

# MENA Carpet News

Volume 6 | Issue 37 | May 2021

Middle East and North Africa Carpet and Flooring News

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## INSIDE



RUGS KRISTINA LASSUS; A SOUVENIR FROM TIBET..... 2



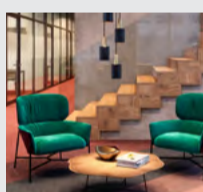
BEAULIEU POISED TO STEP UP INNOVATION AND SUSTAINABILITY FOCUS THROUGH 2021..... 8



FEIZY'S NEW THOM FILICIA HOME RUG LINE TO DEBUT IN HIGH POINT..... 10



CARPET DESIGN AWARD 2021..... 11



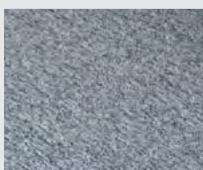
AUXILIARY - CREATING MEANINGFUL TRANSITIONS IN COMMERCIAL INTERIORS..... 4



Bazaar Berlin..... 9



REGISTRATION NOW OPEN FOR NWFA EXPO 2021 ..... 14



ZIMMER AUSTRIA – Trusted by the Best Carpet Printing Companies in the World..... 6



## Oriental Weavers Expects Sales of EGP 10.1bn in 2021

Company aims to increase prices by 3% in 2021, capex expected to reach \$17m-\$20m

Oriental Weavers has announced that it is expecting sales to grow 7% year-on-year (y-o-y) in 2021, translating into EGP 10.1bn with volumes 4% y-o-y.

The company is aiming to increase prices by 3% overall in 2021, with capex expected to be in the range of \$17m-\$20m.

Oriental Weavers's management is expecting to open eight new showrooms during 2021, with a huge showroom to open at the New Administrative Capital (NAC).

The new NAC showroom will span over 3,300 sqm, with EGP 150m invested in the construction and decoration. The value paid by the company for the land will be around EGP50m.

Oriental Weavers has a current product planning inventory spanning three months, with price in the range of \$1,080/tonne.

Concerning working capital expectations, accounts payables days are expected to be 40-45 days, whilst receivables days are expected to be 60-70 days, and inventory days are in the range of 150-160 days.

Regarding Export Updates, most markets experienced problems in the second quarter (Q2) of 2020, before witnessing the start of a rebound in Q3 and

Q4 of 2020. Despite the second wave of the novel coronavirus (COVID-19) pandemic, the company has yet to report any order cancellations or shipment delays.

Orders received in Q3 and Q4 of 2020 have secured utilisation rates that have now reached 92% of Oriental Weavers' machines. Almost 85% of the machines are being fully utilised until July 2021, which indicates that the company has a secured start for 2021.

The US market witnessed a decrease in Q2 of 2020, with the closure of most major retailer markets. However, the loss of sales in US markets was balanced out by the increase in the online business.

The surge in online business also extended to a lesser extent to other markets such as Germany, Japan, and Australia. Online business is still booming, even after the reopening of major retailers, and will continue in 2021 as well. The only region that has not rebounded yet due to the pandemic is South East Asia.

Saudi Arabia, Morocco, Germany, Brazil, and Canada are going to be critical markets for Oriental Weavers, and are expected to see an increase in the double digits in 2021.

The flow of orders from major retailers increased significantly starting from June 2020. The COVID-19 pandemic created an unprecedented demand for orders and capacity, with this pickup in demand expected to continue in 2021 before possibly normalising.

## FOR THE FIRST TIME AT EVTEKS: CARPET SPECIAL SECTION

One of the world's largest and most important exhibitions, the 26th edition of EVTEKS Istanbul International Home Textiles Exhibition will take place at CNR Expo Istanbul Expo Center between Sept 20-24, 2021 by CNR Holding subsidiary, Istanbul Trade Fairs, with the cooperation of TETSIAD - Association of Turkish Home Textile Industrialists and Businessmen.

Welcoming tens of thousands of domestic and international professional visitors annually, EVTEKS will hold Carpet Special Section for the first time, which is expected to present vital opportunities for the industry in the domestic and international markets.

EVTEKS Carpet Special Section will yield significant trade volume and enable exhibiting companies manufacturing in numerous fields such as handmade and machine-made carpets, rugs, floor coverings for textiles to meet professional buyers one-by-one including wholesalers and distributors, agencies, purchasing offices, big retail stores, chain stores, hotels, designers, interior architects and decorators from many countries worldwide.

Registration of exhibitors continues non-stop for EVTEKS Carpet Special Section that has been projected in order to welcome tens of thousands of domestic and international professional visitors for five days, unite them with distinguished carpet companies from across the world, and revive the global market.







**Rugs kristiina Lassus ;  
Contemporary Heritage**

For several years Kristiina lived between two countries, Italy and India, and during this period she started developing her first collection of rugs, both in India and Nepal.

Currently, Kristiina's production concentrates in Nepal.

**1. PLEASE LET US KNOW MORE INFORMATION ABOUT KRISTIINA LASSUS STUDIO, HISTORY AND SUCCESS STORY.**

My background is in interior architecture and furniture design, but I've always had a passion for arts and crafts in a more broad way. I was born in Finland, but been living in Italy for over 20 years.

After having gained versatile work experience in the field of design-production-commerce I founded Kristiina Lassus Studio in Milan in 2003. It provides services in interior design, product design and art direction. In 2007 I launched my collection Rugs Kristiina Lassus on the market and it has since then become my main activity.

I believe unique design, coherency and quality are key components for differentiation and gaining recognition on market. For me authenticity, customer service, trustworthiness are just as important for successful business.

**2. WHAT WAS YOUR MAIN MOTIVATION WHEN YOU LAUNCHED YOUR OWN TRADE-**

**MARK AS A CARPET DESIGNER?**

I wanted to offer something different and unique to the market.

Back in 1994 when I first thought of wanting to create my own rug collection, a contemporary alternative for Persian rugs was missing on the market. In addition, there was a lack of something high-end, suitable for minimalist interiors, to suite both Scandinavian and Italian style.

When 10 years later I started my new design practice in Milan, I finally found time for creating my own rug collection.



I am very hands-on person, fascinated about factories and artisanal work, so for me it was very natural to connect with producers since the beginning, and at the same time be in direct contact with customers.

I launched my own trademark, for marketing purposes. It helps to communicate the brand identity and adds value to the customer experience.

**3. WHAT IS YOUR RANGE OF PRODUCTS OFFER TO THE MARKET?**

Initially, I produced both in India and in Nepal, and with a bigger variety of qualities.

Currently, I specialize in high-end hand-knotted contemporary rugs and my production is concentrated in Nepal.

Sustainability and authenticity are very important for me and, for this reason, my work concentrates on long-lasting artisan rugs, natural materials, neutral tones, and timeless design. However, as an industrial designer, I may look into industrial carpet and textile production as well one day, who knows.

