

MENA Carpet News

Volume 6 | Issue 34 | January 2021

Middle East and North Africa Carpet and Flooring News



INSIDE



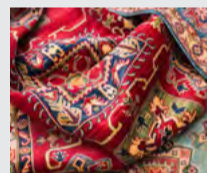
EGYPT'S MACHINE MADE CARPET INDUSTRY..... 3



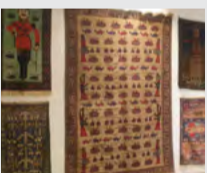
LUXURY RUGS; IT IS JUST WHAT WE ARE ABLE TO MAKE.....6



LUNG VICTORY CARPET GOING TO EXPAND EXPORT IN 2021.....7



TURKEY EXPORTED \$2BILION OF CARPETS11



"BRIDGES TO BABYLON" WAR RUG GALLERY IN ROMA8



GERALD VOGT BECOMES NEW CEO OF STÄUBLI GROUP.....15



RUMI CARPET DESIGN AND MANUFACTURING13

DOMOTEX 2021 Becomes DOMOTEX DIGITAL DAY



After initially being postponed to May 18-20, DOMOTEX will no longer take place as a hybrid trade show format this year. The current global infection situation in the wake of the COVID-19 pandemic makes it impossible to plan and organize a physical presence on site in Hannover at the world's leading trade show for carpets and floor coverings. Instead, new digital formats will cover the topics of the international floor coverings industry in May 2021.

Following the renewed rise in coronavirus-related new infections on a global scale, Deutsche Messe AG has decided that DOMOTEX 2021 cannot take place as a hybrid event as planned, after initially shifting from

January to May. Currently, an alternative digital business platform is planned in form of the DOMOTEX DIGITAL DAY on May 20, 2021. The focus element of this platform is a digital conference that will address current and forward-looking topics in the international flooring industry.

"Trade shows like DOMOTEX, which are characterized by a very high level of internationality on both sides, amongst exhibitors as well as visitors, have a long planning period. Following the recent surge in global coronavirus cases, accompanied by lockdowns, worldwide travel warnings and restrictions and quarantine requirements, we now have had to make this decision. Unfortunately, for

the first time in its 32-year history, we will not be able to organize DOMOTEX in 2021 as a physical trade show on our exhibition grounds in Hannover. Even a hybrid DOMOTEX is not realistic in the current situation, as it would require a certain proportion of physical exhibitors and visitors on-site, combined with travel from all parts of the world. We have therefore decided to organize DOMOTEX as a purely digital event, in order to give our customers the necessary planning security from now on," says Dr. Andreas Gruchow, Member of the Management Board of Deutsche Messe AG, commenting on the final decision.

The COVID-19 pandemic is forcing trade show organizers to rethink. Numerous trade shows are currently taking place on a purely digital basis in response to the market participants' desire for complementary digital offerings. With the new format DOMOTEX DIGITAL DAY, Deutsche Messe is acknowledging the importance of rapidly increasing online channels in the flooring industry. The digital event will therefore also put a special focus on digitalization aspects.

DOMOTEX 2021 will take place as a digital-only event on May 20. The next hybrid DOMOTEX is scheduled for January 13-16, 2022, at the Hannover Exhibition Grounds.

VANDEWIELE HAS REACHED AN AGREEMENT FOR THE ACQUISITION OF 100% OF SAVIO GROUP JOIN

Vandewiele Group announced that the Savio Group will be a valued member of Vandewiele, consisting of several textile machine companies, all trendsetters in their field.

Charles Beauduin, CEO of Vandewiele, stated: "We are extremely proud to welcome the Savio Group with its strong tradition and technology in our Group. The joining of our technological capabilities, R&D and industrial operations will allow us to grow strongly in the next few years". Adding the SAVIO organization to our group will provide benefits to many of our customers. We are very excited to welcome the SAVIO customers and employees to our organization.

"Receiving such strong interest from important players in this challenging period is a recognition of Savio's strategic value – says Alexander Zschokke, Chairman of the Savio Group – In the long-term, being part of the Vandewiele Group will preserve our entrepreneurial culture focused on innovation, operational excellence and commercial development."

About SAVIO Savio is the world leader in the yarn finishing sector, operating in the design, manufacturing and distribution of winding machines, quality control devices and electronic boards for the textile industry. It has factories in Italy, China, India, Belgium, Germany and Switzerland.



Bio-Cotton

100% ORGANIC COTTON

Certified by ICEA

GOTS

2008-060





MIC – Manifattura Italiana Cucirini SPA

Via Spineta, n.61

37050 Vallese di Oppeano – Verona

Phone: +39 045 7134725

FAX: +39 045 7134104

E-mail: mic@micspa.com



Book your Page

7/24 Support

WhatsApp

+905392346324

Egypt's Machine Made Carpet Industry



Interview with Mrs Laila El Gammal, Nobeltex President and Eng Nayla El Tawil, Vice President of Nobeltex

The private sector started to enter the field in the 1970s, but it was only in 1979, when Oriental Weavers was established, that the machine-made carpets and rugs as we know them today were introduced in the market.

Egypt is an important producer of carpets in the Mena region. Please let us know more details about Carpet industry in Egypt and its history.

Egypt was traditionally known for its traditional schools for handmade rugs that are mainly concentrated in rural areas. In the 1960s and 1970s, the government started limited production of machine-made rugs to cater to public institutions and religious entities, like mosques.

The main manufacturer at the time was the state-owned Arab Carpet Company. The private sector started to enter the field in the 1970s, but it was only in 1979, when Oriental Weavers was established, that the machine-made carpets and rugs as we know them today were introduced in the market.

