

March 13 - 2017

## RAK Ceramics @ISH



Taking place from the 14th - 18th March 2017, ISH is the world's biggest showcase for innovative bathroom design, energy efficient heating, air-conditioning technology and renewable energies. The world's leading trade fair for the sector made its debut over 50 years ago and, as the largest exhibition in the sanitaryware sector, RAK Ceramics has always seen ISH as a must attend on the exhibitions calendar.

As the largest exhibition of 'bathroom experience', ISH is the perfect platform for manufacturers to launch their latest products, showcase sustainable sanitation solutions and innovative bathroom designs.

Over 2,400 exhibitors, including market leaders from home and abroad, will come together to launch their latest products, technologies and solutions onto the world market at ISH. For five days, international trade visitors meet at Messe Frankfurt's Exhibition Centre (250,000 m<sup>2</sup>), with the largest group of visitors coming from the sanitation, heating and air-conditioning installation trades.

This year's themes for the ISH bathroom experience are focused on wellness, comfort and sustainability. RAK Ceramics was one of the first companies in the world to introduce rimless technology and ISH creates the perfect platform for the company to showcase its latest rimless collections. Rimless WCs, as the name suggests, have no rims, making them extremely hygienic and easy to clean. Combined with the latest water saving technology, beautiful designs and silent flush, RAK Ceramics has developed five new rimless models which it will launch at the ISH Exhibition.

As a complete ceramics' lifestyle solutions provider, RAK Ceramics will also present its latest mix and match tile collections at ISH along with its new corporate brand identity and proposition, 'Room for Imagination'. RAK Ceramics is known for its wide product range and the ability to produce bespoke ranges for both small and large scale projects and its latest collections for walls and floors showcase materials that inspire ideas, shapes and hues designed to freely express individuality, and unique and inspiring products with unlimited choice, giving interior designers, architects and end users room for imagination.