**4. HOW DO YOU EVALUATE CARPET INDUSTRY IN EUROPE SPECIALLY LUXURY CARPET MARKET?**

For me, luxury product is handmade, of unique personality and of small editions. Possibly also made to order and customizable.

Whilst in Europe there are plenty of interesting



manufacturers, designers and brands, the rug and carpet production is mostly industrial.

I find the artisanal production more close to my personal research and expression. As hand-knotting technique is not available in Europe, I have to source from more distant countries.

**5. HOW DO YOU EVALUATE LUXURY CARPET MARKET IN THE MIDDLE EAST? DO YOU HAVE ANY EXPORT TO THIS REGION?**

The Middle East is an interesting market. In these countries, there is a long tradition and expertise on luxury rugs. I feel there is a growing interest also in more contemporary, essential styles.

Sadly knock-offs seem to be a problem, which I have personally experienced in various occasions.

I believe, however, that awareness and appreciation of original pieces will grow in the near future.

**6. HOW WAS COVID 19 PANDEMIC EFFECT ON CARPET BUSINESS AND HOW YOU PREDICT POST CORONA MARKET REACTION?**

Corona affected business in many ways. For me managing the production from distance, without being able to visit the factories in person, made operations more challenging. In addition, it reflected to shortage of staff due to smart working, an increase in delivery times and costs, difficulties making progress in product development, and prolonged project lead times.

At the same time, due to smart working, people spend more time at home and, as expected, attention to the quality of our personal living environment has grown notably in the last 12 months. I expect this trend to continue growing in the coming years.

**7. COVID 19 SHOWS US WE SHOULD RELY MORE ON SUSTAINABILITY AND GREEN PRODUCTS, HOW WE CAN IMPROVE SUSTAINABILITY IN THE CARPET AND FLOORING SECTOR?**

Sustainability means many things to me, e.g. purposefulness, long-lasting products, ecological matters, survival of cultural know-how, craft skills, and localness.

It means naturally also ethical aspects: working conditions, fair pay, as well as the well-being of sheep and non-exploitation of any raw material resources.

I have since the beginning been a member of fair trade organizations, first of Good Weave and nowadays of Label Step.



[www.kristiinalassus.com](http://www.kristiinalassus.com)

Instagram: [rugskristiinalassus](https://www.instagram.com/rugskristiinalassus)





## AUXILIARY - CREATING MEANINGFUL TRANSITIONS IN COMMERCIAL INTERIORS

Shaw Contract has launched a new signature Auxiliary carpet tile collection, comprising three styles in a palette of warm and cool colours and combinations.

Designed and made in the UK, with the Auxiliary collection designers can create a sense of flow and focus, involvement and engagement, moving through one flooring zone and on to the next.

The new Auxiliary carpet tile collection is inspired by the transitions in nature, such as the flow of the waves to the shore and changing colours in the seasons, allowing the creation of beautiful transitions in every commercial interior.

It features styles - Complement, Detail and Feature, all in 50 x 50cm. The three designs can be installed together or individually for zoning, using colour and pattern to provide subtle combinations and transitions into and out of spaces to create a sense of flow.

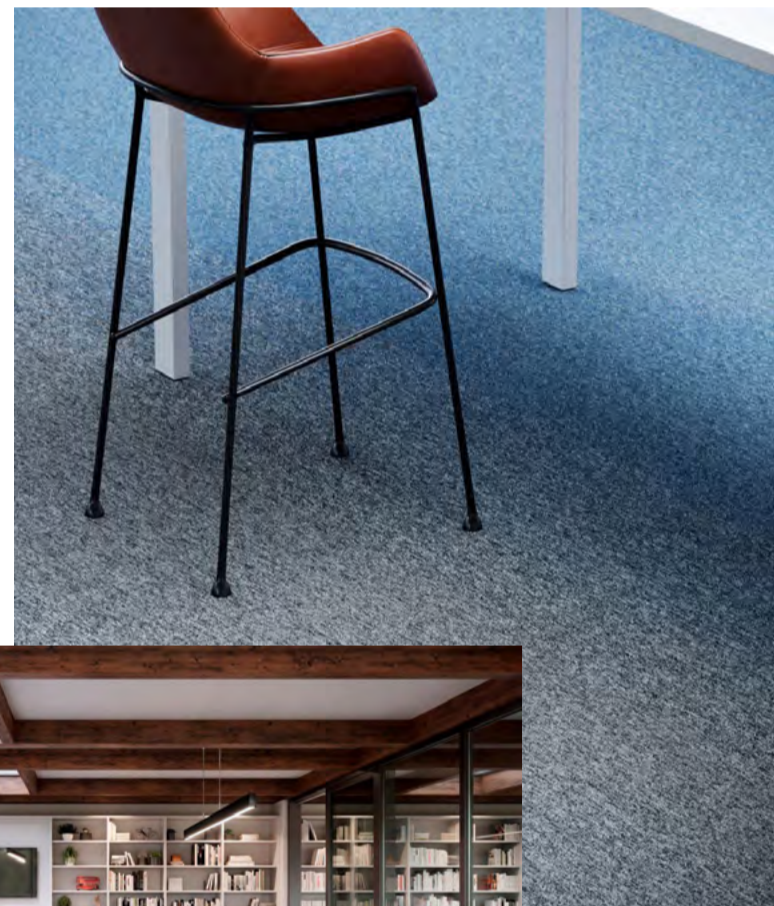
In the Auxiliary collection the calming linear pattern of style Detail (5T384) transitions effortlessly with the organic, graduating pattern of Feature (5T385), while style Complement (5T383) completes the look, enhancing the cool or warm colour combinations.

Auxiliary is designed and manufactured in the UK on Shaw Contract's TaskWorx® backing specifically for the UK, European, Middle East and African markets. It combines effortlessly with Shaw Contract's other carpet tile and LVT collections, to create stunning designs in on-trend colours, and striking rug effects.

With the Auxiliary collection, designers can achieve beautiful flooring solutions that meet

the needs of commercial interiors today and in the future.

Auxiliary joins Rapid Select and District carpet tiles along with Rigid Core LVT Concrete + Composed, woven LVT reThink and Unite Loose lay LVT collections as part of the Shaw Contract 'In Stock UK' programme: products can be dispatched within 24 hours to Shaw Contract account holders, subject to issue of our full acknowledgement of order details.



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## ZIMMER AUSTRIA – Trusted by the Best Carpet Printing Companies in the World

### Why COLARIS Digital Inkjet Printing System should be the choice for your future investment

ZIMMER AUSTRIA digital printing journey started in 1976 when the first CHROMOTRON-IC high-capacity inkjet printer was supplied to a carpet manufacturer in Kidderminster, UK.

Through constant research and development over more than 45 years ZIMMER AUSTRIA Digital Printing Systems has gained and proven exceptional know-how supporting its customer base as well as new projects.