In fact, Oriental Weavers revolutionized the carpet industry and adopted new standards that were not seen before in Egypt. This not only led them to dominate the domestic market but also to secure a considerable share in various export markets. It also raised the standard for other competing manufacturers pushing them to raise their own quality bar too. As a result, and after 40 years, the company has created an Egyptian brand that presented the industrial power of Egypt to the world and allowed global companies to enter Egypt seeking to source their rug and carpet needs.

As a textile machinery expert, How do you evaluate the carpet industry in Egypt in term of technology and machinery?

The carpet industry in Egypt is now well recognized worldwide and is known for mastering the weaving process and also for the unique and innovative products that are produced and sold both in the domestic market and in more than 130 other global markets.

The efficiency of the carpets and rugs produced in Egypt is highly enhanced by the fact that the machines used are considered state-of-the-art in terms of their capabilities, productivity and advanced technology. The majority of carpet looms to be found in Egypt today are from prominent producers in Europe and the knowhow of the Egyptian technical gurus guarantees the optimum utilization of these looms.

Egyptian carpet producers have a good export to the international market, but how do you evaluate Egypt domestic market for carpet and flooring?

The domestic market in Egypt is a very promising market for the carpet industry and is considered a market that consumes a lot of carpets and rugs regularly. The big population of Egypt and the presence of different income layers create a lot of opportunities in the domestic market. Also, because more than 60% of the population in Egypt is young, the chance of more people getting married and looking for carpets and rugs for their homes is even higher.



Eng Nayla El Tawil, Vice President of Nobeltex

It is expected that the demand for rugs and carpets in Egypt will keep increasing, especially with the expansion in the population, and also with more of this population joining the middle class that usually buys the most carpets.

What is obstacle and barriers for Carpet manufacturers in Egypt for development?

There are a lot of benefits for carpet production in Egypt, like low cost of production, availability of government support, geographic location of Egypt, etc. However, there are also some obstacles that carpet manufacturers face. For example, not all raw materials needed for carpet production can be sourced in Egypt, which means they have to be imported.

Another obstacle is the limited availability of skilled labor needed for the carpet production process. In recent years, there was a floatation of the Egyptian Pound and this created a burden on the cost structure of manufacturers. Another obstacle is related to the export subsidy that exporting manufacturers receive when they export their products. In many instances the payment of this subsidy is delayed, which may disrupt the financial plans of manufacturers.

COVID 19 shows us we should rely more on sustainability and green products, how we can improve sustainability in Carpet and flooring industry?

Like in other places in the world, the carpet industry in Egypt has started to realize the increasing importance of sustainability and green economy. The demand for sustainable products is rising and more customers and institutions are asking for more solutions and innovations related to this theme.

The fact the carpets and rugs are used inside homes and places with human traffic, like hotels, means that people are keener now to have eco-friendly and hygienic products that would contribute to health and cleaner environment.

Leading the way, Oriental Weavers has initiated a lot of



Mrs Yasmine Farid Khamis President and Mr Mohamed Mahmoud Khamis Vice President of Oriental Weavers Group



Mr Mohamed Farid Khamis the founder of OW Group



Mrs Yasmine Farid Khamis President of Oriental Weavers Group

ORIENTAL WEAVERS COMPLEX IN EGYPT



research efforts to guarantee that part of the products manufactured in Egypt would be sustainable and meet the expectations of its customers who seek cleaner and safer products. The research efforts resulted in creating and introducing different types of sustainable products. One of the product lines following this theme is the products made of natural yarn, like cotton and wool. Such products are considered very safe both to people and the environment.

Another type of sustainable products is the hygienic line, which will certainly receive more attention after the spread of COVID-19 in the world during 2020. The idea behind such hygienic rugs is to develop and invent rugs with built-in capability to fight and terminate bacteria and viruses that could be inside the yarn of the rugs.

The company is doing a lot of research in this field with the hope that in few years several rug lines the company introduces would have this feature as being anti-bacteria and anti-virus.

Also, related to sustainability is the direction of creating rugs and carpets that are recycled and recyclable. Oriental Weavers has already introduced few ranges that are made of recycled yarn and recently also other collections made of recyclable and traceable yarn. Such line of products is very important for the environment as it will strongly contribute to the rotation of resources in the environment.

How do you see the future of Carpet industry in Egypt?

The rug and carpet industry in Egypt has witnessed successful leaps over the last 40 years. Having dynamic manufacturing entities like Oriental Weavers allowed the industry to compete with its counterparts in Europe and USA and actually created new benchmarks in the rug industry that other companies have started to follow over the years.

The future of carpet industry in Egypt is indeed considered very promising especially as the Egyptian government is shifting a big part of its attention to the industrial sector. It is certain that carpet manufacturing in Egypt,

with its global recognition as an industry leader worldwide, will reap a lot of benefits during the coming years from this support which will undoubtedly contribute significantly to the further development of the industry in Egypt.

Which kind of machinery you are offering to carpet manufacturers in Nobeltex company?

SSM TEXTILE MACHINERY (SWITZERLAND)
SSM is leading the technology for yarn processing and winding
The machines produce ATY yarn from POY by heaters and intermingling.

SAURER TECHNOLOGIES GMBH AND VOLKMANN
production of twisting and cabling machines for staple fiber yarns, carpet yarns and glass filament yarns.

CONITEX SONOCO
Manufactures high-performance paper cones and paper tubes

SONOCO PLASTIC
a. Dye tubes b. Dye springs c. Winding Tubes
d. Separator Blades

SONOCO ALCORE
Tubes to wind BCF Yarn

ELECTROJET
Palletising & Packing Automatic Systems
The palletising & Packing automatic System allow achieving an important step Forward in the automation of the store & expedition areas. This means the rationalization of the last part of the textile manufacturing process, eliminating both the physical efforts & the possibility of human mistake.

