



## Media Coverage

Country	Date	Publication
UAE	2010	Press Clippings

## RAK Ceramics named UAE SuperBrand 2010

Published July 25th, 2010 - 09:46 GMT

RAK Ceramics, the world's largest ceramic tiles & sanitaryware manufacturing company, has announced that it has been named as one of the UAE's SuperBrands in 2010, a distinction it has earned for the second consecutive year. The award ceremony was held on 20th of July at the Intercontinental Hotel, Dubai Festival City. RAK Ceramics was presented the UAE SuperBrand award by the SuperBrand Council, the world's largest independent brand arbiter.

RAK Ceramics has been credited for helping enhance the reputation of Ras Al Khaimah and the rest of the UAE as an ideal manufacturing base through its powerful global brand image and its sustained efforts to set new industry benchmarks and expand its presence in all international markets. Available in more than 150 countries, the RAK Ceramics brand is also renowned worldwide for offering the industry's widest selection of colours, textures and finishes as well as an extensive array of coordinating trim and angle pieces.

Dr. Khater Massaad, CEO, RAK Ceramics said: "The UAE SuperBrand award reaffirms the continued success of our brand awareness campaign, which focuses on product quality and service excellence. Moreover, the distinction serves as a powerful endorsement of RAK Ceramics' ability to deliver on its brand promise, which is to be a trend setter and a benchmark for quality in the global ceramic tile industry. RAK Ceramics will continue to pursue its aggressive brand identity programs in parallel with our efforts to maintain the highest quality standards in all our products and services, in line with our mission to enhance customer loyalty and further strengthen our brand image across global markets."

In addition to the UAE SuperBrand label, RAK Ceramics has also consistently won several other industry distinctions, including being rated as among the top four brands in the UAE by Brand Finance Middle East of the UK, Company of the Year by Arabian Business Awards, and the MRM Business Award for manufacturing, the topmost manufacturing award in the UAE. Earlier in April 2010, RAK Ceramics was awarded the Best Brand at Middle East Business Leaders Summit and Awards held in Dubai. Moreover, in the latest issue of Ceramic World Review, RAK Ceramics was officially recognised as the world's largest manufacturer of ceramic tiles.

The Ras Al Khaimah-based company was established in 1991 by H.H. Sheikh Saud Bin Saqr Al Qasimi, Crown Prince of Ras Al Khaimah and RAK Ceramics Chairman, and Dr. Khater Massaad, CEO, who directed the company towards global competitiveness, technological advancement, and high-quality production. Within just a decade of operations, RAK Ceramics quickly established itself as one of the world's leading manufacturers of ceramic tiles and, ultimately, the largest producer in the global market.

# Superbrands

## Media Coverage

Country	Date	Publication
UAE	2010	Press Clippings

RAK Ceramics' products include world-class ceramic wall and floor tiles, Gres Porcellanato, and sanitary ware, which are distributed in Europe, Asia, Australia, USA and Canada. The company uses more than 8,000 production models, with new designs added almost every week to its product portfolio.

Renowned as an industry pioneer, RAK Ceramics is the world's first company to launch Luminous, Golden or Silver Glazed tiles and the Antimicrobial, a super specialty tile for the hospital industry. RAK Ceramics' latest creations include the high-valued brand "Elegance Ceramics", and "RAKSLIM", an eco-friendly 4.5-millimetre thick tile that sets new industry benchmarks in thickness, strength, cost and ease of use.

The SuperBrand Council consists of eminent personalities in the world of branding and seeks to pay tribute to established brands all over the world. The SuperBrand Council also produces various publications featuring the world's SuperBrands. Being voted a SuperBrand serves as a powerful endorsement and evidence for existing and potential customers, media, suppliers, investors and employees of a brand's exceptional status.

The public-listed RAK Ceramics is currently the world's largest manufacturer of ceramic and porcelain tiles accounting for more than USD 1 billion global sales annually. The company's global production of tiles exceeds 360,000 sqm and 12,000 pieces of sanitary ware per day from its local and global state-of-the-art manufacturing plants.

<https://www.albawaba.com/news/rak-ceramics-named-uae-superbrand-2010>

# du selected a UAE Superbrand

August 12, 2010

Dubai, UAE, 12 August 2010: After just three years since its inception, du has been recognised as a UAE Superbrand. Hala Badri, EVP Brand and Communications, du, was one of a few leading industry professionals chosen to speak at the Superbrands awards gala.