A COLARIS carpet printer is complemented with various print line components for ink fixation, washing and drying. ZIMMER AUSTRIA will be your partner to define, build and deliver your optimized production environment.

The heart of the COLARIS printer is based on the robust and scratch proof FUJIFILM Dimatix Starfire™ GS-1024 printhead with ReadiJet™ and VersaDrop™ technology. The Starfire™ printhead is the only truly repairable printhead

on the market today. ZIMMER AUSTRIA offers through its Printhead Reconditioning Center an extended service life which additionally helps to reduce the total cost of ownership for the print line.

A permanent ink circulation system with multi-step filtration and degassing system ensures optimum print condition for precise printing results.

The open ink system allows a customer to select from various inks and suppliers

Certified inks from the best manufacturers with the widest range of chemistry can be used. Owing to this specific feature, COLARIS printers are capable to print on almost any fiber available in the market.

Fibers such as Polyamide (Nylon®), Polyester, cationic Polyester, PAN (Acrylic Fiber), Sorona®, as well as cotton, viscose, linen, jute, coir..., or wool and silk are just some of the prominent fibers that are printed with COLARIS digital inkjet printers.

Different fibers need separate ink classes.

Mostly the printers are set up for one ink class only. In few exemptions, two individual ink classes may be combined within a single print line. Nevertheless, this is only feasible in case of an identical fixation process.

### COST-EFFICIENT PRODUCTION THROUGH AN EXTENDED LIFE CYCLE

Low operational costs and stable production are guaranteed through the robustness and precision of the printer. Accurate positioning and uncompromised fixation of the carpet substrate on the transport belt is a basic need. Permanent control of conveyor transport in combination with a position-controlled linear drive motor for the print carriage ensure maximum precision in printing.

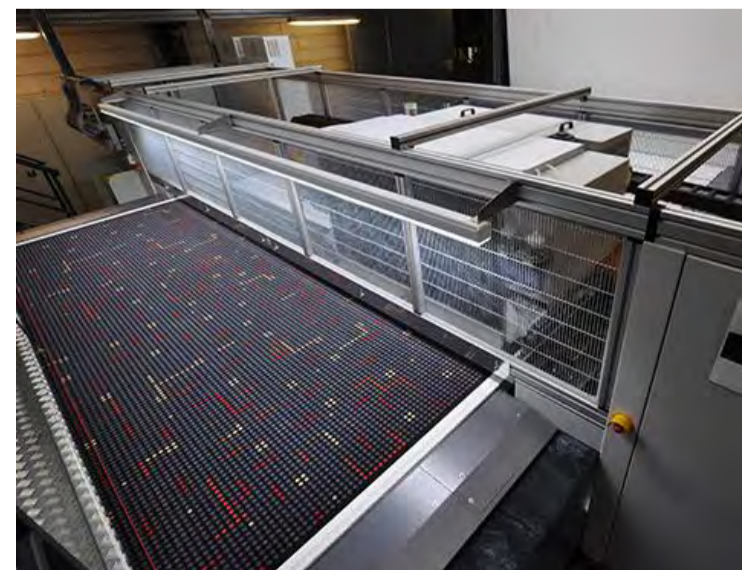
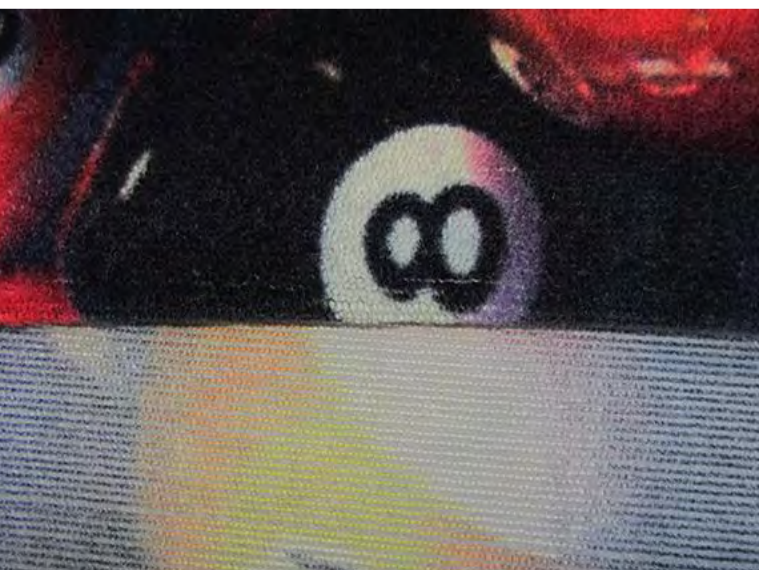
Electronic components including firepulse-, data- and head interface boards are developed by ZIMMER AUSTRIA, just like the COLARIS Print Engine which stands for operators' comfort and excellent print results. It offers several optional features that can be licensed as per a specific product or customer's need.

A comprehensive diagnostic system is part of the print engine and supports our worldwide operating service team, to minimize downtime in the event of a malfunction. Tele-maintenance guarantees software support throughout the service life of a COLARIS printer.

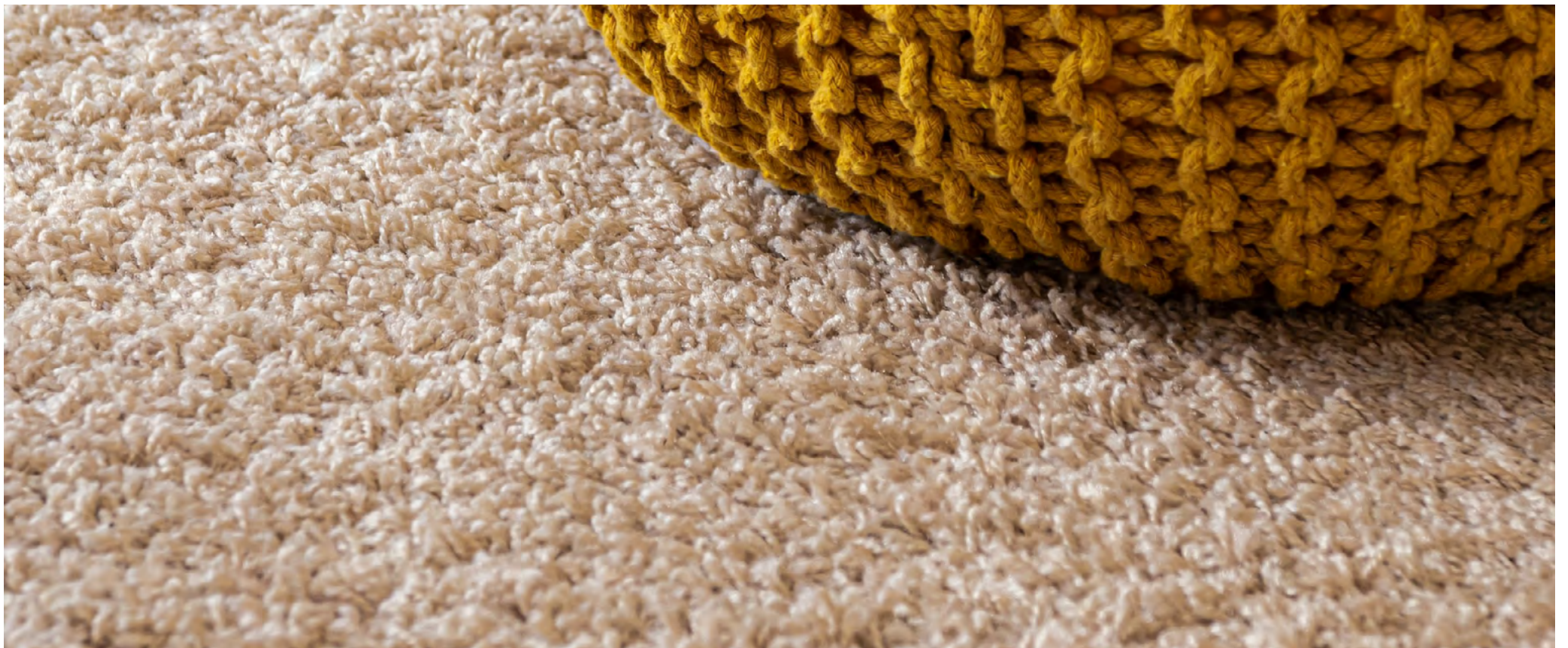
Through constant research and development in our Digital Technology Center the COLARIS high-resolution printing system can compete with CHROMOJET technology, proven for many years. The COLARIS technology requires less space, less energy, reduces water consumption drastically and does not need a color kitchen, saving investment, space and labour costs substantially.

