

MENA Carpet News

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Middle East and North Africa Carpet and Flooring News



INSIDE



THE PERFECT SOLUTION FOR CARPET YARNS 2



"IT'S THE REINVENTION OF THE CARPET" 5



COMPARISON OF THE CARPET INDUSTRY IN IRAN AND TURKEY? 7



ECORE INTRODUCES NEW SLIP-RESISTANT FLOORING 11



FLOORTEK EXPO 2021 SETS DATES 14



DOMOTEX DIGITAL DAYS 2021; PREPARATIONS ARE IN FULL SWING ! 12



DURKAN LAUNCHES NEW PDI CARPET TILE 10



THE WORLD'S INTEREST IN THE TURKISH CARPET IS INCREASING

Stating that 2 billion 605 million dollars were exported in 2020 with an increase of 2.8 percent in the carpet sector, Turkish Exporters Assembly (TİM) Chairman İsmail Gülle said, "After this record, the increase in our carpet sector since the year is over 10 percent.

The carpet sector is a sector where we are pioneers in the world. By meeting the demand, we need to reach 5 billion dollars per year by growing the scale."

Turkish exporter is achieving historical achievements despite the contraction in the global trade due to the pandemic. The export family, which quickly adapted to unusual conditions and carried out the V-type recovery in exports, made to wave the Turkish flag in 226 countries and regions last year. Turkish exporter exported 169 billion 514 million dollars, reaching more than \$165.9 billion, which is the "New Economy Program 2020 Export Target". In the world goods

trade, it was reached to 1 percent share for the first time last year.

Turkish Exporters Assembly (TİM), the only umbrella organization of 100 thousand exporters and 61 exporter associations with 27 sectors, continues its efforts in full swing to reach the export target of \$184 billion set for 2021 and strengthen the 'Made in Türkiye' brand in all over the world.

"This year it will exceed \$1 billion in the U.S."

Emphasizing that the countries exported most are the USA, Saudi Arabia, and Germany Gülle said, "Exports to the United States approached \$1 billion with a 40 percent increase. I hope this level will be over. In the light of all this data, the future performance of our industry excites us even more. We have a clear path in the carpet industry, our future is bright. Always we must keep our goals high, should not in a comfort zone, reach to all geography in the world."

ZOLLANVARI ANNOUNCES FIRST ON-LINE EXHIBITION AND SHOW PLANS

Zollanvari will host Cyber Esotericism, showcasing 40 new designs, and announces it will take part in DOMOTEX Digital Days and Maison & Objet.

Zollanvari is hosting its first digital rug exhibition titled Cyber Esotericism: the 2021 Zollanvari International Collections, which runs from March 23-24, and announced that it will participate in DOMOTEX Digital Days in late May.

The exhibition includes over 40 creations from Zollanvari's designer and in-house collections. Among the top area rug designs being showcased in the virtual exhibition are the designs created by NOV24 Vienna and SoFar SoNear Milan for the Lion collection, in honor of the emblematic lion in the Zollanvari label, marking the company's 75th anniversary.

Zollanvari exhibition is showcasing its 40 area rug introductions.

Also on show will be a new range of decorative objet d'art from the Zollanvari Home Décor collection designed by Zollanvari Studio and which complement the company's carpets and flatweaves.

In addition, Zollanvari will be exhibiting at the DOMOTEX Digital Days virtual show, May 19-21, and will present products in-person in its Embrach/Zurich showroom, subject to COVID-19 restrictions. The company also announced plans to participating in-person at Maison & Objet Paris in September.

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THE PERFECT SOLUTION FOR CARPET YARNS



Interview with CEO Marcus Köhler, Power-Heat-Set GmbH

About power heat set company, history and success story:

The German company Power-Heat-Set GmbH supplies the carpet industry with machines and components for carpet yarn treatment. All of Power-Heat-Set's equipment is manufactured by highly-qualified technicians at the German-based headquarters in Töging. There is a team of mechanics and technicians available worldwide for installations and service.

The US subsidiary in Dalton, Georgia, together with the sales agencies and representatives from all over the world, guarantee a quick response time. Power-Heat-Set's Research & Development department in Töging continuously works on optimizations to bring the machines to the next level.

The team focuses on bringing advantages to the customer's production process regarding quality, run ability, productivity, energy-saving and handling.

2. Let us know the range of machineries that you offer to the carpet and flooring industry?

Power-Heat-Set's machine portfolio currently offers two different machine types, namely GVA and HiPerSet. Each machine is available in different sizes.

The GVA offers the best flexibility and high performance for heat-setting carpet yarn with up to 96 ends. Due to its 6 channel configuration heat-setting of small lots on different belts, it is even possible to run different colors of the same yarn or straight set and frieze at the same time. The HiPerSet uses only one channel to heat set the yarn with overheated steam. Up to 84 ends can be processed at the same time.

Both systems, the GVA and the HiPerSet, are heat setting with overheated steam under atmospheric pressure. With the removal of obstructions to airflow, a high volume of climate circulation is achieved with relatively high compression allowing yarn to be

heated quickly and thoroughly to the required heat set temperature. This improved airflow allows shorter dwell times.

3. Middle East (include Turkey) and Africa is an important market for carpet and flooring production, how do you evaluate carpet industry in this region. How many percent of your export come to this region? Tell us more about your export destinations.

Power-Heat-Set is supplying the carpet and carpet yarn industry all over the world. The Middle East is one of our most important markets and represents a considerable share of our overall exports. As per our experience this area is full of innovation and high-quality products in the carpet and carpet yarn industry and therefore we pay maximum attention to the needs and request of our customers in the Middle East. Besides the Middle East we're serving customers from almost all continents (apart from Antarctica) on a regular basis and are striving to grow our customer base daily.

