



**BUILDING THE
FUTURE TOGETHER**

RUBI LAUNCHES THE NEW DC SMART ADVANCE ELECTRIC CERAMIC CUTTER, THE FIRST AUTOMATIC AND INTELLIGENT CUTTER ON THE MARKET

- A cutter that automatically adapts the speed according to the thickness and hardness of the material. **The true intelligent cutting.**

Rubí (Barcelona), July 31, 2025. Committed to leading innovation, RUBI presents the DC-250 SMART ADVANCE 1200, the **first intelligent tile cutter worldwide** for professionals. This model adapts the cut to the type of ceramic and automatically adjusts its speed to the hardness and thickness of the material, ensuring that each cut is perfectly uniform. This technology provides **a longer life to the blades** while avoiding glazing.

The daily hard work of the professional tiler is easier with the intelligent automation offered by the DC SMART with multiple automatic settings that allow you to prioritize the speed or quality of the finish. **While the machine works alone, the professional can dedicate himself to other tasks**, or plan the next job, optimizing time and resources.

With the DC SMART you get a perfect finish as the **cuts are uniform** without chips or uneven edges.

The cutter offers an **integrated protection system**. This means that it stops the motor if the blade gets stuck or overheats.

In addition, the professional tiler can choose between the two operating modes: **Manual or Automatic** depending on the type of their work and the need for precision.

This electric cutter also has the patented ZERO DUST system, a system designed to **protect the health of the tiler** by minimizing exposure to suspended particles during cutting, and keeping the workspace cleaner.

This cutter stands out for being unique and is specially designed for professionals who require high performance and exceptional efficiency in their projects.

With this new product, RUBI reinforces its position as a leader in the sector, highlighting its dedication to offering quality, innovating and developing tools that meet the demands of professionals.

In parallel, a [launch campaign for the new DC SMART](#) has been launched focused on highlighting the machine as an innovative solution within the electric ceramic cutter market.

About RUBI Group

RUBI was founded in 1951 in the city of Rubí, Barcelona, and is now a leading brand in tools for tile cutting and installation. It has 11 subsidiaries across the five continents and recurring sales in over 120 countries. It was created by the Boada brothers (Germans Boada, SA) with the aim of being the best partner for their customers by providing them with a comprehensive service and product solution. It has a focus on end users, offering them the widest range of tools to successfully tackle any tile installation project: tools for cutting, handling, transporting and installing tiles. The company constantly innovates new solutions and manufactures and markets differential products at the forefront of the sector. The aim is to make the tile fitter's work safer, easier and more efficient.

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