The wide range of carpet products covered through COLARIS Digital Inkjet Printers includes individual door mats, carpet tiles, rugs, woven, tufted, or needle-punched carpet substrates, no matter whether they are intended for contract, semi-contract, or residential use. Other applications may include promotional and event carpets or even automotive end-use.

Let us know about your demand and we will jointly find the right solution for your specific need.







## TOP 5 MACHINE-MADE CARPET PRODUCERS IN TURKEY

Turkey is one of the major exporters of machine-made carpets worldwide. In recent years, the machine-made carpet industry in Turkey has been developing rapidly.

According to the Turkish Exporters' Assembly, the value of its carpet exports in 2020 amounted to \$ 2.6 billion. The provinces of Gaziantep, Istanbul, Usak, Bursa, and Kayseri are the most important regions producing carpets in Turkey.

Undoubtedly, with this significant volume of exports, Turkey has powerful factories producing machine-made carpets. In the following essay, the top five machine-made carpet producers in Turkey are introduced.



### • MERINOS CARPET

Merinos started its activity with only two rug weaving machines by Mehmet Erdemoğlu and his family in 1970. It made immense progress in the 1990s and today has become a major global brand. The company, which is growing every day, started producing yarn in 1992, which further increased its growth rate.

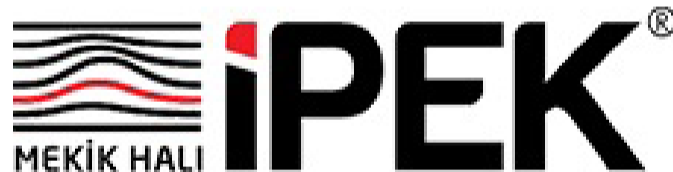
Merinos is proud to be the world leader in the carpet industry today. It also produces home textiles and yarns using the most advanced technology in the world. Merinos is among the 500 largest industrial companies in Turkey and plays an important role in the Turkish economy. It has been a carpet exporting champion for many years, exports its products to 78 countries.

### • SARAY HALI

Saray Hali, a leading machine-made carpet company, was founded in 1972 in Turkey. This company has become one of the top companies in the machine-made carpet industry due to its high production capacity, product variety, export, and technical knowledge.



Saray Hali is the largest manufacturer of machine-made carpets in Turkey and exports its products to more than 50 countries around the world. By continuing its development principle, the company strives to maintain its leading position in the world.



### • IPEK MEKİK CARPET

The Ipek Mekik Carpet company, which has been operating since 1972, is committed to produce its products in a wide range by modern machinery and to offer its products to customers with better quality day by day. The company has the most popular models among carpet collections.

The production volume of this complex has increased every year. In addition to exports to many countries, with the development of existing markets and new markets, it is growing daily. The company has stated its goal as respecting the environment and offering extensive collections in diverse colors using a skilled workforce and modern machines to produce products worthy of its valuable customers.

### • DINARSU CARPET

Dinarsu was founded in Istanbul in 1955 and moved to Çerkezköy in 1975. Dinarsu brand, which joined Erdemoğlu Holding in November 2005, produces carpets, yarns, and non-wovens. Dinarsu is one



of Turkey's most prominent carpet manufacturers, which produces a wide range of products at affordable prices.

Dinarsu-Hali-Carpet -Turkey

The company has adopted a management approach that protects the environment and cares about occupational health and safety. This factory has the international certificate "Oeko-Tex Standard 100". With a wide range of products, innovative approaches, and meticulous investments, Dinarsu has taken substantial steps to become a global brand.

### • PADISAH HALI

Padisah Hali company is a brand name introduced by Erdemoğlu Holding in November 2004. The brand offers its high-quality machine-made carpets to 13 regional dealers and approximately 4,000 retailers across Turkey. In the short time since the establishment of this company, with wise investments and rapid market structuring, it has succeeded in being among the top three carpet brands in the domestic market.



**"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."



# BEAULIEU FLOORING SOLUTIONS POISED TO STEP UP INNOVATION AND SUSTAINABILITY FOCUS THROUGH 2021

- Stronger innovation focus across all customer segments
- Vice President Wim Coppens committed to bringing added value through product leadership and sustainability
- 2021 acceleration of investment in response to key design, environment and technology trends

Beaulieu Flooring Solutions, a business unit of the Beaulieu International Group (B.I.G.), is ready to build from strong sales results in 2020 to deliver flooring that answers design, functional and sustainability demands in 2021 and beyond.

Wim Coppens, Vice President of Beaulieu Flooring Solutions since January 2020, is looking forward to announcing multiple new products and investments through 2021 as part of on-going growth to enhance production capabilities and be at the forefront of the flooring industry transition towards more sustainable resilient and hard flooring solutions.

Over the past five years, B.I.G. has significantly invested in expanding manufacturing capacity in key regions. Examples include the investment in a state of the art vinyl plank plant in its Wielsbeke site (BE), opening of a second vinyl roll production line in Kameshkovo (Russia) and an additional digital printing line in Žalec (Slovenia). This is in addition to its vinyl roll and -planks plants in Georgia (US), and a carpet plant in Acton Vale (Canada), as well as local on-the-ground service, to strengthen its support for customers in this significant flooring market.



