

What's New?

Press Releases and Newsletters

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LATICRETE AND RAK OPEN U.A.E. FACTORY

The LATICRETE Ras Al Khaimah (RAK) Company, LLC, a newly operating joint venture between Ras Al Khaimah (RAK) Ceramics and LATICRETE International, opened a factory to manufacture ceramic adhesives and grouts in the United Arab Emirates, making LATICRETE products more easily accessible to projects overseas.

The new factory, located behind RAK's ceramics factory, has a production capacity of 100,000 tons of adhesive material and ceramics fixing grouts. The factory was designed to allow for the increase or doubling of production capacity to meet the forecasted growth in demand.

"With the establishment of LATICRETE Ras Al Khaimah Co., LLC and building their factory in the emirate, the strategic expansion plans undertaken by RAK Ceramics came in line," said David Rothberg, President of LATICRETE. "This plan included expanding the company factories and establishing new production units in many major ceramics markets worldwide."

Rothberg was present at the opening of the factory, along with Dr. Khater Massad, CEO of RAK Ceramics and Managing Director of LATICRETE International of Ras Al Khaimah Region, and Shaikh Saud bin Saqr Al Qasimi, Crown Prince and Deputy Ruler of Ras Al Khaimah.

"We are pleased to inaugurate the new factory that uses state-of-the-art technology," said Dr. Massad.. "We have invested nearly Dh40 million (Approx. \$10.8 million US) in this new venture. The new factory is to commence marketing its products in different markets carrying the trademark of 'LATICRETE RAK' and is expected to firmly establish its position in the existing ceramics business market as a symbol for high quality product in the arena."

LATICRETE International is a global leader in the manufacture of environmentally responsible tile and stone installation systems. Produced and available in major population centers worldwide, the LATICRETE brand is known, respected and trusted for industry leading innovation and superior technical support. Comprehensive LATICRETE and industry information can be found at: www.laticrete.com. For additional information and answers to your unique installation or application questions contact support@laticrete.com or (800) 243-4788 ext 235 (in USA), or (203) 393-0010, ext 235 (outside USA). LATICRETE® is a registered trademark of LATICRETE International, Inc.

