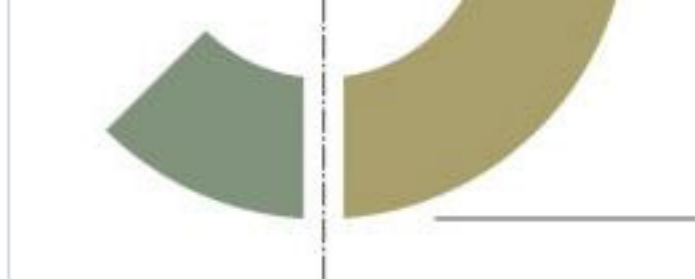


05 November 2007

According to BSRIA (The Building Services Research & Information Association, UK), the world ceramic sanitary ware market reached 198 million units and a value of almost US\$5.9 billion in 2004. This market is expected to reach 229 million units by 2008.

RAK CERAMICS, one of the Middle East's international business success stories, will use The Big 5 as the launch platform for several new products, and to showcase its diversification into high-class faucets. The company has launched several new models in tiles and sanitary ware as part of its commitment to offer its customers new models on a regular basis.

The Lounge series is one of them, in Gres Porcellanato, as well as exquisite metallic-look models such as Paradox. Besides tiles, **RAK CERAMICS** has recently launched many new sets in sanitary ware to cater to both local and international needs. The Company has also diversified into manufacture of high-class faucets and mixers for bathrooms and kitchens, in collaboration with KLUDI of Germany.



RAK CERAMICS will display the latest sanitary ware suites on its pavilion at The Big 5. Empire, Metropolitan, Reserva, Rondo, Shino, Mistral, Venus, Arcadia are some of the new models. Many of these are also available as wall-hung types as well. New bathtubs include Metropolitan & Reserva. **RAK CERAMICS** has also developed special toilets for the disabled, plus new bathroom furniture & mirrors.

Specialising in high-quality ceramic wall and floor tiles, Gres Porcellanato, and sanitary ware, UAE-headquartered **CERAMICS** specialist has developed a wide range of products over the years. The **RAK** crest is now being increasingly taken as an assurance of good value for money in the ceramic market worldwide. It has clearly challenged the traditional advantage that many major Italian and Spanish manufacturers enjoyed in terms of both quality and aesthetic standards in all market segments, setting new benchmarks.

The commitment to promoting and investing in the best and most innovative technology available at any point of time has always been the bedrock of **RAK**'s achievements. But the company is also well known for paying close attention to the end-user's concerns. Its sanitary ware comes equipped with a sophisticated dual flushing system (with options for single or double flush), which ensures not just smooth functioning, but also results in a substantial saving of water as well.

RAK CERAMICS has also joined hands with KLUDI of Germany to manufacture state of the art bathroom & kitchen faucets and mixers. The joint venture will have a modern manufacturing set up at Ras Al Khaimah, close to the **RAK** Group's manufacturing complex, which covers over 2,000,000 sqm. The joint venture will manufacture around 1 million pieces a year of top of the line bathroom fittings in Ras Al Khaimah, utilising manufacturing synergies between the two organisations that have excelled in the respective fields. The products to be manufactured will include several luxury bathroom & kitchen fittings including mixers, showers, drainage fittings and related accessories.

RAK CERAMICS was awarded the Mohammed Bin Rashid Al Maktoum Business Award (MRM Business Award) for INDUSTRY for the year 2005. The **RAK CERAMICS** brand was also rated as one of the UAE's top four brands, and the topmost brand in the manufacturing sector in a study recently conducted by UK-based Brand Finance Middle East.

"Over the past 16 years, **RAK CERAMICS** has created the largest and most exclusive product lines in the ceramic world with new styles offered every month, appealing to all market segments, such as interior designers and architects; engineers, major retail chains, corporates, do-it-yourself retailers and home owners," said Dr. Khater Massaad, CEO of the Ras Al Khaimah-based company. **RAK CERAMICS** is today a frontrunner in the ceramic industry and boasts current worldwide sales of US\$500 million, with its Ras Al Khaimah operations having notched sales of AED 1.36 billion last year.

RAK CERAMICS is now rated as one of the top international forces in the ceramic tiles field, and stands committed to retain its position as a top-level player in terms of sales in the coming years. "We are confident of improving our reach and volume, though it is a very competitive market everywhere we operate," added Dr. Massaad. "But we are steadily reaching that stage of wherein the most respected buyers are now vouching for our designs & quality. Success at **RAK CERAMICS** is not merely a goal, but a chosen way of life and hence I am confident that we will come out with flying colours."

Internationally acknowledged as the event that companies have to be at if they want to maximise their business opportunities in the region, The Big 5 covers every construction industry product sector, including air conditioning and refrigeration, water technology and the environment, marble, stone and **CERAMICS** and a totally comprehensive range of products and services related to building and construction.

The global significance of The Big 5 has continued to increase as the region's importance to the international construction industry expands at a dramatic rate. "The Big 5's success is based on its unique combination of all seven key sectors under one roof - covering air conditioning and refrigeration, water technology and the environment, marble, stone and **CERAMICS** and a totally comprehensive range of products and services related to building and construction," said Walsh. "This makes it a vital sourcing point for the region's key decision makers - the Middle East is one of the busiest markets anywhere in the world, and exhibitors recognise that as well as attracting orders during the show, they can also make invaluable long-term contacts that will help grow their business throughout the region and beyond."

The Big 5 takes place at Dubai International Exhibition Centre from 25-29 November 2007. Opening hours are from 11 am to 8pm daily.

RAK CERAMICS can be found on Stand No. SH-A-491.

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