# Superbrands

## Media Coverage

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In a brief and powerful speech Badri shared du's approach to building and developing their brand successfully, and called upon companies from the region to move away from a short-term approach of 'branding' towards a longer-term approach of 'brand development'.

"We are thrilled and honoured to be recognised as a UAE Superbrand after just three years of existence. Having established ourselves well, we are now in development mode, doing all we can to develop our brand further. I believe it's important to avoid the shallowness of 'branding' for the substance of 'brand development'. It's an important distinction; 'branding' is an act, while 'brand development' is a process which needs to be defined and managed on an ongoing basis," commented Hala Badri, EVP Brand and Communications, du.

"I believe the time has come for the industry to embrace a broader, more holistic approach to brand thinking and brand-building. For brands from our part of the world to be developed and managed well, we need to see them as much more than just trademarked logos and advertised promises – we need to see them as intentionally designed experiences," concluded Badri.

Superbrands is an independent organisation which hosts the annual tribute event to recognise the UAE's best brands. Over 2,500 professionals voted to select this year's Superbrands, using stringent selection criteria set by the Superbrands Council. More than 1,415 UAE brands were scored by the Superbrands Council and the invited jury, and the highest scoring brands were then designated Superbrands. Only brands that achieve the level of recognition set by the Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history and achievements of each of the brands.

To be voted as a UAE Superbrand by the Council is a powerful endorsement of the rapid progress du has made since launch – as a company and as a brand.

– Ends –

<http://www.du.ae/about/media-centre/newsdetail/UAE-Superbrand>

Wednesday, July 21, 2010 **DUBAI DUTY FREE WINS 'BRAND OF THE YEAR' FROM SUPERBRANDS**

# Superbrands

## Media Coverage

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Dubai, United Arab Emirates, July 20, 2010: Superbrands Middle East today announced that Dubai Duty Free has won the 'Brand of the Year' at the sixth annual Superbrands tribute event, which was held at the Intercontinental Dubai Festival City. The country's strongest brands were individually honoured at the event, which also saw the unveiling of the 2010 Superbrands book featuring many of the country's best brands. Dubbed globally as the 'Oscars of Branding', the event was attended by the country's most prominent senior business, marketing and branding executives.

"The tribute event is a celebration of many of the country's strongest brands and in turn recognition of the people who work hard to ensure the success of their brands. We are happy to announce that Dubai Duty Free was voted 'Brand of the Year' for 2010 as they scored the highest points amongst all the brands. Despite the global economic slowdown, Dubai Duty Free has overcome the challenges faced by the global airport retail sector with its innovative promotions and initiatives, which have proven to be a huge success," said Mr. Mike English, Director, Superbrands Middle East.

"Even after 26 years of success, Dubai Duty Free is a brand that continues to excel and grow – a perfect example of a Superbrand. They are one of the most trusted and recognized brands internationally. We would like to congratulate them on this feat and wish them even more success in their future endeavours," Mr. English added.

Dubai Duty Free has received many national and international awards in recognition of its customer service, trend-setting retail initiatives and marketing. Dubai Duty Free, which achieved record sales of US\$1.14 billion in 2009, has been acknowledged as the largest single duty free operation in the world.

Accepting the award on behalf of Dubai Duty Free, Managing Director Colm McLoughlin said, "We are delighted to receive the top Superbrands award and thank the council members and associates for

# Superbrands

## Media Coverage

Country	Date	Publication
UAE	2010	Press Clippings

voting for Dubai Duty Free. As a brand, we have always understood the importance of marketing and in having a meaningful relationship with our customers, our suppliers and our own employees. This award reflects our efforts over the past 26 years.”

Sixty two top brands were awarded the Superbrands status out of thousands available in the UAE. The brands that scored more than 80% of the total possible marks were declared Superbrands by the Brand Council. To win this accolade is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status.

The Superbrands Council, which comprises of some of the leading names in UAE business circles, compile the shortlist which is then scored online by more than 2,500 marketing professional. Those brand which meet the stringent criteria set by the council are awarded with Superbrands status.

Most of the selected brands appear in the Superbrands UAE book, which traces the history and achievements of each of the brands. The 2010 Superbrands book is a coffee table book, which includes a two-page profile of each Superbrand tracing the foundation and development of the brand and a 'Things You Didn't Know section' highlighting interesting facts about the brand and its unique achievements.