The automation of this part of the process is always realized made to measure for each customer as it must be adapted to the specific needs of each mill & to the appropriate automation level desired in each case.

XORELLA (PART OF FONGS GROUP)
XORELLA is specialized in design and manufacturing of steam setting and conditioning equipment for yarns and fabrics.

AB.CARTER



A. B. Carter is universally recognized as a superior supplier of spinning solutions for the fiber and yarn manufacturing sectors of the textile industry. Core products include steel and nylon travelers, rings, bobbins, tapes and belts, air splicing and knotting equipment, laboratory testing equipment, and stainless-steel belts, counter-bands, pressure rolls and other accessories for the carpet industry.

JUMAC
Quality cans, catering to the Jute & Textile Industry.

GOLDEN EAGLE MACKIE
Textile machinery spare-parts specially for linen materials for all spinning line machines. Textile Machinery Manufacturer, Spare Parts and Technical Consultancy.

SHRIJI SPAREKRAFT
Shriji Sparekraft Impex Pvt. Ltd. Is one of the leading Manufacturer & exporter for complete range of genuine Quality replacement spare-parts, suitable for most modern winding machines like SCHLAFHORST Autoconer (Model 138 / 238 / 338 / AC-5) & Murata Mach Coner (Model 7-11/ 7-V / 21-C / QPRO Process Coner) of all models. With optimum precision levels that are compatible with world-class standards.

LAROCHE
to produce different kinds of Non – Woven fabrics for

multi-purposes.

LUWA

Luwa stands for well-engineered, innovative systems, plants, and solutions for textile and other industries. Their fields of activity revolve around creating the required climate conditions for an efficient operation of manufacturing facilities Textile Air Engineering, For Spinning, Weaving, Non-Woven and Tissue Paper.

STEINEMANN

production of Central Vacuum Systems tailored to customers' specific needs from numerous distant vacuum sockets to one collecting and emptying point, with high speed up to 300 km/h.

BLUEREED

Blue Reed developed a wide range of reeds that cover the technical requirements and approvals requested by the manufacturers of all types of looms, warping, sizing, beaming, carpet or ribbon looms, etc.

PRADEEP INDUSTRIES (SUN BRAND)

Manufacturing Drop Wire

MAKSTEEL

Maksteel has made rapid progress in the area of Jacquard Harness and Parts for all types of Jacquard looms like Rapier, Air jet and Water jet. Maksteel's major products are

- Wire healds with Spring Assembly
- Harness Cord
- Comber Board
- Guiding Board
- Aluminum and Stainless Steel Frames for comber boards and return motion elements

ZSK

ZSK Stickmaschinen manufactures multi-head embroidery machines starting from single head to 56 embroidery heads machines with head spacing starting from 162 Mm up to 600Mm and embroidery depth starting from 500Mm up to 1500Mm.

Type of Applications; Garments, Terry Towel, Home Textile, Carpets, Leather, Technical Applications

BEJIMAC

BEJIMAC, a specialist in the field of the surface treatment of textiles used in numerous applications like Singeing machines for woven & knitted fabrics.

XETMA

Manufacture of machine systems for the surface finishing of textiles of all types. Xetma Vollenweider is about innovative brushing and emerizing machines, shearing machines, raising machines, cloth cleaning machines and carpet shearing and finishing machines.

USTER

Uster Technologies is the global leader in textile testing and quality control.

Services include:

- Quality Management
- Laboratory Systems (Cotton Classing / Fiber Testing / Staple Yarn Testing / Filament Yarn Testing)
- In-line Process Control
- Fabric Inspection

PICANOL (GOBLAN)

Picanol develops, produces and markets high-tech weaving machines, based on air (Airjet) or Rapier technology. Type of Applications: Bed Sheets, Terry Fabrics, Technical Fabrics, Goblan Fabrics, Wide Machines up to 5.4 meters

STÄUBLI BAYREUTH

Stäubli manufactures high-speed textile machinery and offers solutions adapted to the requirements of each user. Carpet Weaving (Stäubli Bayreuth GmbH – Germany)

STÄUBLI LYON SAS

Stäubli manufactures high-speed textile machinery and offers solutions adapted to the requirements of each user. Jacquard machines LX, LXL and LXXL for large-pattern fabrics with heavy load.

STÄUBLI FAVERGES

Stäubli manufactures high-speed textile machinery and



offers solutions adapted to the requirements of each user. Its shedding machines and accessories, including cam motions and rotary dobbies, as well as high-performance harness motions and quick links, cover all fields of textile production

STÄUBLI SARGANS AG

A complete program from warp beam stock to weaving machine. Stäubli offers advanced system solutions for reading in of warps at sizing machines, automatic drawing-in, warp leasing, and warp tying, as well as supporting means for quick style changes on the weaving machine.

LIETTI

Lietti Ltd deals with medium and heavy metal carpentry work, creating, designing, buildings, sheds, warehouses, industrial plants and structures for jacquard machines, in addition, It has developed a new type of Jacquard gantry, with a structure that is entirely tubular.

NEDGRAPHICS

NedGraphics products allow designers to exercise full creative freedom while improving efficiency, productivity, and accuracy to create production-ready artwork. NedGraphics has worked directly with top companies in the retail and apparel, home decor, and floor design industries

FONGS

Fong's has the effective, advanced and flexible technological possibilities to present the integrated dyeing solutions which cover and satisfy the different demands of customers as follow:

The different yarn dyeing machines whether for mass production or laboratory.

All kinds of Atmospheric or high temperature (under pressure) dyeing machine for knitted or woven fabrics, which could achieve a successful and homogeneous dyeing process for all fabric's material whether natural or synthetic.