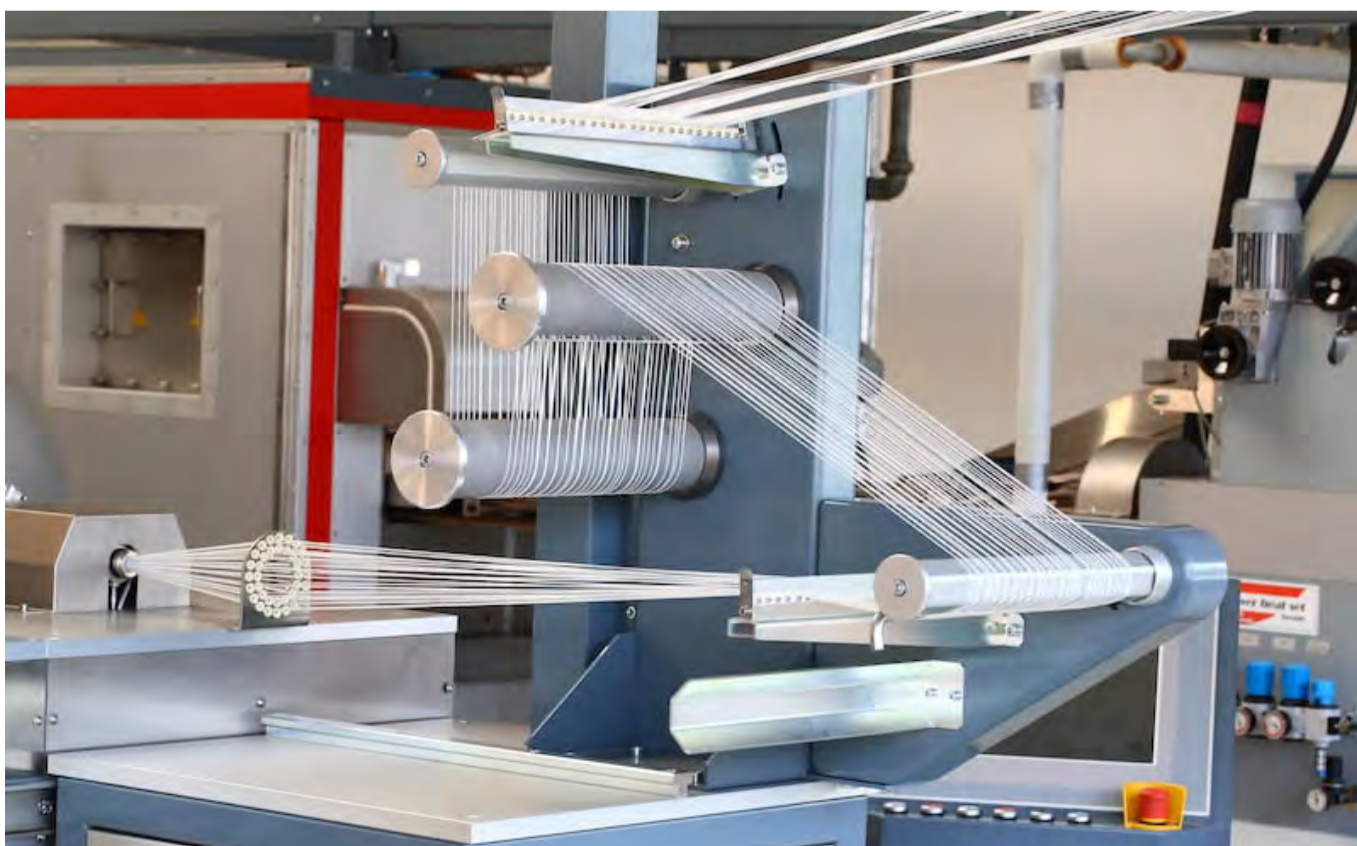
4. You are more than 40 years in carpet yarn sector, what is a good carpet yarn specification?

This is a very good question and there's no simple answer to it. A good carpet yarn specification is always that what the customer needs and we are dedicated in our job to make the production possible.

Throughout the decades we have made the experience that what the markets need is influenced by so many aspects, such as trends and fashion, the purpose of the yarn/carpet, innovation in materials and technology, raw material availability, raw material cost, production cost, etc.

Basically, the definition of what is a good carpet yarn specification is determined by the customers. Naturally, what is considered a good specification today might be already outdated in a couple of weeks.

5. How do you predict new investment in carpet yarn sector in 2021 after corona virus pandemic? How was last year and effect of pandemic?





Certainly, the Covid-19 pandemic was the “theme” of the last year. We certainly experienced a few quiet weeks from our customers due to plants being shut down, reduced production, quarantined operator staff, transport restrictions, raw material availability, etc., but all in all, considering the world situation we are satisfied with how the year 2020 went. We came through this year well and had the opportunity to finalize a couple of nice projects with some of our customers.

In our opinion the year 2021 will provide us with a lot of opportunities. Already in the last months of 2020 and up until now we have experienced increased activity in the industry, remarkably all over the world, but maybe mostly in the Middle East. There are a lot of projects out there and it seems like the industry is aching to get rid of Covid-19 restrictions and come back to its old strength or even better to outperform it. There is obviously some backlog in investment and we’re doing everything to give our customers and partners the equipment and support that they need.

6. COVID 19 shows us we should rely more on sustainability and green products, how we can improve sustainability in the textile and carpet industry? What is power heat set sustainability policy?

You are right. “Sustainability” has been a key word for us already for a long time, but the Covid-19 pandemic has shown us all how much we depend on external factors. Therefore, the sustainability discussion is certainly gaining more momentum.

Power-Heat-Set’s sustainability policy is certainly affecting multiple areas, both internally as externally.

