



“**RAK PORCELAIN’S INNOVATIVE PRODUCTS CONTRIBUTE TO SHAPING THE POSITIVE IMAGE OF THE BRAND AND RAISING ITS PROFILE ON AN INTERNATIONAL SCALE. THEY HAVE BEEN PLAYING A DECISIVE ROLE IN RAK’S GLOBAL COMMERCIAL SUCCESS SINCE 2005**”.

1/ Introduction

Based in Ras Al Khaimah, United Arab Emirates, **RAK Porcelain** is part of the **RAK Ceramics** industrial group, the world's largest producer of ceramics. Featuring ultramodern production facilities, RAK's current production capacity is 16 million pieces of porcelain a year, certified to the highest quality standards. The group has a turnover of one billion dollars.

RAK Porcelain employs 412 people including about 30 in Luxembourg, the headquarters of **RAK Porcelain** in Europe. The company operates in 100 countries across 5 continents. The marketing department exhibits RAK products in over twenty trade shows a year.

Beginning in 2005, RAK has successfully launched a number of innovative professional collections on the global tableware market. Each of the 30 collections combines exceptional strength and creativity, thanks to the inspiration of renowned designers and the power of industrial know-how, resulting in unfailing solidity.

RAK has the ability to produce customised collections for its customers – major restaurant and international hotel chains – with individual shapes and patterns designed in a contemporary

and diverse creative spirit (logos, names, etc.).

Linked to a strong global sales structure, RAK relies on a network of experts and operators specialising in tableware. To deliver its products on the European continent in just 15 days, **RAK Porcelain Europe** organises and manages the distribution logistics from its Luxembourg headquarters. One million items are stored there, spread over more than 1,000 references. European customers are welcomed personally at the headquarters and showroom in Luxembourg to view **RAK Porcelain's** entire collection.

RAK Porcelain's other two major logistic centres are located in India and the United Arab Emirates in order to carry out deliveries in a timely manner.

RAK Porcelain has established a solid distribution network with high-quality partners on the European continent: the Casa Delfin Crisol group in Spain, Brunetti PG in Italy, Pentagast in Germany, Tomgast in Poland, Rist in Austria, Posuda Evropi in Russia, ECF Chomette Favor in France, Continental Chef Supplies in the United Kingdom etc.

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2/ A socially responsible company

RAK Ceramics group, significant efforts on environmental and social issues

The **RAK Ceramics** group has long been committed to the environment. It has demonstrated this in recent years by investing massively in processes that reduce air pollution around its industrial sites but also lower water and energy consumption in these processes.

In 2010 **RAK Ceramics** launched an initiative to plant 5,000 trees around its production sites in the coming years, especially at Ras Al Khaimah, its main site in the United Arab Emirates. Knowing the climate conditions that prevail in the region, this is understandably a challenge in itself.

RAK employees regularly help clean the Emirates' beaches at Ras Al Khaimah to stop the degradation of the banks of the Persian Gulf that are taking beating from the heavy and oil industries.

RAK is a founding member of the United Arab Emirates' "Sustainable Construction and Environment" Board to encourage the construction of low-energy residential and industrial buildings and the use of green building materials.

The RAK group helped flood victims in Pakistan by sending food, but also blankets, clothing and other non-perishable items to the affected areas.

RAK has put in place free medical assistance and life insurance for all its employees. The work environment for employees on different RAK production sites is reviewed continuously to ensure optimum working conditions. This is mainly at two levels: health and security.

3/ A selection of porcelain that covers the needs of all types catering

Having a thorough knowledge of the requirements of restaurant and hotel owners, RAK develops collections that combine innovation, functionality and design. The flexibility of the different product lines on offer allows for countless combinations, such as all-purpose saucers that work with a number of items: cups, mugs, small dishes, teapots, etc.

RAK can be found in some of the world's largest hotels. Whether in established restaurants, like the Brasseries Paul Bocuse, the Armani Café in Munich, the restaurant of Claude Darroze, the La Mère Brazier in Lyons, the La Vie of Thomas Bühner in Osnabrück, etc. or leading luxury hotels, like Le Méridien, Sheraton, Hilton, the Majestic in Cannes, the Prince de Galles in Paris, the Mandarin Oriental in London, the Atlantis the Palm and Burj Al Arab in Dubai, etc., **RAK Porcelain** is an integral part of the assortment of these highly renowned establishments.

RAK products fit wonderfully with a variety of cultures and culinary traditions. Wherever a dish is served in the world, the design and functionality will enable it to adopt a unique personality!

Here are a few testimonies

Othmar Schlegel,

chef of the Restaurant Castello del Sole, Ascona, Switzerland
 "The quality of **RAK Porcelain** is appreciated as much by our staff for its functionality as by our clientele for its aesthetics. Every day, we are delighted to have chosen RAK."

Sébastien Bontour,

chef of the Restaurant La Cour des Lions, Marrakech, Morocco
 "We were won over by **RAK Porcelain**'s products and have literally adjusted our cooking to them as their added value really stands out – our creativity is highlighted with clarity and refinement."

Léa Linster,

chef of the restaurant Léa Linster, Frisange, Luxembourg
 "**RAK Porcelain** offers functional benefits that meet our expectations. Its design lends itself very well to haute cuisine and contributes to the inspiration for our new creations. Our clients never feel like they are being served twice in the same dishes."



