



**BUILDING THE
FUTURE TOGETHER**

75 YEARS OF INNOVATION: RUBI'S LEGACY IN THE TILE INDUSTRY

- The company, whose origins date back to the 1950s with the invention of the world's first manual tile cutter by the Boada brothers, reaffirms its commitment to innovation, the quality of its solutions, and its proximity to professionals.

Rubí (Barcelona), July 2nd 2026. RUBI celebrates its 75th anniversary in 2026, a milestone that highlights a journey defined by innovation, proximity to professionals, and a commitment to developing solutions that contribute to the evolution of the construction sector.

The company's origins date back to **1951**, with the **invention of the world's first manual tile cutter, named RUBI**. This tool was **created by the Boada brothers** in response to a real need among bricklayers at the time, who cut hydraulic mosaic tiles by scoring them with a punch and striking them sharply.

That first RUBI tile cutter **marked a turning point in the way thousands of professionals worked**, forever transforming the trade and the way hydraulic mosaic tiles were cut.

This material, one of the defining features of Modernist architecture and Barcelona's architectural heritage, is deeply rooted in an artistic and construction tradition that figures such as Gaudí helped elevate to iconic status. Decades later, it still posed significant challenges on site.

In this context, RUBI was able to provide an innovative solution that helped professionals work with greater precision, driving the evolution of construction tools.

From the invention of the first tile cutter to becoming an industry leader

Since then, RUBI has continued to grow alongside professionals, listening to their needs and developing solutions adapted to the evolution of materials, construction trends, and on-site challenges. Seventy-five years later, the company has consolidated its position as an international benchmark in tools and solutions for cutting, installing, and maintaining ceramic tiles.

"Over the past 75 years, RUBI has built its journey on two major pillars: internationalisation and product innovation. Today, in an increasingly changing environment, we continue to look to the future with a broader vision, based on quality, service, agility, and efficiency, to keep supporting our markets, customers, and users. This anniversary encourages us to continue transforming alongside the sector, always keeping professionals at the heart of our strategy," says Josep Maria Piera, General Manager of RUBI Group.

To mark this anniversary, RUBI has launched the campaign **"75 Years Transforming the Future Together"**, which includes **a new corporate video** that looks back at the company's key milestones: from a small local project born in Rubí, Barcelona, to becoming an international company that **today has 11 subsidiaries around the world, a presence in more than 125 countries, 27,000 customers, and 600 employees.**

Guided by its purpose, **Better Professionals. Better Places.**, RUBI remains firmly focused on the future, continuing to drive innovation in the sector through solutions that empower professionals, enhance their daily work, and contribute to the creation of better places.



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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 (formerly Germans Boada, SA now RUBI GROUP 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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