Internally we’re organizing our products and facilities to be most energy-efficient. E.g. we have covered our buildings with photovoltaics and are producing about 75% of the energy that we’re actually using in production.

Also, when it comes to the design of our products and equipment, “sustainability” is always on our minds. We try to use sustainable materials wherever possible and design our equipment to last for decades. Our customer base is expecting German

engineering and quality and that’s what they get. The best evidence for this is that today our customers are still using machines that have been built and installed 20 years ago and still have a quality product giving them the opportunity to produce high-quality yarns.

Another very important topic is the energy-efficiency of our equipment. Throughout the years, our R&D team has worked with high priority and successfully to reduce the amount of energy that our equipment is consuming. If you compare Power-Heat-Set equipment from 20 years ago with today’s state-of-the-art equipment, you’ll realize that energy-consumption has been significantly minimized.

As per some customers’ feedback, they were able to reduce their energy consumption by even up to as much as 70-80% in some instances. This helps not only our customers to save money, but it also obviously helps our environment.

Another highly relevant area is to design our machines and technology so that “sustainable materials” can be produced. The yarn and carpet industry is striving to become “greener” and to be more sus-



tainable by inventing products (yarns) with a high sustainability factor. Examples are “recycling yarns” or yarns made from organic, renewable resources.

This is a very important focus for us and we’re working successfully with some of our customers to establish production of such yarns on our equipment. No matter whether it’s recycled PET bottles, recycled carpet yarn or yarn made from organic fiber, we are trying to finetune our process to cope with the sometimes very special requirements of the specific material to achieve the maximum yarn quality.

These are only some examples of sustainability projects or areas within Power-Heat-Set, but sustainability is a predominant guideline in our daily work.

ITMA 2023 AND THE TWIN REVOLUTIONS – TRANSFORMING THE WORLD OF TEXTILES

The global textile industry is being transformed beyond recognition by not just one, but two revolutions simultaneously – digitalisation and sustainability.

If anything, both of these major issues have only been accelerated by the Covid-19 pandemic. ITMA 2023 and the twin revolutions – Transforming the world of textiles

Digitalisation

There were already many Industry 4.0 digital innovations for textile machines introduced at the last ITMA show in Barcelona in 2019, advancing the concept of smart factories.

A notable acceleration of such developments will be evident by the time of ITMA 2023 in Milan, and there is no substitute for seeing everything for yourself and getting the bigger picture.

Of course, certain facets of digitalisation are already well developed in textile technology, and in one way can be viewed as simply further responding to what are some of the industry’s age-old preoccupations, such as improving machine efficiency and productivity, and reducing energy and waste.

The key developments now allowing further progress, however, are centrally linked machines, instant access to all plant performance data, remote access, and preventative maintenance. New simulation tools are enabling machine operators to always get the highest possible productivity, and businesses to more closely monitor and plan all of their operations.

[**READ FULL ARTICLE HERE**](#)

Smart solutions for Egyptian textile Industry

YOUR GATEWAY TO TEXTILE

Nobeltext experience goes back to more than 60 years in the field of machinery for spinning, weaving, dyeing, embroidery, twisting, doubling and re-winding, as well as humidification, ventilation and waste removal systems. In addition, we supply, install and maintain fire protection systems.

For many years, we have been capable of providing comprehensive and integrated services as we have the greatest experience and the biggest team, as well as being the exclusive agents in Egypt for the best machine manufacturer.



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“IT’S THE REINVENTION OF THE CARPET”

All rugs combine an endless mix of colours thanks to the use of a ground breaking high definition Chromo jet printer and its accurate tones, which generate a playful illusion of depth. The collection counts on a broad variety of possibilities, being composed by three different families: Signatures, Custom and Your Own Design. Each family group offers a number of different solutions to meet the many demands of projects and individual taste.

Create Your Own Design rug, retouch a configurator rug with 648 different colours or buy your favourite Signature rug, tile or broadloom. Moooi Carpets has it all. It’s the reinvention of the carpet!

MOOOI & MOOOI CARPETS

When Marcel Wanders (Founder of Moooi in 2001) came across the technique of digital printing on carpet material, more than 10 years ago, he realised that it was so ground breaking that he felt it needed its own space to grow, without being absorbed by/in something else. Moooi Carpets was launched by Moooi in 2015. With the presentation of Moooi Carpets as a brand we could completely focus on this technique and creating a collection that matched all ideas and potential clients. Of course flooring is also a very welcome subject if we look at how

we present Moooi and it was a logical next step next to our Lighting and Furniture collection moving towards a full lifestyle collection. Moooi Carpets offers 3 product groups:

Signature area rugs, tile and broadloom, a customisable carpet collection within a online carpet configurator and the possibility to make Your Own Design Carpets.

The extra “O” in Moooi is to convey something



extra in terms of beauty and uniqueness. The Moooi collection is always original, unexpected, eclectic, rebellious and sophisticated and is always on the edge of commercial reality and cultural interest. A well-curated mix of lighting, furniture and accessories that outlast everyday interiors, define personalities of spaces & deliver the extra touch of creativity and beauty that is always unexpected and yet so exquisitely welcome.

Moooi Carpets printing technique provides the opportunity to add a whole new range of visual power to the Moooi world and brings it to a next level. In its category Moooi Carpets uses the first printer which can create such an infinite palette of colours and fine lines on carpets on a four meters wide carpet canvas. Moooi cares about innovative processes like this and the passionate people behind this technology and therefore Moooi Carpets is a great match to the Moooi collection.

MOOOI CARPETS SPECIFICITIES:

Firstly, our state of the art technology can print like no one else can, with an infinite palette of colours and an incredible depth to the patterns. It is this revolutionary technology that allows to be unique in terms of artwork.

