



| MAKE SURE IT'S RAK |

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Dear Colleagues and Customers,

After an eventful first half of 2020, we are compelled to reflect on opportunities, possibilities and obstacles of the near future.

This global pandemic has taught all of us some invaluable lessons - the most important one is that yesterday's mundane life is today's goal and tomorrow's luxury. Admirably, our leadership has displayed commendable strength and foresight. As a resilient company we have taken one step at a time to coast through this difficult phase to ensure that our employees are safeguarded from the COVID – 19 hazard in addition to the looming economic crisis that we are faced with.

The HORECA sector has been globally impacted due to the current situation, however it is interesting to see that the crisis has resulted in hospitality professionals to come up with solutions that tackle the situation skillfully and are winning the trust of their customers yet again. Restaurants and hotels have made food safety measures their top priority and maintain minimum physical contact while interacting with customers. In the near future, we are optimistic about our sector and the travel and tourism industries to fare well with which we share mutual dependencies. It is a promising sign to see the Europe, Middle East and Asia Pacific regions responsibly settling back into habitual routines of dining out and our colleagues across the globe have been connected and committed to our intent of supporting the hospitality fraternity by organizing road campaigns via the 'RAK Porcelain Truck' to promote our products with safety. Needless, to say technology is a fundamental factor in channeling our communication.

As a socially ethical company, we have made earnest efforts to adapt our products and services in line with the demand of the hour and have introduced concepts of deep plates and bowls to be used along with lids to ensure safety of edibles served and stored in our dishes, these lids multi-function as dining plates. Our manufactured porcelain and stoneware materials are 100% sustainable, hygienic, easy to clean and resilient to disinfectants and chemicals. We have particularly advanced our latest tableware range to counter challenges and threats posed by current anomalies and to assure the security of our cherished customers.

We are confident that in these trying times our courage, sincerity and inventiveness will see us return to normalcy with enhanced capabilities. Wishing all of you a safe, calm and peaceful future.



rakstone



2020's biggest and most glamorous tableware Innovation of the year, 'RAK Stone'. An amalgamation of the best of both worlds as it flaunts the look and finish of stoneware yet is fully vitreous and edge resistant like porcelain. A first in the market, which is distinctive and ideally suited for the HORECA industry's precise requirements. RAK Stone collection comprises of 2 newly developed ranges Ease and Spot, which offers diners and Chefs exceptional durability and aesthetics

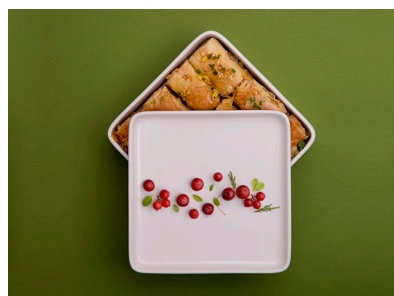
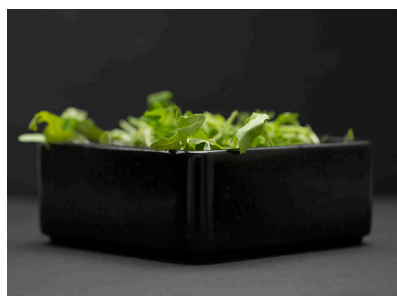


Ease reflects unrivalled luxury. The interplay of speckled colours and the durability of stoneware results in distinct porcelain pieces that adorn dining tables with novelty. Available in imperial tones of Rust, Caldera, Cobalt, Clay, White, Dual and Honey.



Timeless elegance defines **Spot**, its abstract and unique patterns lends visual perfection on to plated meals. The grit and grace of natural stone is handcrafted on premium quality porcelain. The artisan series displays bejeweled elements of Garnet, Jade, Emerald, Sapphire and Peridot.

Fractal: A Novel organic shape, perfect for table top presentation and gourmet servings. Its smooth lines and curved edges candidly place focus upon curated meals. Each element in the series can be used to serve and plate culinary art including lids. The series is available in classic shades of White, Karbon and scorching Red.



Awards and International Honours



Suggestions: RAK Porcelain clinched yet another illustrious title at the A'Design Award and Competition partnering with Gemma Bernal. The chef's exclusive master collection 'Suggestions' tableware won the Silver A' Design Award in the Bakeware, Tableware, Drinkware and Cookware Design Category. Suggestions is an extensive collection of 10 ergonomic series that focuses on solving the needs of chefs. Each porcelain dish promotes sharing on a center table, while serving specific solutions like water drops of melted ice. Hiding the mess of shell foods like mussels, escargots. Items that make a buffet more dynamic and conveniently and dining neatly and comfortably with grilled meat. A collection were each piece has an interesting and functional reason besides attractive shapes. This project is inspired by chefs for chefs.



Sensate: RAK Porcelains' assistive wellness dinnerware series 'Sensate' won the German International design award 2020. Conceived in collaboration with renowned industrial design expert Sahar Madanat of Twelve Degrees the Sensate collection enhances the company's hospital portfolio. It's universal, user-centric design benefits differently abled people - those with visual limitations, upper limb impairments and stroke victims with limited muscle or hand co-ordination.



Event Sponsorships

Intergastra and IKA Culinary Olympics: The IKA/Culinary Olympics took place parallel to INTERGASTRA for the first time under a single roof. In the Olympic year 2020, international teams of chefs competed over four days for culinary superiority at the Stuttgart Trade Fair Centre under the motto #takingpartiseverything. RAK Porcelain as one of the exclusive trusted partner of the events supported the initiative by being the official tableware sponsors of the event and provided the winning teams with medals and memorabilia as testimony of support and encouragement to facilitate Chefs and their creative talents.

Global Exhibitions

Ambiente 2020 : RAK Porcelain unveiled Novelties 2020 at the industry's premiere celebrated trade fair to overwhelming response. 350 new SKU's were displayed across a massive space of 400 sq.m for the first time as Ambiente dedicated an entire hall exclusively for the HORECA fraternity. The distinction successfully resulted in better footfalls and genuine customer inquiry and networking among industry counterparts.



Hoteres Caterex

Japan 2020 : RAK Porcelain captivated HCJ 2020 - Asia's first trade fair of the season along with Miyazaki Co. Ltd. as it exhibited several innovative and functional porcelain ware collections elegantly displayed across a 63 sq.m. stand, that was thematically designed as a tribute to the upcoming Tokyo Olympics 2020. Audiences in large numbers appreciated the displays and products tastefully adorning the setting.

Restaurants Canada Show 2020 : The most glamorous tableware innovations for the year garnered much appreciation as it debuted at the 75th Diamond jubilee edition of the Restaurants Canada Show 2020. The collections were exhibited on an 800 sq.ft spacious stand in association with our exclusive Canadian distributors HORECA & Co.



Expo Culinaire Sharjah 2020 : RAK Porcelain along with Restofair RAK exhibited several innovative and functional porcelain ware collections elegantly displayed across a 72 sq.m. stand at the Expo Culinaire 2020; the main focus was RAK Stone - the latest stoneware collection launched by the company consisting of two artisan series 'Spot' and 'Ease' which offers diners and Chefs exceptional durability and aesthetics.

The event was graced by renowned Chefs of the industry - Chef. Thomas A. Gugler, President of Worldchefs, Chef. Michel Miraton - Culinary director of Faisal Holdings & Master chef (Member of European Cooks) and Chef. Prasad - Culinary Director of Miramar Hotel, Vice President of East Coast Culinary Guild.





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