Wim Coppens, Vice President of Beaulieu Flooring Solutions.

A focus on advanced digital printing in the hard and resilient flooring segment is opening up design possibilities that let Beaulieu Flooring Solutions respond quickly and flexibly to consumer trends and lifestyle priorities. Research and development in the area of functional and sustainable flooring options has increased. Rewind carpet – 100% polyolefin, latex-free and fully recyclable – is a prime example of the company's commitment to keep flooring away from landfill. Teams work closely across its segments and the rest of Beaulieu International Group to focus on product development in a circular economy direction.

Wim Coppens comments: "Beaulieu Flooring Solutions has a strong basis for growth, and I'm excited to be at the helm of a business very much committed to its customers' needs,

focused on bringing added value through product leadership and sustainability that considers full product life cycle.

Beaulieu Flooring Solutions is a highly diversified producer and seller of flooring.

We have shown our strength to be pandemic-proof and responsive – in fact we are known for our flexibility and service level orientation. I'm proud to say our employees have helped us react and adapt very positively and with agility to the industry's current raw material and supply challenges to minimize production impacts for existing and new customers. Around the world, lifestyles have changed, and expectations and demands too as a result.

All eyes now are on the future and delivering inspiring, creative solutions that answer the key trends impacting each of our individual segments."

Beaulieu International Group (B.I.G.) is a global specialist in raw chemical materials (polymers), semi-finished engineered products (yarns, fibres, technical textiles and technical sheets) and is a leader in a broad range of floor coverings for the residential and commercial markets (vinyl rolls, vinyl planks, laminate, parquet, carpet, needle felt, artificial grass and mats) as well as upholstery fabrics.

Headquartered in Belgium, B.I.G. employs nearly 4,700 people across 29 plants, 20 sales and distribution offices, with a major presence in 17 countries all over Eurasia, the Americas and Oceania. The company achieved a 2020 turnover of €1.8 billion and is serving 16,000 customers in 140 countries. True to its roots as a family business, B.I.G. puts sustainability, innovation and care for its employees central.

Beaulieu  
International  
Group







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**Bazaar**  
BERLIN

**3–7 November 2021**

## PCR EXEMPTION FOR INTERNA- TIONAL EXHIBI- TORS VISITORS

PCR Exemption for International Exhibitors Visitors Provides Easier Access to CNR Exhibitions in Istanbul Turkey

Turkish Airlines has announced that passengers from 16 countries, including Hong Kong, China, Taiwan, Vietnam, Australia, New Zealand, Singapore, Thailand, South Korea, Israel, Japan, the United Kingdom, Latvia, Luxembourg, Ukraine, and Estonia, will not be required to present a PCR test for traveling to Turkey as of May 15 under the COVID-19 measures.

This decision, concerning the trade fair industry closely, will boost the number of foreigners who will visit Turkey for trade and tourism purposes.

Through the PCR exemption, there will be also a considerable rise in the number of international buyers participating in the exhibitions organized by CNR Holding in Istanbul. The city represents the only open green trade corridor for their trade activities in the pandemic era. Visiting CNR exhibitions that will start with CNR Eurasia Boat Show On The Sea on May 25, buyer delegations will conclude major trade agreements and turn their visits into a short vacation once again.

International buyers preferring CNR exhibitions organized at the center of global trade, CNR Expo Istanbul Expo Center, can stay in numerous international hotels and reach the exhibition venue in just a few minutes. CNR's guests can have different tempting privileges for trade and tourism.

For dinners after the exhibition, numerous distinctive fine dining restaurants lined by the seaside that cater to every palate will be at the service of domestic and international visitors. They will be able to spice up their visits with entertainment centers and set routes to experience the rich history of Istanbul.

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## FEIZY'S NEW THOM FILICIA HOME RUG LINE TO DEBUT IN HIGH POINT

Rug manufacturer Feizy Rugs is partnering with interior and product designer, tastemaker and television personality Thom Filicia on a new line of rugs that will debut at High Point Market, June 5-9.

"I'm thrilled to announce my partnership with Feizy Rugs and excited to share our inaugural collection, launching this June at High Point Market," said Filicia. "It's an honor to be working with such a well-respected family-owned company with more than 45 years of experience and a proven track record of excellence within the rug industry."

Debut pieces will focus on texture and feature neutral palettes with pops of color throughout. The initial Thom Filicia Home Collection for Feizy will represent a variety of constructions at an accessible price-point, and planning is already underway to expand the Thom Filicia product offering to Feizy's Fine Collection as well.

"Great design tells a story of where you've been, where you are and where you're going," said Filicia, "and the Thom Filicia Home Collection for Feizy will strive to do just that by offering a stylish collection that has a distinctively timely yet timeless perspective."

With more than 45 years in the industry, Feizy's commitment to enduring yet on-trend design and quality craftsmanship demanded a design partner of the highest caliber.

"When we decided to pursue a licensing partner, Thom and his team were at the top of our list," said Justin Yeck, Feizy's vice president of omnichannel sales, marketing and product development and design. "His approach to design and the respect he has earned within the design community made him a natural fit. We couldn't be more excited about this partnership, marrying our rug expertise with his sophisticated point of view."

The Thom Filicia Home Collection includes furniture, artwork, bedding, textiles and wall coverings. He has a flagship showroom, Sedgwick & Brattle, at the New York Design Center.

### Feizy introducing 16 rug collections for Las Vegas

Rug manufacturer Feizy is unveiling 16 rug collections for the April 11-15 Las Vegas Market.

With a focus on color, texture, and durability, clients will be able to peruse more than 25 vignettes featuring new rugs as well as Feizy's current lineup of products from the company's WMC C-180.

Buyers and designers will be able to partake in an interactive "Instagrammable" vignette with a nod to the company's Persian roots with the Marabel Collection, which features the look of a vintage heirloom and a touch of unexpected color.

Feizy focused on expanding its Everyday Essentials lineup with three new collections that spotlight easy to style pieces that fit a multitude of spaces and design languages. The Conroe Collection is a series of hand-knotted striations. An artful spin on the classic stripe, the Mackay Collection is an active solid that creates movement within a room. Architecturally inspired, the Maddox Collection's contemporary cross-hatch pattern stretches across a space-dyed background to create linear design.

As the demand for more eco-friendly and multi-function products rise, Feizy is launching three new collections to its Easy Care program, where the rugs are able to be styled indoors or out. Inspired by the tranquil earth and water tones of Italy, the Naples Collection evokes comfort and serenity with its understated flat-woven pile and color palette.

The Nolan Collection's aesthetic combines rich colors, distinct geometric tribal patterns and distressed cross hatching to capture the essence of a vintage Kazak rug. The Wendover Collection introduces eco-friendly PET yarns to the hand-knotted construction with Oushak designs.