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ABOUT SUPERBRANDS UAE: The Superbrands organisation is acclaimed worldwide as being the independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. The work Superbrands does is recognised through their books, Events and Awards programmes, internet sites, research and through significant international media and PR coverage in newspapers, magazines and on television and radio.

The Superbrands organisation was originally set up in London in 1994 where it published the first Superbrands book. Since then it has expanded its operations to 86 countries worldwide including Argentina, Australia, Brazil, China, Denmark, Egypt, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Kuwait, Lebanon, Malaysia, Mexico, Morocco, Netherlands, Norway, Pakistan, Philippines, Poland, Portugal, Russia, Saudi Arabia, Singapore, Spain, Sri Lanka, Sweden, Thailand, Turkey, United Arab Emirates, United Kingdom and the United States.

Superbrands publishes a series of books including Superbrands, Business Superbrands (on B2B brands), Cool Brands and eBrands - making the series of books the largest collection of insights into some of the greatest brands in the world. To date over 10,000 individual brands have been featured worldwide. For further information on Superbrands, please visit [www.superbrands.com](http://www.superbrands.com)

[http://www.dubaidutyfree.com/media\\_center/news\\_detail/179/Dubai-Duty-Free-Wins-Brand-of-the-Year-From-Superbrands-](http://www.dubaidutyfree.com/media_center/news_detail/179/Dubai-Duty-Free-Wins-Brand-of-the-Year-From-Superbrands-)

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## Joyalukkas bags 'Superbrand' award in the UAE

Kochi, July 26

Joyalukkas, the global retail jewellery chain, has been recently awarded the distinction of being a 'Superbrand' in the UAE. The announcement was made at the Superbrands Tribute Event, a premier marketing occasion. The award was accepted by Mr Joy Alukkas, Chairman of the Joyalukkas Group, while the brand will be featured in the 2010 edition of the Superbrands UAE book. The Superbrands organisation is acclaimed worldwide as being an independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history and achievements of each of the brands. Mr Joy Alukkas, Chairman of Joyalukkas Group, said that to be voted as a Superbrand by the Council is a powerful endorsement and evidence for existing and potential customers of our brand's exceptional status.

– Our Bureau

<https://www.thehindubusinessline.com/todays-paper/tp-marketing/Joyalukkas-bags-‘Superbrand-award-in-the-UAE/article20036276.ece>

## Superbrands To Honour UAE's Top Brands At Tribute Event

(13 July 2010)

To announce 'Brand of the Year' and unveil the 6th edition of Superbrands book at the gala event.

Superbrands, the independent authority and arbiter of branding, today announced that they will be hosting their annual tribute event to honour UAE's strongest brands on July 20th, 2010 at the Intercontinental Hotel in Dubai Festival City. Superbrands will also announce the much awaited 'Brand of the Year' and unveil the 6th Edition of the Superbrands book at a glittering ceremony attended by the who's who of the corporate world in UAE.

"We are pleased to announce the UAE's strongest brands and honour them at our annual tribute event. The local brands that made it to the Superbrands list this year include some of the most recognised brands in the world as well as some new entrants on the list. These Superbrands were not only voted for by our distinguished brand council members but also by 2,500 marketing professionals voting for the preferred brands through an online

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poll. The brand with the highest score will be awarded 'Brand of the Year' at the tribute event," says Mike English, Director, Superbrands Middle East.

After a stringent selection criteria set by the Superbrands Council, over 2,500 professionals were invited to vote along with the Council. More than 1,415 leading UAE brands were scored by the Superbrands Council and the invitees and the highest scoring brands were then designated as Superbrands. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history and achievements of each of the brands

The Superbrands Council comprises individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and methods of business. To be voted as a Superbrand by the Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status.

The Superbrands Organisation will also unveil the much coveted coffee-table style Superbrands book, which includes a two-page profile of each of the Superbrands, at the Tribute event. "The brands featured in the book range from corporate giants to FMCG brands. We are happy to see so many of the UAE's local brands included in the book alongside key international brands. Participation in the Superbrands book is by invitation only and acknowledges the intrinsic strength of the organisation and its brand value," Mr. English adds.

The Superbrands tribute event is set to be a true celebration of many of the country's highest profile brands, and promises to live up to its global reputation as the "Oscars of Branding".

<http://www.dubaicityguide.com/site/news/news-details.asp?newsid=30409&newstype=Company%20News>