For the build-up of the collection we looked at all different possibilities. With the signatures we explore the boundaries of the technique with a wide variety of talented designers, all with their own specific signature. With the custom carpets

configurator we give people the option to adjust colours and sizes in order to create a carpet that matches any project or interior. A great tool to work with. And then last but not least we give everybody the opportunity to design their own carpet with Your Own Design. With the help of the Moooi Carpets team the possibilities are almost endless. For architects but also for private clients.

MOOOI CARPETS CLIENTS:

This techniques brings to life a whole world of new ideas and inspiration which embrace any kind of space. It makes people of different ages, cultures and personalities fall in love with their homes or spaces. We have all sorts of customers: private clients, architects, designers. These carpets can be produced in a very wide range of shapes and sizes so Moooi Carpets are as suitable for homes as for hotels, shops, libraries, public buildings, yachts and so on.

Flooring plays a very important role in interior design and this technique enables anyone to create or use something unique and original!

MOOOI CARPETS SIGNATURE DESIGNERS:

Moooi Art Direction is intrinsically drawn to beauty and always on the lookout for original ideas and talent. There are always great designers (established and new) who catch the spotlight. Some designers have this special Signature that is very appealing that make a beautiful collection of refined products of their own.

We are always very curious how creativity of those designers would be translated in a carpet design. And not all product designers can make a suitable design for a carpet...it is not as easy as you might think. The end result must be very close to the hearts of our designers and therefore a very good addition to our Moooi and Moooi Carpets collection.





COMPARISON OF THE MACHINE-MADE CARPET INDUSTRY IN IRAN AND TURKEY

By Mahlagha Sadoughi – Mena Carpet News

In addition to handmade carpets' reputation, Iran is also ranked high in terms of machine-made rugs. The quality, texture, and density of these carpets are excellent examples in the world.

At the beginning of the '70s, the first machine-made carpet was woven in Iran and sent to the market. Iran is ranked second in the world in terms of machine-made carpet production volume. But in terms of quality, it still plays the leading role in the whole world. Turkey is Iran's largest competitor in the machine-made carpet industry and has a brilliant history in the carpet production. Turkish carpets are one of the most famous rugs on the market these days.

The machine-made carpet industry of Iran and Turkey can be compared in terms of various factors such as the characteristics of the produced carpet, domestic and foreign markets, etc.

The most significant difference between Turkish and Iranian machine-made carpets is their design. Turkish rugs have stylish and simple designs, and most of them are in a single color with embossed flowers. While in Iranian carpets, specific and elaborate patterns, such as Arabesque and Lotus motif with buds and leaves, are used. One of the other differences between Iranian and Turkish carpets can be considered in the number of colors used. The number of colors used in Iranian machine-made carpets is much more than the Turkish rugs. Turkish carpets' background color is often cream, milky-white, and Nescafe.

Machine-made carpet is one of the most prominent and powerful parts of Iran's textile industry. Unfortunately, Iranian machine-made carpets do not have many buyers in the world market, not because of the low quality, but because Iranian products do not match the tastes of the world's people. Despite influential activists producing machine-made carpets, Iranians are still not totally aware of different countries' preferred styles and have not tried to produce modern and contemporary styles.

On the other hand, Turkish carpets have a design and texture that meet global customers' tastes and keep consumers satisfied with various products. Turkish carpets are one of the most popular types of machine-made carpets, which has found a desirable position in the market. This luxury carpet is used

as one of the luxury components in modern and contemporary decorations, but this does not mean that it cannot be used in classic decoration. Incidentally, this carpet has an excellent ability to match different types of decorations. It should be noted that the price of Turkish carpets is much lower than carpets produced in Iran.

One of the important points in home decoration design is the coordination of home furniture in terms of color and fashion. The harmony of the carpet with the furniture and curtains makes the home look luxurious and attractive. Turkish carpets will be a right choice to complete home decorations with modern and contemporary styles. On the other hand, Iranian rugs with Arabesque and traditional designs with dark colors limit choices in choosing the rest of the furniture.



Iran is the fifth largest exporter of machine-made rugs in the world after China, Turkey, India, and Belgium. About 75% of carpets produced in Iran are for domestic consumption, and the remaining 25% are exported to more than 30 countries. China, Afghanistan, Pakistan, Iraq, Central Asia, Sweden, Japan, Australia, and Canada are some destinations for carpets produced in Iran. The point that should be considered in examining Iranian machine-made carpets' position is the list of Iranian export destinations.

Some main destinations of Iranian machine-made carpets are countries such as Afghanistan, Iraq, and Pakistan. These are mostly war-torn or low-purchasing countries and the rugs exported to them are certainly different from global markets' needs. Also, markets such as Iraq and Afghanistan are high-risk trade markets with which Iran takes advantage of its good neighbourliness and has been able to influence these countries' markets.

Turkey is one of the major exporters of machine-made carpets in the world. The United States, Saudi Arabia, Germany, Iraq, Libya, Egypt, the United Arab Emirates, the United Kingdom, and Israel are the top destinations for the export of Turkish carpets. Among them, the United States is the most important export destination for machine-made rugs produced in Turkey. About 80% of Turkish machine-made carpets are exported. In comparison, only 25% of carpets produced in Iran are exported to other countries. This shows the more tremendous success of Turkey in attracting foreign markets compared to Iran.

Export of machine-made carpets in Iran is less than its potentials because the activists in this field look more towards domestic markets and produce their products based on Iranian regions' needs and tastes. To succeed in carpet exports, activists should have an international perspective and consider the needs of target markets.

Another reason is the lack of knowledge and practical training in export and marketing concepts for manufacturers and managers of the carpet industry, and producers have stopped the profession from focusing on exports. In terms of technology, quality, and specialized workforce, Iran's machine-made carpet industry can compete with leading countries in this field, including Turkey. If Iran creates a creative look in design, it can further succeed in exporting.