Feizy is making additions to some of its best-selling collections. The Belfort Collection has four new additions in classic color palettes. Traditional Oushak designs come to life in the two new pure wool additions to the Carrington Collection, which uses the age-old techniques of natural hand dyeing. A best-selling Fine collection, Breel, has three new additions in a luminous raw-silk shag construction

Strong colors paired with bold, contemporary designs appear in new Lifestyles and Fine Collections. The hand-tufted Amira Collection's painterly designs create movement and fluidity in bold, yet refined colors. Influenced by the avant-garde cubism art movement, the Salina Collection is full of artistic flair. Its abstract designs take form in soft, geometric shapes, juxtaposed with deeply saturated hues for an abstract color-block effect.

In addition to these new Las Vegas Introductions, Feizy's High Point 2020 Introductions will also be shown: The Anica Collection additions, the Atwell Collection, the Beall Collection, the Elias Collection, the Karina Collection, the Keaton Collection, the Marquette Collection, the Palomar Collection, Percy Collection additions, Bhatia Collection additions, the Reddington Collection, and the Siena Collection.

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CARPET

### Top 3 Machine-Made Carpet Manufacturers in **Egypt**



# CARPET DESIGN AWARDS

**2021** The International Competition for Outstanding Carpet Design  
20 May 2021



## The finalists of the Carpet Design Awards 2021 have been determined

An international jury of design and carpet industry experts has selected the most compelling submissions to the Carpet Design Awards 2021.

A total of 27 finalists reached the final round of the world-renowned competition for first-class carpet design. This time, the judges will select from 396 handmade carpets submitted worldwide from Australia to Canada.

Hannover. An international jury of design and carpet industry experts has selected the most compelling submissions to the Carpet Design Awards 2021.

A total of 27 finalists reached the final round of the world-renowned competition for first-class carpet design. This time, the judges will select from 396 handmade carpets submitted worldwide from Australia to Canada. Three exclusive examples from each of nine categories, which combine design, quality and craftsmanship to a special degree, made it to the finals.

With the new category “Best Emerging Designers” the Carpet Design Awards 2021 honored for the first time together with the Scottish NGO Turquoise Mountain outstanding young designers. The coveted awards, presented for the 16th time in collaboration with the trade magazines COVER and HALI, have been celebrating the best in contemporary carpet design for more than 15 years and reflect the innovative strength and trends of the industry.

The winners of the nine competition categories will be announced at an exclusive awards ceremony on May 20, 2021 at a virtual live event in a festive setting. For the first time, the Carpet Design Awards Ceremony will not take place at DOMOTEX, as it will not be held this year due to the pandemic.

The jury met under the chairmanship of Graham Head, carpet expert and former president and vice chairman of ABC Carpet & Home. “This year CDA was very unique and interesting due to the fact that so many of us were forced into isolation. The lack of usual trade shows, following trends and cross pollination, really stirred in some creativity within rug business. What really surprised

me was the quality and originality visible in all entries, a special case of purity of design without corruption. It was an absolute pleasure to be part of the judging panel again”, said Graham Head.

“By participating as a judge on CDA, I knew that I was going to have to discover and decide between hundreds of magnificent creations, designers, manufacturers, interior projects. And I was not disappointed by the quality of the entries! I was happy to see that creativity, the love of a profession and of handmade carpets has gone beyond the difficult context that we are doing through on a global level to give birth to inspired projects! The choice was particularly complicated for me, torn between different judgement criteria to finally decide which criterion would prevail.

“This year everything is different. We are all the more pleased about the many international submissions, which confirm our decision to hold the Carpet Design Awards again this year and to have the ceremony take place in a virtual setting. The audience can look forward to many innovative and first-class designs and discover trends and novelties. The Carpet Design Awards are always a highlight and highly regarded in the international carpet industry – their results are already eagerly awaited,” says Sonia Wedell-Castellano, Global Director DOMOTEX, Deutsche Messe AG, Hannover.

Selection criteria included design and design concept, material, finish, texture and quality, as well as sustainability and branding.

Categories and nominated carpets and designs:

### Category 1: Best Studio Artist Design

Original small-scale production design from an artist or designer

Experimania, Studio Bahlner | Enskede (SE)  
Trappenhuis, FLOOR\_STORY (UK)  
Universe, Firesun | Western Australia (AUS)

### Category 2: Best Modern Design Essentiell

Original contemporary designs showing optimum use of materials

Machine ki Duniya, Jaipur Rugs | Jaipur (IN)

Ikebana Kyoto runner 3, Fine Gabbeh, Zollanvari Studio for Zollanvari International | Embrach (CH)  
Spatial, Choudhary Exports | Jaipur (IN)

### Category 3: Best Modern Design Superior

Modern designs showing optimum use of materials

AB, Neshimanco | Shiraz (IR)  
Anasazi (yt374), M&K Rugs | Bohol (PHL)  
Azure Rug, Obeetee Private Limited | Mirzapur (IN)

### Category 4: Best Modern Design Deluxe

Original contemporary designs showing optimal use of materials

“Carpet blue / green”, Ashatari Carpets bvba | Antwerpen (BE)  
Origin, Creative Matters Inc. | Ontario (CAN)  
MALIBU (/re/PURPOSE collection), Jennifer Manners Design | London (UK)

### Category 5: Best Transitional Design

New carpets showing classic modern design

Arc en Ciel, Wendy Morrison Design | Edinburgh Scotland (UK)  
Her Highness, Selam Carpet & Home | Istanbul (TR)  
Swiss Quilt (Yellow), Wool Song | Salt Lake City UT (USA)

### Category 6: Best Flatweave Design

Original rug design demonstrating the flatweave technique

Atlas Rug, Obeetee Private Limited | Mirzapur (IN)  
Night Rider, Kapoor’s Carpets | Bhadohi (IN)  
Stripes Olive, Creative Matters Inc. | Ontario (CAN)

### Category 7: Best Collection

Contemporary traditional or transitional design collections demonstrating a common theme

19-19 Collection, FLOOR\_STORY (UK)  
The Mystique Collection, Samad Brothers, Inc. (USA)  
Zakaria Rugs, Zakaria Rugs (D)

### Category 8: Best Interior

A high-end customization project or rug installation demonstrated with high-quality images

Concrete House, FLOOR\_STORY (UK)  
Isokon Building for the 19-19 collection, FLOOR\_STORY (UK)  
Dunbar Apartment, Battilossi | Torino (IT)

### Category 9: Best Emerging Designer, presented in cooperation with Turquoise Mountain

Original rug design by a current design student or recent graduate

Constructive NYC, Seo Hye Lee, Fashion Institute of Technology | New York (USA)  
(I’d rather be in) Pantelleria, Nanci Lynch | London (UK)  
My Story, Milad Sediqi | Kabul (AFG)





## FRESH-UP FOR DOMOTEX 2022

With eight months to go until DOMOTEX 2022, it is already apparent that the 33rd edition of the world's most important trade show for carpets and floor coverings will be a strong and innovative event.