GESTER

Gester Instruments Co, LTD is professionally engaged in production and R&D of physical properties testing equipment. With more than 20 years of experience in research and development, they specialize in providing the total solutions of Textiles & Garments Testing Equipment, Footwear Testing Equipment, Protective Equipment Testing Equipment.

GESTER Group the subsidiaries company MKM Machinery is a specialist in designing & manufacturing of Mask Making Machine.

main products include:

1. Textile Testing Equipment
Included: Abrasion, Pilling, Tensile, Fastness, Tearing, Bursting and Flammability Tester.

2. Universal Testing Machines

Included: Temperature & Humidity Chamber, Salt Spray Tester and Tensile Strength Testing Machine.

EAS

EAS is proud to be at the forefront of textile finishing technology, offering its services to both the Spanish and international markets. EAS can supply all your production needs – from valves and probes to the full information technology needed to integrate the production process. aiming at giving maximum value to the automation of the textile dyeing business. Dispensing & Piping systems for the chemicals of the textiles industry, and PLC and controllers for dyeing & finishing machines.

RIGMONTIE PEREGO

They are making warp beams for carpet looms and weaving looms

RABATEX

Specialized in weaving preparation system Manufacturer and Exporter of Textile Machinery.

Products:

- sectional warper machines
- sample warper machines
- single end sizing machines
- cone creel
- material handling & storage equipment

PYRO PROTECTION

• We use Pyro limited protection technologies as complete solutions in fire suppression.

• As experienced engineers we can produce innovative solutions to fire protection problems. all our system designs are compliant with recognized international standards including BS EN 12845 NFPA and FM global and we only install approved equipment.

PROFILLIN

Profillin activities are in textile fibres and waste business.

1. For PP (polypropylene) carpet cutting without backing.
2. PP (polypropylene) carpets. Waste coming from the fairs

TAS INTERNATIONAL

Screen Printing Machines

1. Model 3000-3X-series
Oversize and All-over prints have never been easier
2. Mini-Max-SERIES
Maximum applications, Minimum floor space

All machines have:

- a. Digital touch panel controllers.
- b. Quick release pallet
- c. Registration system. All print heads registered by roller contact registration
Accuracy guaranteed for a lifetime



QUM

COLLECTION



Gheytdaran carpet company has been producing machine made carpets since 1994 in order to produce high quality carpets to meet its customers' needs. Considering quality, Gheytdaran carpet company takes the advantage of a group of experienced experts with the premium quality raw material beside the modern technology of Van De Wiele and Schonherr. It has the annual production capacity of 2.000.000 m².

Site: www.gheytdarancarpet.com
Email: info@gheytdarancarpet.com



Iran's Best Qualified Exporter 2016 - 2020

The First Manufacturer Of 1500 Reeds Carpet In The World

LUXURY RUGS;

IT IS JUST WHAT WE ARE ABLE TO MAKE



Interview with Andrea Galimberti
Managing director Nodus | Producer of exclusive and iconic carpets

Nodus Carpet provide you with the best luxury and contemporary rugs in the world

About Nodus Carpet, history and success story:

With our collection, we have blur the boundaries between design and art in the rug field. We decide to make quality without compromises and to make real research even before thinking the commercial aspect of it. Nodus is pure passion for beauty, design, art and innovation It is a cultural project where we work in deep relation with the people that weave our textile projects

What is your range of products and Nodus new Projects?

The range of our product is quite wide, from limited edition expensive pieces to more affordable products whole always with great design. The last project that we haven't jet showed, it is with designer Gustavo Martini, young talent Brazilian design.

Why Nodus Carpet select luxury and contemporary rugs market? What are your advantages in

this market?

We didn't choose the luxury rugs market, it is just what we are able to make. We love art, design and quality, and we are not able to sell cheap products just to make money.

We made radical innovation in hand made rugs, and we disrupted the old market and the way to work in this field.

How do you evaluate the carpet industry in Europe especially the luxury carpet market?

Carpet industry as said the word is an industry and it is mostly machine-made production. The real luxury is hand made, it is craftsmanship, and in Europe, it is not possible, It is not part of our culture to make hand made rugs.

We can make hand-tufted in some case or hand-loom in rare case but not hand-knotted, Real luxury rugs, in my opinion, are hand-knotted, and they are possible just in some areas of the world but not in Europe.

What do you think about the Persian carpet and its quality and design? Do you have any oriental collection in Nodus?

We haven't any oriental collection, but we never know, about rugs with Nodus everything is possible, maybe in future will arrive. The Persian rug is definitely the top in the world. They are the masters of this art, and they have the best skills in the world, no doubts about it. I should also say despite this fact the Persian carpet producers are not so successful, because they

don't want to innovate, they don't want to listen, and they don't want to learn new ways.

In 2010 we won EDIDA international ward with a rug called Perish Persian, a rug design by Studio Job, that repents the Death of Persian culture, exactly for this reason.

How do you evaluate the luxury carpet market in the Middle East? Do you have any export to this region?

The Middle East is one of our main market, where people have a lot of culture about design and quality, and not just about traditional but also new design and piece of art. We work with many companies and architects

How was covid 19 pandemic effect on carpet business and how you predict post corona market reaction?

The market during the pandemic period is shifted more online but after the first period of slow down, it has immediately come back. We must find a new working equilibrium and go ahead. I'm not good in prediction but I can say at the centre always "first human", the people, and for sure we will have a new way of communication that will increase in a digital way.

We believe in green and circular economy.

We have a completely organic collection made just with not dyed wool and from the selection of the colours of the sheep pile. Slow living, fewer things of better quality, it will help to save the planet and not the bulk production and the mass consuming.





and wool carpet yarn export to Australia and we will keep export our product to the global market.

The export market will be our main focus, we are again going to expand our wings in 2021 and we have a huge plan for adding new technologies and new products for domestic and export market so we need a market for that and we expect middle east is a very good market for us to explore our brands.