It is noteworthy that the restrictions and sanctions imposed on Iran by global policies have also reduced carpet exports. It is clear that without facing such obstacles, Turkey can perform more potent in exporting its textiles, such as machine-made carpets. In such a situation, the Iranian carpet industry is forced to find new markets and focus more on exports, which is not possible without initiative in designing and supporting international investors, business people, and government officials. In order to strengthen the factories producing machine-made carpets in Iran, particular attention should be paid to global carpet marketing, especially in the educational and advertising sectors. Therefore, not only producers should move towards exports, but also that the government should fulfill its duties as a

facilitator of carpet exports.

One of the methods that all countries use to grow and promote sales and exports, or in other words, enter new markets, is to participate in international exhibitions as a professional marketing tool, which fortunately in Iran is booming every year. In comparison, the Turkish government supports its producers and exporters by awarding export prizes, supporting its exporters to participate in international exhibitions, and tax exemptions.

Export countries usually try to persuade manufacturing companies to explore new markets because entering new markets is always very time-consuming and requires great costs that small and medium-sized companies cannot afford. Governments will reimburse these costs in proportion to the importance of the market. For example, suppose Turkish carpets are not yet sufficiently exported to Brazil, and this country is

one of the export destinations. In that case, the government will include up to 75% of subsidies in related exhibitions, and this procedure will continue for two or three years. Then those aids are calculated for the next target country.

In this way, companies that have been able to enter the market using government support by finding a business partner, sales representative, opening a store, etc., will continue to work and become the golden key to enter this new market. This is the method used by most developing countries such as India, China, Turkey, etc. In some cases, up to 50% of the opening fee is covered in the target countries. Despite the lack of such incentives in Iran, the number of Iranian companies in the world's leading carpet and flooring exhibitions is increasing every year. However, the quality and quantity of Iran's presence over its competitors are also debatable and need further improvement.

IRAN MACHINE MADE CARPET INDUSTRY 2018-2022

+ TOP 100

IRANIAN MACHINE - MADE
CARPET MANUFACTURERS





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.

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CORONAVIRUS: CARPET MUSEUM OF IRAN REOPENS TO VISITORS

After months of closure due to coronavirus, the Carpet Museum of Iran in downtown Tehran once again opened its doors to visitors on Wednesday.

Tens of individuals, researchers, and holidaymakers sized the opportunity to tour the museum, which is chockfull of magnificent, rare, and historical rugs, carpets, kilims, and pictorial rugs.

Persian carpets are sought after internationally for their delicate designs and their good quality. Among Persian carpets, particularly those of the classic period, the medallion may represent an open lotus blossom with 16 petals as seen from above, a complex star form, or a quatrefoil with pointed lobes.

Medallion carpet is any floor covering on which the decoration is dominated by a single symmetrical centerpiece, such as a star-shaped, circular, quatrefoil, or octagonal figure. The name, however, is sometimes also given to a carpet on which the decoration consists of several forms of this kind or even of rows of medallion figures.

HANDWOVEN CARPETS DEPICTING TOURIST DESTINATIONS UNVEILED IN KASHAN

Two handwoven carpets, which depict arrays of significant tourist destinations of Kashan, have been unveiled in the central Iranian city.

Cultural Heritage, Tourism, and Handicrafts Minister Ali-Asghar Mounesan was amongst attendees to the unveiling ceremony of the carpets, which was held on Tuesday night.

One of the carpets is set to go on show at the museum of the UNESCO-registered Fin Garden in Kashan while the other will be put on show at the headquarters of the ministry, IRNA reported. The richly manicured and historical garden together with eight other counterparts have been inscribed on the UNESCO World Heritage list under the title of "The Persian Garden."

Kashan not only boasts a cluster of architectural wonders, an atmospheric covered bazaar, and a UNESCO-recognized garden, but it also offers some of central Iran's best traditional hotels.

Many travelers opt to pass the oasis city on their journeys between Tehran, Isfahan, Shiraz and Yazd, because this delightful oasis city on the edge of the Dasht-e Kavir, is one of Iran's most alluring destinations.

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DURKAN LAUNCHES NEW PDI CARPET TILE

Durkan, the hospitality brand of Mohawk Group, has launched Taking Odds, a Precision Dye Injection (PDI) carpet tile collection aimed at enhancing hospitality interiors.

PDI tile is a rapidly expanding flooring category for Mohawk Group and Durkan, featuring innovative technology designed to address the specific needs of casinos and gaming centers, the company said.

Taking Odds PDI carpet tile features 25 high-resolution pattern designs in six color groupings. If desired, customers can further customize patterns with uniquely curated palettes.

Through Synthesis technology, Durkan's patented process, the company said the collection's design options are innumerable. The Synthesis process layers pattern and texture to provide high-quality 3D images with superior clarity, resulting in a unique layering effect of tremendous depth and richness.