DOMOTEX will feature several innovations from January 13 to 16.

DOMOTEX 2022 (13 – 16 January)

- New layout of the strong labels “Carpets & Rugs” and “Floor & Wall”
- New show days: Thursday to Sunday
- Positive response and strong commitment from exhibitors

Hannover. With eight months to go until DOMOTEX 2022, it is already apparent that the 33rd edition of the world's most important trade show for carpets and floor coverings will be a strong and innovative event. DOMOTEX will feature several innovations from January 13 to 16: a modern and optimized design of the two newly introduced DOMOTEX labels “Carpets & Rugs” and “Floor & Wall” as well as an adapted hall structure will facilitate orientation.

The expanded range of products and services increases efficiency. In addition, DOMOTEX focuses even more on application and special formats tailored to specific target groups that increase for atmosphere and relevance.

“We will present trends, innovations and lifestyle in a decentralized way in the respective display areas,” says Sonia Wedell-Castellano, Global Director DOMOTEX, Deutsche Messe AG, Hannover. “Exhibitors and attendees can look forward to many innovative ideas.

They can discover trends and innovations that will shape tomorrow's business. We are particularly pleased with market-relevant exhibitors that we have been able to ‘reconquer’ for the upcoming event. Being able to meet the entire flooring industry face-to-face again in Hannover in January 2022 is a real highlight after the long pandemic! This makes the preparations even more fun.”

### REGISTRATION LEVEL EXCEEDS EXPECTATIONS

The current registration status attests to the positive response to DOMOTEX, which take place as a hybrid event in January 2022. “Many exhibitors have already confirmed their participation at DOMOTEX even before registration was officially open,” adds Wedell-Castellano. “This once again underscores the importance of DOMOTEX as a global marketplace and a source of inspiration for the entire industry.

The importance of face-to-face meetings for the industry cannot be overrated: renowned and long-standing exhibitors such as IPEK – A. Ipektchi, Galleria Battilossi, Jaipur Rugs Company, Jambros Modern Flooring, Javi Home, Rezas Oriental & Modern Rugs and Zollanvari from the handmade carpet sector, as well as Oriental Weavers Carpet, Obsession and Royal Hali from the machine-made carpet sector have already confirmed their participation.

Commitments of Bauwerk Group, HARO and Scheucher as new exhibitors as well as the participation of ter Hürne and Windmüller in the field of parquet, LVT and laminate are a special source of joy. In addition, the likes of Associated Weavers, In-floor-Girloon and One floor from the textile and resilient sector and SELIT from the application and installation technology

sector have already registered.”

Two new strong labels: “Carpets & Rugs” and “Floor & Wall” make it easier to get an overview of the market

Two new strong labels will be introduced at DOMOTEX 2022 to optimize orientation for visitors: “Carpet & Rugs” and “Floor & Wall”. The adjusted hall layout brings together product groups from the two labels in terms of space, enabling attendees from the wholesale and retail trade, architecture, interior design, crafts, and the furniture and furnishings trade to find their way around more easily. Halls 2 to 4 will showcase the world's largest range of handmade carpets. Machine-made woven carpets can be seen in Halls 5 to 7. Halls 2 to 7 thus form “Carpet & Rugs”.

Products and practical solutions from application and installation technology will in future be at home in Hall 12, directly adjacent to textile floor coverings in Hall 11 and hard flooring and resilient flooring in Hall 13.

In addition, greater emphasis will be placed on the extended range of products including the many wall solutions that exhibitors regularly show at DOMOTEX. This means that Halls 11 to 13 will form “Floor & Wall.”

### NEW SHOW DAYS

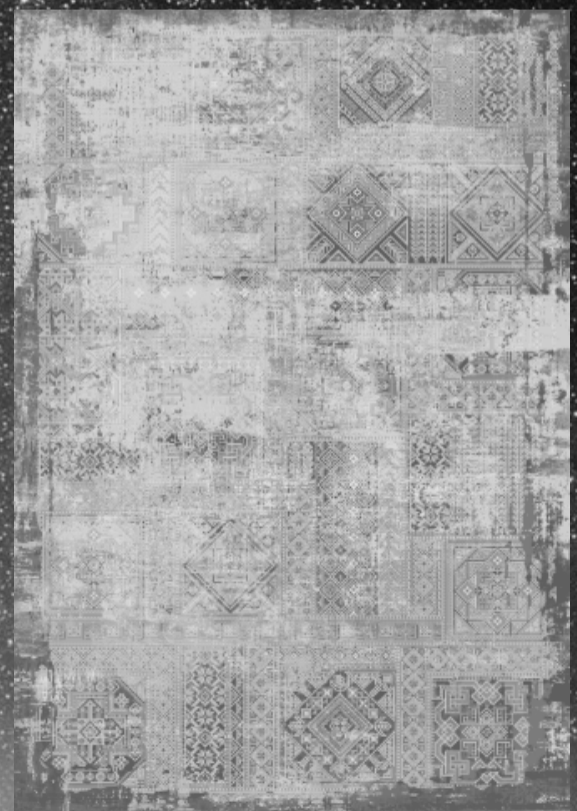
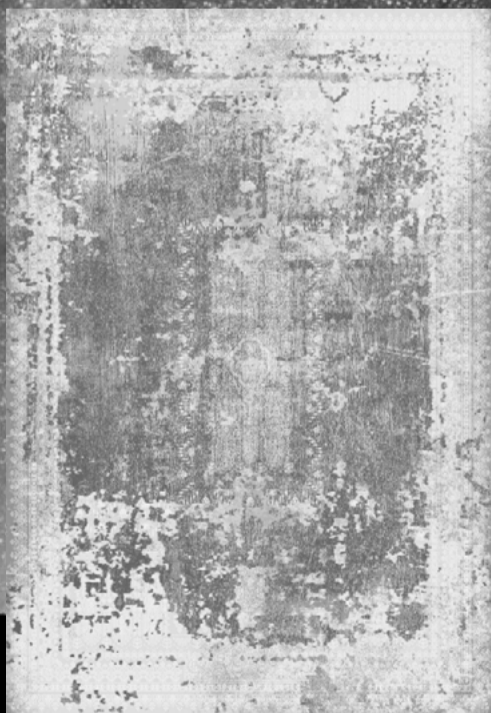
Starting next year, DOMOTEX will take place from Thursday to Sunday (previously Friday to Monday). This means that DOMOTEX 2022 will start on January 13 and remain open until January 16. With the new sequence of days, DOMOTEX is responding to the wishes of numerous visitors and exhibitors to officially open the show as early as Thursday and offer two consecutive working days.



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## NEW ZEALAND GOVERNMENT TO INVEST IN WOOL CARPET



The Government announced this morning that it will be supporting a new project with New Zealand wool carpets company Bremworth.