How do you evaluate Carpet industry in Indonesia?

Carpet demand has gone up in recent years, business volumes are massive. There are many carpet manufacturer in Indonesia however looking back to huge development in hospitality, residential and commercial sector, we look 20% growth in the carpet industry in next 5 years and Lung Victory Carpet will be market leader.

COVID 19 shows us we should rely more on sustainability and green products, how we can improve Sustainability in Carpet and flooring industry?

Carpets have a significantly lower impact on the environment and climate footprint compared to other plastic-based materials used in other industries. We can improve sustainability in the carpet and flooring industry by use of eco-friendly products, carpet recycling, less use of electricity in carpet cleaning and use of the bio-degradable product.

at the end, we would like to thanks MENA CARPET NEWS for this interview and opportunity...

Lung Victory Carpet going to expand export in 2021

Interview with Mr Madan Bhatt
General Manager at
PT. LUNG VICTORY CARPET



Interview with Mr Madan Bhatt – General Manager at PT. LUNG VICTORY CARPET

PT. Lung Victory Carpet was established in 1994 and started its journey from scratch with a small hand tuft rug manufacturing unit, within 25 years we are grown as a largest integrated carpet manufacturer in Indonesia equipped with its own fibre to yarn and dyeing facility.

Please let us know more details about Lung Victory Carpet company, history and success story?

We are producing high-quality carpets and has been accepted by customers such as star hotels, apartments, offices, airport, high-rise residence and villas as well as other public facilities that emphasize the feeling of elegance, luxury and of course provide constant comfort.

In 2012, PT. Lung Victory Carpet expanded its wings and added sev-

eral technologies to support buyer's need, modern machines like CLM cut-loop machine and Robot tuft high technology from Sweden for manufacturing most advance, best quality and design products.

Which kind of Carpet and flooring do you produce in Lung Victory?

We produce a wide range of products with affordable for the mass market. Luxury carpets, premium and exclusive range for segmented and concentrated market such as Axminster broadloom wall to wall carpet, Wilton carpet, hand-tufted rugs, Robo tufted carpet, knotted carpet, bath mat, doormat, prayer mat, artificial grass, wool carpet yarn and fire retardant fabric.

Lung Carpet is a Creative Design Custom Carpet manufacturer, how you follow carpet and flooring

market trends and how to select your carpet designs?

We identify a trend using various forms of technical analysis, including market reports, price action, business intelligence reports and government's regulations, till 2019 we were manufacturing contract and bespoke, looking forward to future plan we have registered our own trademark and soon we will start designing and manufacturing our own brands.

How many percent of your products use in Indonesia domestic market and how many percent export to international markets? Tell us more about your export destinations.

Till 2019 year-end, we were mainly focused on the domestic market. Since 2020 even in pandemic time company started Axminster carpet



“Bridges to Babylon”

THE WAR RUG EXHIBITION HELD IN ROME AT CONTEMPORARY CLUSTER

By: Edoardo Marino - Antique & Rare Carpets CTU Tribunale di Roma

Bridges to Babylon narrates an imaginary but realistic reality, of a world that is at the same time distant but close to us. The aesthetics of this project, specially designed for the gallery, will move between Middle Eastern moods and perceptions and iconographic elements typical of our country, creating a bridge: the Bridge to Babylon which, as Alexander the Great said, led to perfection, . Babylon as a symbol of peace, a center of culture and an immense network of art and knowledge.

Bridges to Babylon, the title of the well-known Rolling Stones album, released on 29 September 1997, therefore embodies the search for an

aesthetic, a sound-in-the case of the band-that could spread love and peace.

The wars later marked iconography and artistic language to the point of influencing all forms of expression. This notion is well represented by the carpets on display which, using symbols and images, highlight a specific linguistic form, a propaganda manifesto: inciting resistance, depicting the expulsion of invaders, flaunting the power of terrorism, recording the indelible signs of war on the fabrics.

The war is thus rationalized and told on what is the typical material of that territory, the carpet, where flowers and symbols give way to Kalashnikovs and hand grenades.



SHAHKAR DORRIN CARPET



FEIZY



FEIZY DONATES \$25,000 TO FEED MY STARVING CHILDREN

Feizy Rugs, one of the country's largest rug manufacturers, is committed to supporting underprivileged children and communities across the world.

Again this year, Feizy has chosen Feed My Starving Children (FMSC) as the recipient of its annual charitable holiday gift. FMSC is a valuable non-profit that provides nutritious meals to starving children in 70 countries around the world.

With the help of last year's donation, FMSC opened its first permanent site locally in the Dallas area, near Feizy's corporate headquarters.

This year's donation will continue to support the work of the FMSC providing additional funding to fill the gap in giving caused by the COVID-19 pandemic.

"Feed My Starving Children is grateful for Feizy Rugs and their desire to feed hungry children around the world," Mark Crea, the chief executive officer of FMSC, said. "Their financial support will contribute towards the goal of packing 50 million meals annually with the help of over 150,000 volunteers. Feizy continues to set an example in the Dallas community of selfless service to those in need."

Since its inception in 1987, FMSC has provided more than 2 billion meals to hungry, malnourished children globally. In an effort to eradicate starvation and build a brighter future for kids around the world, FMSC provides volunteer packed MannaPacks meals packed by FMSC volunteers that have been scientifically formulated with vitamin and mineral fortified rice or potatoes to deliver an excellent source of protein, carbohydrates and key nutrients that assist in rehydration and nourishment for people ages 6 months to adult.

"Supporting disadvantaged, neglected communities globally is a priority to Feizy and FMSC is a wonderful organization that's really changing the landscape of these individuals' lives.