(Picture: Zephyr new collection, designed by Dominique and Alain Vavro)



4/ A design that is both elegant and innovative

One of the main factors behind RAK's success is its strong focus on innovation. Since the early days in 2005, it has been part of the company's history, enabling it to reinvent itself consistently, putting its stamp on the brand and on the global markets. RAK has accomplished in a very short time what it took the competition over one hundred years to achieve. **RAK Porcelain** brings a new dimension to the world of tableware.

The designers of RAK Porcelain

RAK Porcelain invests heavily in the design of its collections. To this end, RAK calls on the best. Mikaela Dörfel and the couple Dominique and Alain Vavro have enjoyed the trust of **RAK Porcelain** for years, building a strong and reliable partnership with the porcelain producer.

Mikaela Dörfel



Finnish-born Mikaela Dörfel has owned her own creative studio in Hamburg since 1997. She has learned her trade at leading international porcelain manufacturers. The artist's design is heavily influenced by Scandinavian culture. "I get my inspiration from nature and simple shapes as well as clear structures", the artist reveals. Her Hamburg studio focuses mainly on porcelain tableware designs and has worked for some of the world's greatest

porcelain producers in Europe, America and Asia. She has created numerous collections for **RAK Porcelain** including the newest, Nabur, inspired by nature.

Dominique and Alain Vavro



The French couple Dominique and Alain Vavro have been at the forefront of French creation for several decades now. The two artists met at the Ecole des Beaux-Arts in Lyons and have been working hand-in-hand ever since. The Vavro couple settled on the banks of the River Saône, a stone's throw away from Paul Bocuse's restaurant, where they fell in love with the world of haute cuisine. Driven by the love of tableware, they understand the needs of the trade and

their designs reflect different atmospheres that are as elegant as they are practical, allowing **RAK Porcelain** to bring innovative and stylish solutions to the world of hotels and catering.



(Picture: Inspired by nature, Nabur reveals sculpted forms with organic curves. Designed by Mikaela Dörfel)

5/ Recognised know-how

Research and development carried out by RAK aims, in particular, at combining ease of use and outstanding aesthetics as well as blending daily comfort with maximum durability.

The process of intensive vitrification of the porcelain strengthens the items, reduces the risk of chipping and offers good chemical resistance in the dishwasher for optimum strength. RAK reassures professionals by thoroughly controlling its operating costs and also thanks to the exceptional longevity of its products. That is the RAK guarantee.

RAK Porcelain thus strives for excellence. Each collection

is developed following strict specifications that meet certified European norms ISO 9001/2000, validated by tests at Bureau VERITAS, SFC in France and the CERAM laboratory in the United Kingdom.

In 2012 **RAK Porcelain** launched its NABUR collection worldwide, with an organic-curved design inspired by nature. Designed to meet the requirements of the constantly evolving culinary creation, NABUR is the result of advanced technology and provides optimum strength and functionality.



6/ Cutting-edge technology

RAK's 30 collections are designed using cutting-edge technology to withstand intensive use. The products stand up to heat from conventional or microwave ovens over time, while retaining the brilliance of their enamel and the fineness of their decorations.

RAK Porcelain ensures fast cooking or reheating without altering the taste or flavour of culinary preparations.

Once the dishes are on the table, they remain hot so their content stays at the right temperature throughout the duration of the meal.

The quality of **RAK Porcelain**'s enamel ensures impeccable hygiene as well as easy and fast cleaning. The items' high-quality finish allows them to retain their new appearance longer. The exceptional durability of **RAK Porcelain** makes it extremely

resistant to chipping and mechanical shocks. The stacking of the various items is also neat, supporting safety and longevity, but also offering products that are designed to meet the constraints of daily professional use.

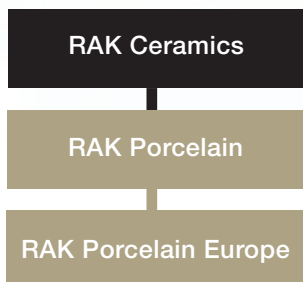
From the cold store to the oven, **RAK Porcelain** is resistant to temperature shifts due to the exceptional hardness of its material that gives it great resistance to thermal shock.

RAK culinary porcelain is 100% natural, guaranteed lead-free. Non-porous, it does not absorb grease, odours or bacteria and guarantees perfect hygiene.

7/ Management structures

RAK Porcelain is a subsidiary of the **RAK Ceramics** group, based in the United Arab Emirates. **RAK Porcelain Europe's** management has its operational base in Windhof, Grand

Duchy of Luxembourg. **RAK Porcelain's** General Management consists of a cell in the United Arab Emirates, including that of **RAK Ceramics**, and "autonomous" management in Europe.



RAK Ceramics / RAK Porcelain General Management, based in the United Arab Emirates

- **Abdallah Massaad**, President and CEO
- **Renu Oommen**, **RAK Porcelain** Executive Director

RAK Porcelain Europe Management, based in the Grand Duchy of Luxembourg (Windhof)

- **Claude Peiffer**, Managing Director
- **Mariella Di Giambattista**, Administrative Director
- **Sven Bodry**, Regional Sales Director
- **Serge Hemmer**, Regional Sales Director
- **Bertrand Lecante**, Marketing Director

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