The Ministry for Primary Industries (MPI) will contribute \$1.9 million towards Bremworth's \$4.9 million sustainability project through its Sustainable Food and Fibre Futures (SFF Futures) fund.

Agriculture Minister Damien O'Connor says the programme will involve research and development of natural and green chemistry-based alternatives to the few remaining synthetic components of woollen carpets.

O'Connor says that a rise in synthetic carpets has severely affected the wool industry.

"I'm told that an average Kiwi household laid with synthetic carpet is expected to have the equivalent weight of 22,000 plastic shopping bags on its floor. That's a compelling reason to use sustainable wool wherever we can to make healthy homes for Kiwis and the world.

"More than ever consumers are considering the entire life-cycle of products. We believe this programme will spur demand for New Zealand strong wool and enhance our manufacturing competitiveness through strong environmental credentials that challenge industry norms."

He says that revitalising the strong wool sector is a key component of delivering the Government's Fit for a Better World roadmap, released in 2020.

"Ultimately we hope it will benefit New Zealand's strong wool sector, with better returns for our farmers and manufacturers, and supporting their communities.

"If we get this right, then that's a compelling yarn we can sell to our markets abroad," O'Connor says.

## REGISTRATION NOW OPEN FOR NWFA EXPO 2021

Registration is now open for the 2021 NWFA Wood Flooring Expo. Accelerate your career, build knowledge, experience the latest products and services firsthand, and reconnect in-person at the largest trade show anywhere dedicated to wood flooring. Take advantage of early registration today and save up to \$50.

This year, the NWFA and the Coverings international tile and stone exhibition organizers are co-locating to bring you NWFA's 2021 Wood Flooring Expo and Coverings 2021 simultaneously in Orlando, Florida, July 7-9. By registering for the NWFA Expo, you also are able to visit Coverings' many exhibitors.

Register now to recharge, reconnect, and take advantage of educational opportunities and networking possibilities only the NWFA Expo can offer.

[CLICK HERE](#)



## Mapei introduces Premium Carpet Adhesive Ultrabond Eco TX3

Further to the Mapei Group launch of their new TX range of adhesives earlier this year, Mapei UK now introduce Ultrabond Eco TX3. Made in the UK, the premium adhesive has excellent wet grab properties and early build up of strength and is suitable for the installation of carpet with all types of backing.



Ultrabond Eco TX3 is particularly suitable for commercial projects subjected to heavy foot and castor wheel traffic, including hotels, offices, airports, restaurants etc. The adhesive is solvent-free, certified Ecode EC1 Plus (very low emissions of VOC) and is now available in 15kg tubs.

Ultrabond Eco TX3 is the first of three new adhesives joining Mapei's re-branded Ultrabond Eco Adhesives range. Existing favourites include Ultrabond Eco VS90 Plus, Ultrabond Eco Fix and Ultrabond Eco 4 LVT. Look out for more information on further new releases.

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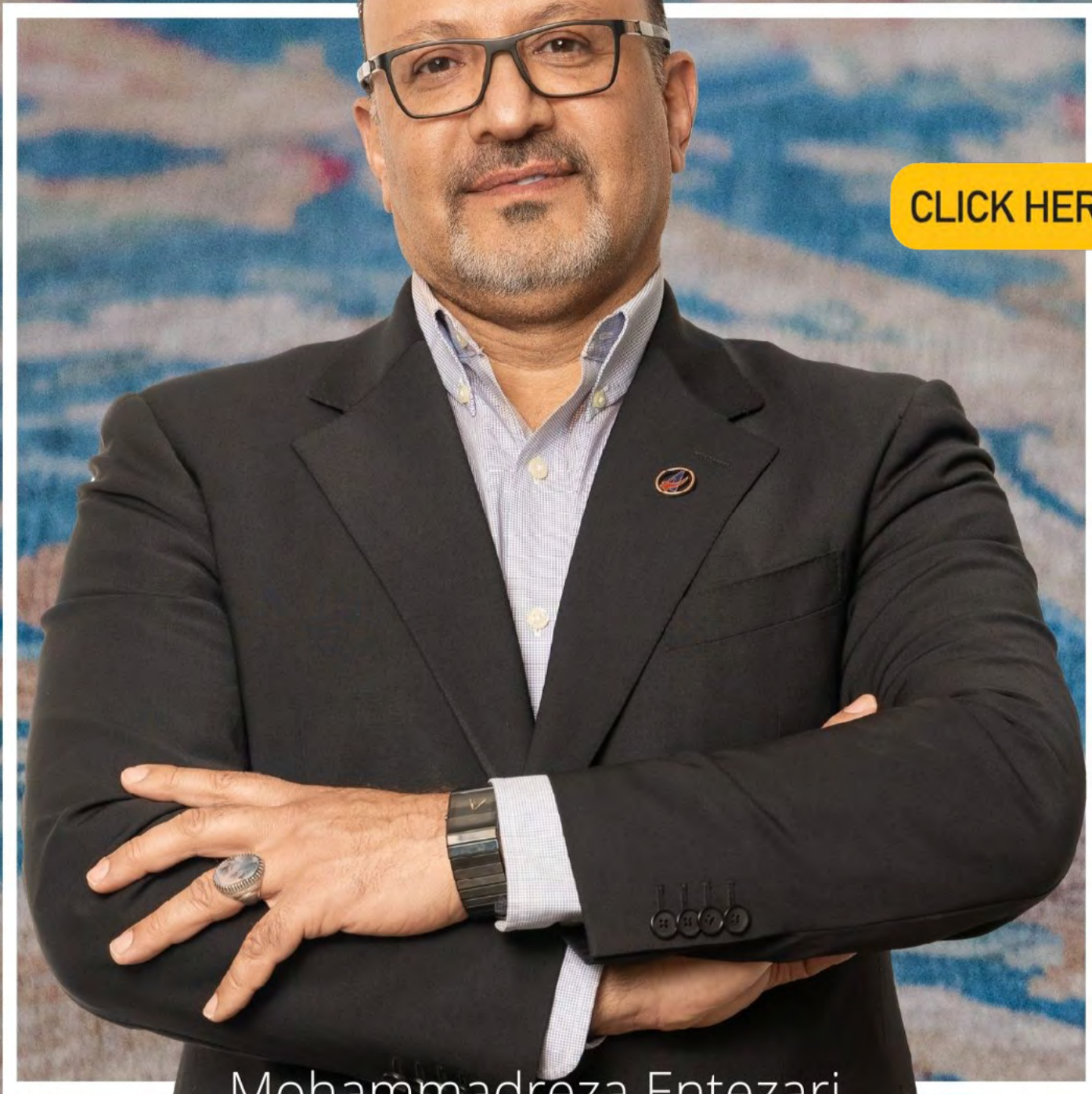
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Middle East and Africa Textile Journal

ISSN : 1735-9619 / Vol14, No. 63, April 2021

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