As a company, we've participated in FMSC meal pack events on numerous occasions and know first-hand how great an impact one event can make, so helping to establish a permanent facility here in our area was something the whole company felt strongly about. We are dedicated to helping this cause, and look forward to participating in future meal packs as part of our own corporate mission," said Leah Feizy, principal.

EUROPEAN CARPET AND RUG INDUSTRY SETS OUT ITS CIRCULAR ECONOMY AMBITIONS IN AN INDUSTRY ACTION PLAN

The European Commission's Circular Economy Action Plan 2.0 will accelerate the transition from a linear to a circular economy and constitutes an essential shift to a low-carbon industry.

The European carpet and rug industry supports this transition and presents realistic objectives and adequate measures in its strategy paper "Leading the carpet industry towards circular economy: a 2030 strategic approach".

The industry has the potential to play a leading role in achieving Europe's ambitions for a climate-neutral and circular economy but believes that it can only be achieved if it is fully supported by a well-functioning EU regulatory framework with adequate funding and financial incentives.

Through the implementation of its strategy, the European carpet and rug industry aims to develop its full potential for a robust and consistent shift to a circular economy. In its strategy paper, the industry presents innovation as the driver of change, making new technologies and circular materials permanent features of the future, and increasing sustainable and renewable products in the market adhering to the principles of circularity.

The industry approach relies on a fully integrated, multidimensional and cross-sectorial value chain enabling industry-wide initiatives to be implemented. The active participation of

all stakeholders is required to make these initiatives successful. It is vital to consider the entire life cycle of the products from inception and design for 'end-of-life', through to manufacturing and consumption.

Products should not only have a reduced carbon and material footprint, but should also be capable of contributing to the circular economy by preventing or reducing waste and increasing the level of material reuse.

The industry therefore encourages the better management of scarce resources and continues to focus on the creation of material pools, proactively prohibit the use of substances of high concern, target zero waste to landfill initiatives and support the recycling of plastics.

The executive summary and the full version of the industry's strategy paper "Leading the carpet industry towards circular economy: a 2030 strategic approach" are available on the website of the European Carpet and Rug Association (ECRA) or via this direct download link.

About ECRA (European Carpet and Rug Association)

Based in Brussels, Belgium, ECRA was established in 2004 and represents more than 40 leading carpet producers from six European countries. Together, our members account for approximately 90% of European textile wall-to-wall carpet production and 73% of EU consumption.



LET'S
READ
ONLINE

[British Wool unveils cost saving initiative amid pandemic](#)

[EFI closes new sales contracts in Russian textile market](#)

[NITMA welcomes imposition of Anti-Dumping Duty on Viscose Spun Yarn](#)

[AFRICA: "CmiA" organic cotton clothing arrives in Lidl shops in Switzerland](#)

["Affordable Luxury in Decorative Home Textiles" by Duke and Dapper, Made in Oregon](#)

[Hemp; A great plant for Textile, Fashion and Future](#)

[For a Better Future ... Invest on Sustainable Textile Now](#)

[Yarn Expo Spring to focus on antibacterial products](#)

[Exhibit of handwoven Persian carpets opens in China](#)

[DHL GF to support Egyptian carpet supplier's global rollout](#)

TURKEY EXPORTED \$2B OF CARPETS IN THE FIRST 10 MONTHS

Salahattin Kaplan the chairman of Turkey Exporters Assembly Carpet Industry Board stated that the industry made \$2 billion 57 million 553 thousand of carpet exports in 10 months.

Kaplan, evaluating the agenda of the year in a digital media with Turkey Exporters Assembly (TIM) Carpet Industry Board members, stated that carpet exports are advancing towards their goals with sure steps despite all the negativities.

Kaplan emphasized that \$2 billion 57 million 553 thousand worth of carpets were sold to 174 countries in 10 months of the year. Stating that the carpet business, like almost every other sector, was negatively affected by the pandemic, Kaplan explained that they could compensate the losses in a short time and move towards their year-end targets. He said:

"We do not only work for a few markets as we were in the past years. Turkish carpet manufacturers are involved in world markets now. We have export relations with almost all countries. Of course, we have to protect and develop our existing markets and maintain our presence in these markets. However, we closely follow the smear campaigns about Turkish goods with political decisions, we are looking for alternative ways of entry and markets. We believe these problems will come to an end in the coming period."

Gaziantep made the most exports in Turkish carpet industry between Jan-Sept period

Turkish carpet industry made \$1 billion 770 million 886 worth exports in Jan-Sept period and 70 percent of these exports were made by companies

operating in Gaziantep.

According to the Turkey Statistical Institute and Ministry of Commerce data, Turkey made \$118 billion 355 million of exports as of the last quarter of this year.

When the distribution of exports by sub-sectors in this period is examined, it is noteworthy that 1 billion 249 million 469 dollars of the 1 billion 770 million 886 thousand dollars of foreign sales realized by the carpet sector was made from Gaziantep. Gaziantep alone made 70 percent of the sector's exports.

Gaziantep was followed by Istanbul with 386 million 55 thousand dollars, Usak with 41 million 838 thousand dollars and Bursa with 18 million 832 thousand dollars in carpet foreign sales.

In addition to making a lot of carpet exports, Gaziantep also provided an annual increase in this area. During this global pandemic period, the province increased its exports by 2.31 percent. Gaziantep had exported \$1 billion 221 million 225 thousand of carpets in the same period of the previous year.


The most products were sent to USA

Looking at the distribution of carpet industry exports according to countries, it was seen that the USA ranks first. The exports of the sector to the USA increased by 37.15 percent compared to the same period of last year and reached \$621 million 467 thousand. Other countries with the highest exports were Saudi Arabia with \$227 million 252 thousand, Germany with \$91 million 326 thousand and the United Kingdom with \$80 million 441 thousand.