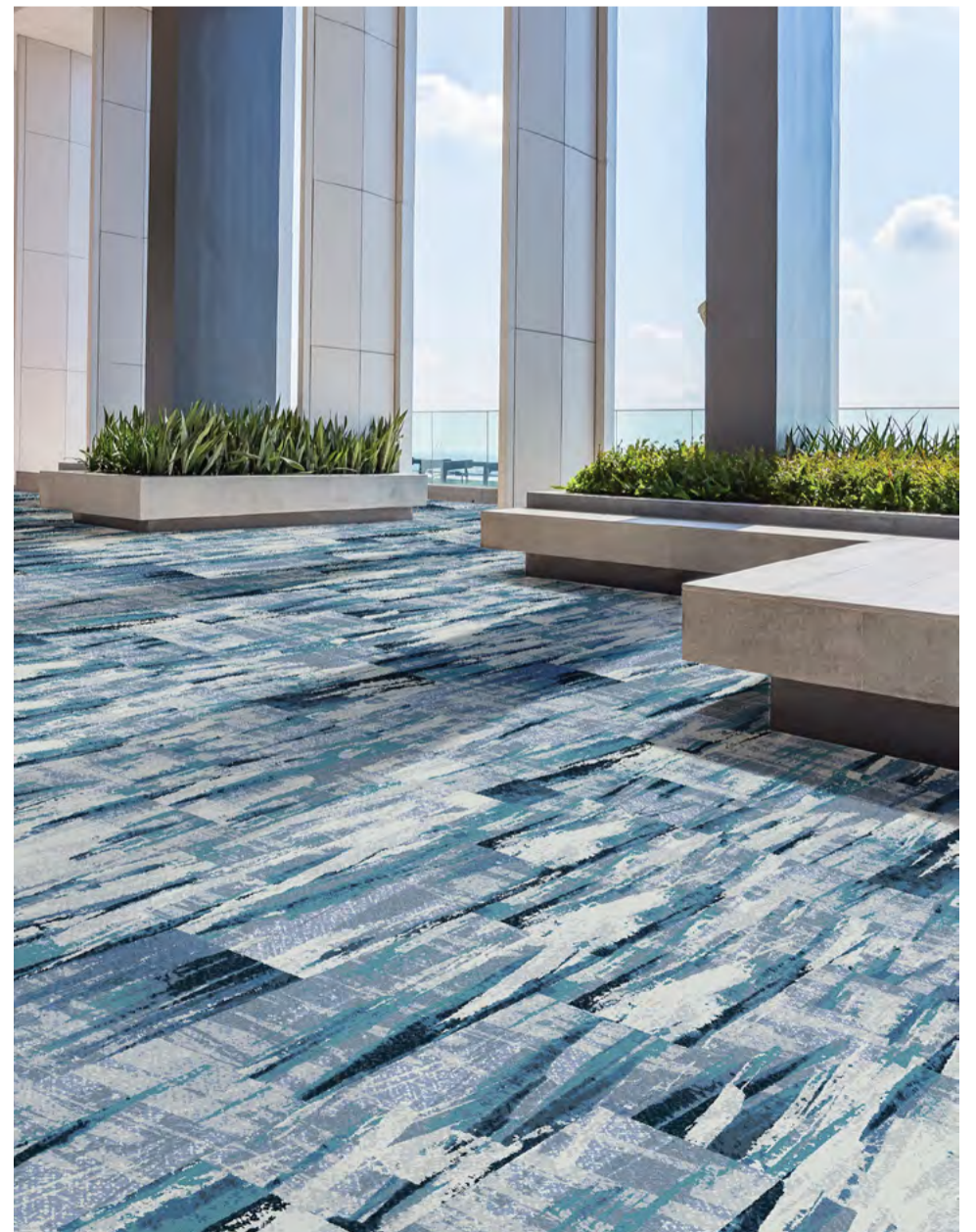
"Our pre-curated colorways are specially designed for the casino and gaming market," said Justin Hicks, senior manager of product marketing, Mohawk Group. "These patterns

can be quickly and easily personalized to fit our customers' specific projects, palettes or brand objectives."

According to Durkan, the collection features a state-of-the-art approach to installation as well as the added wear and maintenance advantages of modular flooring. With EcoFlex AIR standard backing, Taking Odds PDI carpet tile offers easy installation with enhanced acoustic performance and comfort underfoot.

"Taking Odds offers the hospitality industry the best of both worlds," explained Linda Hearn, senior manager of segment marketing, Mohawk Group. "It provides a wide variety of color options and pattern combinations while also offering easy installation and enhanced longevity."

Available at ultra-low minimums (50SY), the collection's patterns and styles create additional opportunities for branding within a variety of hospitality spaces. The designs, easy-to-install formats and enhanced longevity make Durkan's Taking Odds collection a winning solution to gain significant industry advantage, the company said.



RADICI GROUP – AVIENT TEAM UP TO CREATE CARPET SAMPLES BASED ON THE NEW COLOR-FORWARD 2022 PALETTE



Despite added challenges imposed by the Covid-19 pandemic, Avient ColorWorks™ and Radici Group once again worked together to create carpet samples that are part of Avient's ColorForward 2022 trend-analysis and colour-forecasting guide for the polymer industry.

The 16th edition of the annual kit, announced in December, includes four societal trends and twenty related colors that can be expected to resonate with consumers consciously or unconsciously in the next few years.

The colors are rendered in several different forms, including traditional color chips, sample cards, various moulded forms and fiber pom poms.

Radici Group produced carpet samples aimed at the contract and automotive applications. For the first time, Radici Group used its proprietary sustainable Renycle® BCF yarn for the creation of the samples. Made from recycled nylon 6, Renycle® is a highly valued material because of its excellent resistance and versa-

tility.

"This is the 5th year of collaboration between our companies," says Heike Schmidt, Marketing & Carpet Application Manager at Radici Group Advanced Textile Solutions. "Avient ColorWorks is synonymous with reliability and innovation in the color sector. By working with them on the creation of the Renycle® carpets included in ColorForward 2022, Radici Group can create and propose new, inspirational and sustainable samples and yarns to its customers."

Alessandro Pozzati, Industrial Designer, Avient ColorWorks™ EMEA, notes that in-person collaboration, which has been the standard approach in previous years, was impossible this year due to Covid-19 restrictions. "Not only did the global ColorForward team have to meet virtually, but Radici Group was forced to work independently in the creation of the carpet samples. However, the result is outstanding and we really like their interpretation of the trends and the colors."

Radici Group's Heike Schmidt underlines that "We will also use ColorForward 2022 to further promote and extend the number of colors in our new PA6 Renycle® range.

