

CASE STUDY

RAK Ceramics PJSC



“Trusted Logistics Partner” manages all RAK Ceramics distribution.

RAK Ceramics is a global hi-tech manufacturer of premium ceramics lifestyle solutions. Specialising in high-quality ceramic and gres porcellanato wall and floor tiles, sanitaryware, tableware and faucets, RAK Ceramics is a complete solutions provider for walls, floors, bathrooms and kitchens.

RAK Ceramics is one of the largest ceramics manufacturers in the world, with an annual production capacity of 110 million square metres of tiles, 5 million pieces of sanitaryware and 600,000 pieces of faucets. The company also produces 24 million pieces of porcelain tableware. From a single factory in Ras Al Khaimah, the company has grown to become a global player and has 16 plants including 10 tiles, two sanitaryware and one tableware in the UAE and one plant each in India, Bangladesh and Iran respectively.

the **RAK** CHALLENGE

With its distribution networks located all over the world, RAK Ceramics requires a strong and robust partnership with a trusted and experienced logistics company to ensure its products reach the right people at the right time.

“We cannot recommend RAK Logistics highly enough. As a global company with distribution networks all over the world and with 80% of what we manufacture being exported, it is crucial for us to work with a logistics company we can rely on. RAK Logistics has always delivered on its promises and exceeded our expectations. As a result, RAK Logistics is now our trusted logistics partner.”

simply at your service™

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the **RAK** SOLUTION

RAK Ceramics required a logistics solution which provides value for money spent, reliability, excellent customer service and ongoing support. Also, high up on the list of must haves, is **TRUST**. With its varied product range and global presence, trust in its logistics partner is key to the success of an ongoing relationship.

Not only is our relationship strong with RAK Ceramics but our service approach has aligned with their needs. We understood the expectations and built our service parameter around their needs. Not only do we ship globally for RAK Ceramics but we provide excellence in our service due to our communication support and reliability. RAK Ceramics has been a long-time customer who we are honored to serve.



the **RAK** RESULTS

RAK Logistics provided RAK Ceramics with a bespoke logistics solution designed to surpass its expectations. RAK Ceramics and RAK Logistics have enjoyed a long and positive relationship for the last 6 years.



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