Vevey, Switzerland, 1819: François-Louis Cailler invents the now-familiar **tablet format for chocolate**. His simple idea makes chocolate available and **affordable worldwide**. Today, **one billion** Swiss-made chocolate bars are produced each year.

Invented in Switzerland.  **swiss textile machinery**
Where the same innovative spirit drives textile progress today.

SEM NAN'S NOMADS PRODUCE OVER 7,000 SQUARE METERS OF HAND-WOVEN RUGS, TEXTILES IN 9 MONTHS



Over 7,000 square meters of hand-woven rugs and textiles have been produced during the first nine months of the current Iranian calendar year (March 20-December 20, 2020) by the nomads residing in the north-central province of Semnan.

The handmade products, worth a total of 32.6 billion rials (\$776,000 at the official rate of 42,000 rials), include kilim, carpet, woolen and felt clothes and socks, Morad Khadem, the Director-General of Nomadic Affairs of Semnan province said on Tuesday.

Besides producing handicrafts, the nomads, which make up 8.2 percent of the population of the province, produce a significant part of red meat, milk, and dairy products, the official added.

According to data compiled by the Nomads Affairs Organization of Iran, the nomadic inhabitants of the country have been decreased from 38.6 percent of the whole Iranian population in the Iranian year 1245 (1866) to 9.6 percent in the year 1345 (1966) and around one percent currently. And nomads and tribes are be found in all Iranian provinces except Kordestan.

The data suggests that Iran's nomads are fading away in the course of time. The modern life lures the newest generations to big cities for a more relaxed lifestyle and even higher education. Many younger people have left behind struggles with backbreaking works of the nomadic life which

is sometimes mingled with drought and dust storms.

However, some Iranian nomads had long resisted modernity through isolation, which was the result of their lifestyle, deep traditions, and patriarchy. However, nowadays traces of modern life is undeniable in the lives of the remaining ones across the ancient land.

The main population centers of Semnan province lie along the ancient Silk Road (and modern-day Imam Reza Expressway), linking Rey (Tehran) with Khorasan (Mashhad). While few visitors spend much time in the area, driving through you can easily seek out several well-preserved caravanserais (notably Dehnamak and Ahowan), cisterns (the Cafe Abenbar in Garmsar is a special treat), and ruined mud citadels (Padeh is lumpy but fascinating). The large, bustling cities of Semnan, Damghan, and Shahrud (Bastam) all have a small selection of historic buildings and Semnan has a fine old covered bazaar.

The history of Semnan dates back to ancient Iran when the city was part of the Median Empire. At the time of the Achaemenid Empire of Persia, Semnan was a magnificent city. After the attack of Alexander, Semnan became famous as Koomesh. The great era of the prosperity of this city began after the advent of the Parthian Empire.



RUMI CARPET DESIGN AND MANUFACTURING

Contact us: 7/24 Online Support / WhatsApp: +905392346324



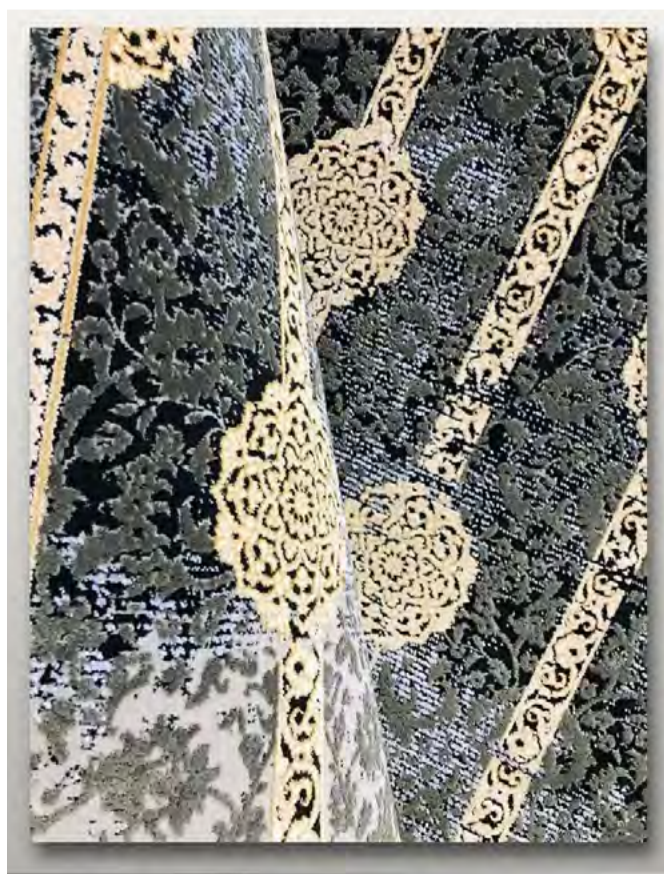
Collection : Black Swan - 219
 Design : Vintage
 Carpet Yarn: Acrylic
 Reeds: 700
 Density/Sqm : 2100



Collection : Black Swan - 209
 Design : Vintage
 Carpet Yarn: Acrylic
 Reeds: 700
 Density/Sqm : 2100



Collection : Black Swan - 216
 Design : Vintage
 Carpet Yarn: Acrylic
 Reeds: 700
 Density/Sqm : 2100



Collection : Black Swan - 213
 Design : Vintage
 Carpet Yarn: Acrylic
 Reeds: 700
 Density/Sqm : 2100



Collection : Black Swan - 217
 Design : Vintage
 Carpet Yarn: Acrylic
 Reeds: 700
 Density/Sqm : 2100



Collection : Black Swan - 212
 Design : Vintage
 Carpet Yarn: Acrylic
 Reeds: 700
 Density/Sqm : 2100