In our opinion working across different market segments with companies like Avient always develops better solutions as we share ideas and learn from each other. We make all our expertise in yarn and carpet available to create design solutions which combine beauty and sustainability".

ECORE INTRODUCES NEW SLIP-RESISTANT FLOORING

Lancaster, Pa.— Ecore, a manufacturer of safe, ergonomic and acoustic performance surfaces for commercial and athletic markets, introduced its newest Ecore Athletic surface: HydroGrip Motivate.

"HydroGrip Motivate is a true safety flooring surface that provides superior slip resistance in addition to ergonomic support and comfort underfoot," said Bo Barber, executive vice president of sales and marketing at Ecore.

"The surface's innovative VCR backing, called Motivate, provides a force reduction of 11.9% and energy restitution of 66.6% for optimal performance and safety. Motivate also eliminates the need for an underlayment."

The engineered surface features a slip-resistant safety floor surface layer that is fusion bonded to a 5mm vulcanized composition rubber (VCR) base layer (Motivate) using Ecore's patented itsTru technology. The company's itsTru technology is a proprietary manufacturing process that starts with rubber that is diverted from landfills and incineration and upcycled into VCR using a pressurized process that fusion bonds the VCR to virtually any flooring surface.

The technology develops and captures energy so flooring surfaces can absorb force while returning usable energy back to the body, the company said.

Available in six colors, HydroGrip Motivate is ideal for wet areas, locker rooms and bathrooms where safety is a top priority. The easy-to-maintain surface is also hygienic due to its heat-welded installation.



About Ecore

From the weight room to the recovery room, Ecore empowers human performance with safe, quiet, and ergonomic flooring. Our team is driven by the question: can a floor do more?

For Ecore, the answer is "yes." We design and manufacture pro-performance surfaces engineered to help energize the people above them. Built on a legacy that began in 1871, our team designs innovative solutions for many industries, including healthcare, hospitality, wellness, sports, and fitness. Ecore, headquartered in Lancaster, PA, serves athletic and commercial flooring customers in more than 75 countries.



DOMOTEX DIGITAL DAYS 2021; PREPARATIONS ARE IN FULL SWING!

Preparations for DOMOTEX DIGITAL DAYS 2021 (19 – 21 May) are in full swing and are meeting with a positive response from the flooring industry.

The Digital Conference originally planned for 20 May will be extended by two days. These days will be available to participants for business dating and networking.

DOMOTEX 2021 will be held this year from 19 – 21 May as a digital-only event due to the ongoing COVID-19 pandemic.

The DOMOTEX DIGITAL DAYS consist of a live conference programme on 20 May, which will address current and trendsetting topics in the international floor coverings industry. The live programme is framed by two days of business dating, networking and exchange for participants. This year's DOMOTEX thus offers an alternative, digital trade platform that is open to all participants for three days. Nine weeks prior to its launch the event is looking at a positive registration. Exhibitors and long-standing partners such as Ipek – A. Ipektchi, Battilossi and Theo Keller from the handmade carpets segment, as well as Neuhofer Holz and Unilin Technologies will be there.

“The DOMOTEX DIGITAL DAYS are a meeting point for the international community, offer business dating and live chats among all participants and much more. Participants can already look forward to this digital event and its exciting conference programme.

Including all the latest developments and trends, feature programming will focus especially on

the three subject areas future of retail, future trends in interior flooring, and sustainability and healthy living,” says Sonia Wedell-Castellano, Global Director DOMOTEX, Deutsche Messe. She further states: “DOMOTEX last took place in January 2020. Since then, the world has been preoccupied with the effects of the pandemic and trade fairs can no longer take place as usual.

With the DOMOTEX DIGITAL DAYS, we provide a virtual platform to the carpet and flooring industry for exchanging ideas, offering networking opportunities and the chance to showcase product innovations to an international audience. The DOMOTEX DIGITAL DAYS can certainly not replace the DOMOTEX trade show experience but offer a great way of staying in touch with the flooring community virtually until we meet again in January 2022.”

Participating companies welcome the virtual platform, which offers them the opportunity to stay in touch with the industry, present products and innovations and make new contacts on the customer and partner side despite current travel restrictions. “We are very much looking forward to the DOMOTEX DIGITAL DAYS.

Direct and personal exchange within the scope of

an on-site trade show is of course not comparable to maintaining digital contacts. However, in times like these, it is important to break new ground. We are pleased that the show can take place in any form at all. Since there is the possibility of a live presentation, we can make our innovations and our vision 2025 accessible to a broad audience.” confirms Franz Neuhofer, owner and managing director of NEUHOFFER HOLZ GmbH.

“We are thrilled that the DOMOTEX is once again offering a platform to reach out to the entire flooring industry. Of course, it is nice to meet in person, but that doesn't stop us from planning to introduce some new technologies during the event, as well as taking part in many video meetings with licensees, buyers, importers and distributors from around the world. Our team is looking forward to exploring the benefits of full digitization this time round.” says Floris Koopmans, Business Development Manager IP at Unilin Technologies.

The live conference programme includes lectures, panel discussions as well as product and innovation presentations with live discussions, top-class speakers and experts from the world of floor coverings. In addition to the three subtopics of the keynote theme COVER NEW GROUND Balanced Living, Sustainable Living and More than Floor, the focus will primarily be on future trends in retail. Under the title “The Future of Retail – Lessons learned in the crisis”, topics such as the digitization of brick-and-mortar retail will be addressed; the pros and cons of digitization in the flooring industry will be examined. Experts and trend researchers will provide answers to current questions in the interior flooring sector such as “What comes next after the current trend of cocooning?”, “What impact will Corona have on the flooring industry?”, “Are the craftsmen the big winners of the pandemic?” and many more.