Collection : Black Swan - 201
Design : Vintage
Carpet Yarn: Acrylic
Reeds: 700
Density/Sqm : 2100



Collection : Black Swan - 211
Design : Vintage
Carpet Yarn: Acrylic
Reeds: 700
Density/Sqm : 2100



Collection : Black Swan - 206
Design : Vintage
Carpet Yarn: Acrylic
Reeds: 700
Density/Sqm : 2100

Contact us:

Rumi Carpet Design and Manufacturing
7/24 Online Support
WhatsApp: +905392346324



Collection : Black Swan - 209
Design : Vintage
Carpet Yarn: Acrylic
Reeds: 700
Density/Sqm : 2100



Collection : Black Swan - 207
Design : Vintage
Carpet Yarn: Acrylic
Reeds: 700
Density/Sqm : 2100



Collection : Black Swan - 205
Design : Vintage
Carpet Yarn: Acrylic
Reeds: 700
Density/Sqm : 2100



IRANIAN FIRM EXPORTS ANTIBACTERIAL CARPETS TO EUROPEAN, ASIAN COUNTRIES

Iranian Firm Exports Antibacterial Carpets to European, Asian Countries
Technologists at one of the leading Iranian companies in the field of machine-made carpets are exporting antibacterial carpets to Austria, Germany and the United Kingdom, as well as a number of African and Asian countries.

The company is one of the largest Iranian units producing filament polyester threads.

After several years of research, it has managed to produce various types of antibacterial polyester threads to be used in the textile industry.

The carpets produced with these filaments have antibacterial properties and thanks to the use of nanomaterials, the growth of bacteria and mold is greatly reduced. Therefore, they are suitable for children and the elderly who are more sensitive to environmental pollution, ISNA reports.

Nano specialists say microbes, bacteria and microorganisms such as bacterium gonorrhoea are the main causes of diseases, infections and bad smell. Therefore, the use of disinfectants that reduce the activity of these organisms can be important.

In this regard, the antimicrobial activity of silver particles has been proven and been used in various applications. Based on this, the company aims to prevent the carpet from getting wet due to the contact of body sweat with its surface in busy places.

GERALD VOGT BECOMES NEW CEO OF STÄUBLI GROUP

Stäubli, a global leader in industrial and mechatronic solutions, is starting the new year with a new Chief Executive Officer. Gerald Vogt, previously responsible for the global business of the Robotics Division, will take over as CEO from retiring Rolf Strebel on January 1, 2021.

With Gerald Vogt, an experienced manager from within the company's own ranks will take over the management of the diversified and growing family-owned company.

The 50-year-old Franco-German engineer and business economist has been responsible for the global Robotics business as Group Division Manager since mid-2016 and is already a member of the Group Management.

When he joined Stäubli almost 20 years ago, Gerald Vogt initially moved from the development and production site in Faverges, France, to the US for several years. As Division Manager he significantly expanded business for Stäubli Robotics North America. Afterwards he returned to Faverges as Head of Development before taking over responsibility for the German business as Head of Stäubli Robotics in Bayreuth.

To ensure a smooth transition and prepare for his future tasks as CEO, the Stäubli Board of Directors nominated Gerald Vogt as the designated successor to Rolf Strebel at the beginning of 2020. Since then, Gerald Vogt has accompanied the current CEO and is responsible for the introduction and implementation of the new business strategy for Stäubli until 2030.



"We are delighted to have found in Gerald Vogt a forward-looking manager with an extensive international experience and a clear entrepreneurial spirit who is already very well connected within the Group. He has our full confidence to further advance the business of the entire Stäubli Group worldwide," said Yves Serra, Chairman of the Board of Directors.

"On behalf of the entire Board of Directors and the Stäubli family, I would like to take this opportunity to thank Rolf Strebel for more than 40 years of dedication to Stäubli and his outstanding work as CEO of the Stäubli Group over the past 14 years. We wish him all the best for the time ahead," added Serra. With this succession in management, Stäubli is setting the course to consistently pursue its growth and further expand its market position worldwide, especially in North America and Asia.



Improve Quality of Hand Woven Carpets with Silver Nanoparticles

An Iranian company producing hand-woven carpets has enhanced the quality of its products by utilizing special yarn containing silver nanoparticles, which has antibacterial properties and prevents a musty smell of carpet in humid environments.

Microbes, bacteria, and microorganisms like 'Corynebacterium xerosis' are among the common factors causing disease, infection and unpleasant odor. While detergents and disinfectants are known as a routine remedy for these microorganisms, an Iranian company producing hand-woven carpets has found a neat solution: yarn containing silver nanoparticles.

The carpets produced in the Iranian company have antibacterial properties and do not absorb any odor, such as from the human body sweat in the crowded places like mosques and living rooms.

In addition, the natural materials in the hand-woven carpet's yarn contain a series of proteins that could produce clothes moth or carpet beetle. The carpets woven in the Iranian company are moth-resistant due to antibacterial properties.

The technology used in spinning the yarn of these carpets is so advanced that the nanoparticles never come off the thread. As a result, the silver nanoparticles will remain in the yarn forever in all conditions as the carpet is washed, folded, shaken, swept or brushed.

IRAN MACHINE MADE CARPET INDUSTRY 2018-2022

+ TOP 100

IRANIAN MACHINE - MADE
CARPET MANUFACTURERS

65 PAGES ANALYSIS AND MARKET REPORT
60 TABLE AND STATISTICAL AND FIGURES

By:Kohan Textile Journal

www.kohanjournal.com

info@kohanjournal.com

Customer Support: +905392346324



WHY MENA
CARPET NEWS?

REACH TO
32000 CARPET
AND FLOORING
ACTIVIST IN
THE MENA
REGION

Book your page now

TEL: +905392346324
WHATSAPP : +905392346324