The COVID-19 pandemic is forcing trade fair organizers to rethink. Due to travel and contact restrictions, numerous trade shows over the past year have been held exclusively digitally. Trade show organizers are responding to the popular demand of the markets to offer alternative business and trading platforms, despite all the restrictions. With the DOMOTEX DIGITAL DAYS, Deutsche Messe offers such an alternative platform and at the same time makes a contribution to the increasing importance of online channels in the flooring industry as well.

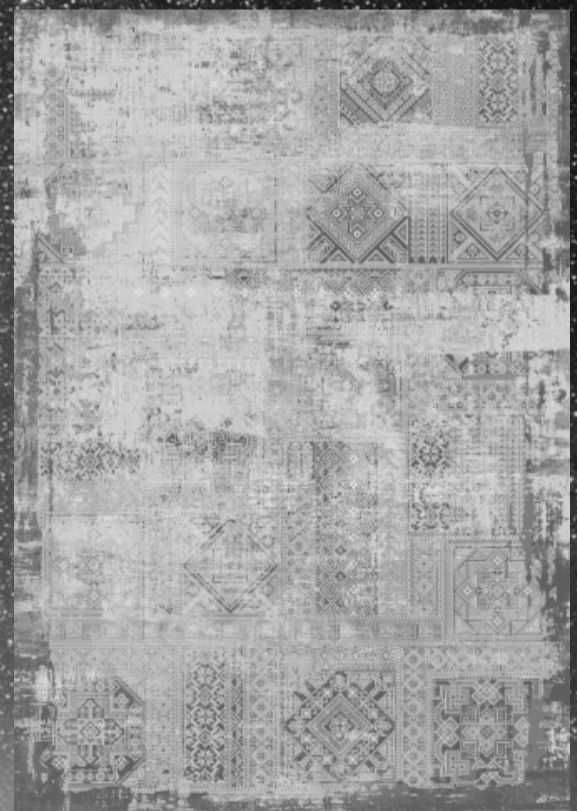
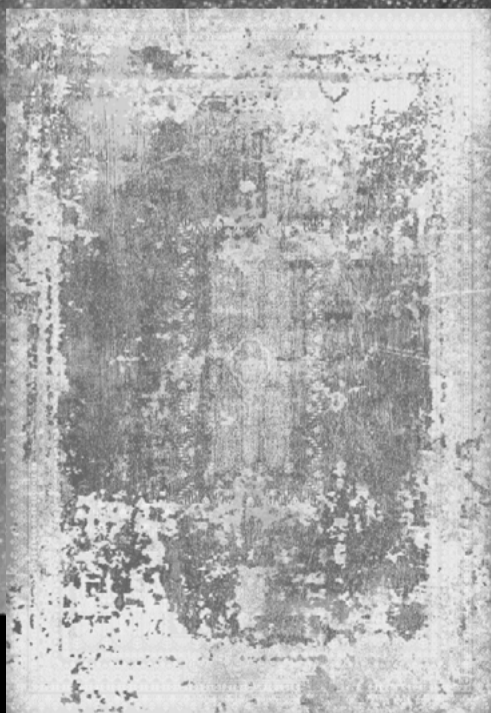
DOMOTEX 2021 will take place as a digital-only event from 19 – 21 May 2021. The next DOMOTEX is planned as a hybrid event from 13 – 16 January 2022 at the Hannover Exhibition Grounds.



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MOHAWK PROVIDES EMPLOYEES COVID-19 VACCINE ACCESS

As many states began to advance their vaccine availability this month, Mohawk Industries leadership said it immediately got to work to identify how the company could connect employees to these resources.

In Northwest Georgia, where the majority of the flooring manufacturer's Flooring North America segment's workforce is based, Mohawk has been able to partner directly with state and local government and public health officials to organize on-site vaccination events.

In just over a week, Mohawk said it has vaccinated more than 1,200 team members and has more than 2,000 already registered, with additional events planned in the coming days.

"This is the kind of thing that really shows you what's important to a company and its culture," said Rod Wedemeier, senior vice president, human resources. "I'm very proud of the impact this will have at Mohawk and in the community where we're collectively making it safer to live and work."

Various community partners like the Latin American Association and the City of Dalton have been an important part of these efforts. "City council member, Annalee Harlan, has been a driving force and has personally been at every Mohawk event to make this vision a reality," said Wedemeier. "They have put forth an incredible effort to serve Mohawk and the entire flooring industry here."

In addition to these partners, task force and site jump teams made up of various Mohawk team members have developed a process for these onsite events to ensure that every Mohawk employee in Northwest Georgia who wants to be vaccinated will have the opportunity to do so in the coming weeks.

Mohawk Flooring North America president, Paul De Cock, received his first COVID-19 vaccine dose at a recent event at the Industrial Park facility. "There was a lot of positivity and optimism as people passed through the process," De Cock said. "It was extremely well organized, and everyone involved was clearly proud of the work they were doing to make this happen for our people. This is a great example of how we're doing more with Mohawk—this is caring more with Mohawk."



FLOORTEK EXPO 2021 SETS DATES

American Floorcovering Alliance announced that the FloorTek Expo 2021 will be held September 14-15, 2021, at the Dalton Convention Center in Dalton, Georgia.

"With the vaccine distributions, lowering infection rates and hopeful 'herd immunity' by late summer, we are optimistic that fall 2021 will be a good time for FloorTek and will move us in a positive direction to fulfill our commitment to our motto and serve the

entire floor covering industry," said Stephanie Manis, executive director, AFA.

"With the nonexistence of trade shows for 2020 and few in 2021, we are ready to resume networking opportunities for exhibitors and attendees. New additions to this year's event will be released in the near future. The format will be an ideal opportunity for every flooring professional from every level to explore avenues for growing their business."

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