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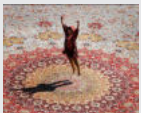
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24 finalists nominated for Carpet Design Awards 2017

The finalists for the 2017 Carpet Design Awards have been chosen. On 24 November, a jury of design and carpet industry experts shortlisted a total of 24 carpet creations in eight categories. The Carpet Design Awards are a coveted international badge of excellence in quality of execution and uniqueness of design for modern hand-made carpets. This year, the organizers are reporting another increase in the number of entries, with the current competition attracting a total of 386 submissions from 21 nations (up from 320 in 2016). The winners in each category will receive their awards at a ceremony to be held at 4:30 p.m. on 15 January 2017, at the Innovations@DOMOTEX area in Hall 17. The Carpet Design Awards are highly regarded in the international carpet industry, and so the awards ceremony is rightly one of the big highlights of each year's DOMOTEX. At the start of each year, specialist carpet dealers, owners of carpet and rug exhibition galleries and visitors from the interior design industry look to the shortlisted creations on show at DOMOTEX for ideas and inspiration for their own new season's collections.

Modern hand-made carpets are where traditional values meet contemporary design, where exquisite materials and visionary, imaginative motifs are woven together to create inspiring works of art for modern floorscapes, and where the world's best designers set new standards and spark new trends in a mesmerizing display of innovation, design expertise and technical know-how. The eight categories of the Carpet Design Awards reflect a range of production methods, price segments and design philosophies and hence also correspond to various



distribution channels and carpet use scenarios. It is never easy choosing the best of the best, and this year's jurors, chaired by multi-award-winning New York designer Stephanie Odegard, certainly had their work cut out for them, considering the great wealth of top-quality creations submitted. The selection process involved judging the carpets in terms of design and design concept, material, execution, structure and quality, and sustainability and branding. For an overview of the carpets nominated by the jury.

"For me, it was a great honor to serve on the jury and have a part in judging the submissions for the DOMOTEX 2017 season of the prestigious Carpet Design Awards. I had the privilege of viewing many designs that are both beautifully crafted and sustainably produced. And so I would like to thank everyone who took part in the competition," commented jury chair Stephanie Odegard. The other four jury members are: Vanessa Brady, interior designer (UK), Wilhard Kühne,

carpet expert/buyer (DE), Kustaa Saksi, designer and visual artist (NL), and Hadi Teherani, architect and designer (DE).

All 24 of the shortlisted carpets will be on display in the Hall 17 Innovations@DOMOTEX area at DOMOTEX 2017 in Hannover, Germany. Visitors to the show will be able to view them and vote for their favorites. The carpet that receives the most visitor votes will be presented with the "Best Liked by DOMOTEX Visitors" prize at the end of the show. And in a new development, Houzz, the world's largest online collection of interior design and decorating ideas, will also be running a competition in which members of its interior design community can select their personal favorites. Each participant will go into a prize draw, with the winner receiving a free trip to Hannover to attend DOMOTEX and the grand Carpet Design Awards prize-giving ceremony. ■



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Iranian carpet makers target U.S. with peace message

Iran's carpet makers are distancing themselves from their government in promoting their handmade work as they seek to regain valuable U.S. sales and protect jobs following the removal of economic sanctions. "Iranian carpets are produced by female and male weavers who are managed by the private sector, so the government does not have a big influence," Hamid Kargar, head of the Iran National Carpet Center, said in an emailed response to questions for the Reuters Middle East Investment Summit.

Years of sanctions had helped Iran's three main competitors in handmade carpets - India, Pakistan and Turkey - establish themselves in many areas, including the U.S. The world's largest buyer imported more than \$80 million worth from Iran in 2010, before the trade embargo was tightened, he said. Sanctions were lifted in January following an agreement with world powers on Tehran's disputed nuclear programme and Iran's drive to regain U.S. market share for carpets mirrors its efforts to repair trade relations for many products.

"We are trying to show in our advertisements that Iranian carpets are independent from the government, that they are artistic products that carry a message of peace and friendship to the world," Kargar, who runs the business promotion body that sits within Iran's commerce ministry.

Iran's exports are bouncing back, but it is far from regaining all of the market share that it lost, and many banks and buyers remain cautious about engaging with Iran because of lingering political tensions with the West. ■

Exportation of machine woven carpets, a necessity, an opportunity

By: Dr. Mansour Diary, a faculty member of Textile Engineer Department of Islamic Azad University of Kashan



The machine made carpet industry is a relatively young field of the Iranian textile industry. This industry began in 1972 and continued its operations limitedly until 1992. During the first 20 years of this industry, totally 14 manufacturing units of machine woven carpets were established and put into operation. Late 1980s, a mushroom growth of machine woven plants began in several cities such as Kashan, Yazd, Aran & Bidgol, Esfahan, Mashhad ... During this period, the region of Kashan and Aran & Bidgol surpassed other cities of the country and achieved big successes in the field of the machine made carpet industry of the country, so that now from roughly 1050 manufacturing units of machine woven carpets of the country 850 manufacturing units operate in this region. The existence and operation of such volume of manufacturing factories of machine woven carpets caused this region to become the pole of machine woven carpets of Iran and one of the few manufacturing poles of machine woven carpets of the World.

Manufacturing annually 82 million m² machine woven carpets, Iran is one of the 5 major manufacturers of machine woven carpets in the World. The main competitors of Iran in the World are Turkey, Belgium, Saudi Arabia and Egypt. Turkey exporting around 2.5 billion dollars, and Belgium exporting roughly one billion dollars, are the biggest manufacturers and exporters of machine woven carpets in the World, possessing all by themselves more than 50% of the World market of machine woven carpets annually exporting 5.5 billion dollars. It should be noted that until 5 years ago, Belgium, exporting one billion dollars, and Turkey, exporting 960 million dollars, allocated to themselves respectively the first and second places of exportation. However, Turkey managed to increase widely its exportation volume to reach to roughly 2.5 billion dollars per year and take from Belgium the 1st place of the World exporter with careful planning, relying on absorption of domestic and foreign capitals, preparing and executing encouragement policies in the field of exportation, creating required infrastructures ...

From the total 82 million m² machine woven carpets manufactured annually in Iran roughly 65 million m² are consumed in domestic markets and the rest, constituting between 15 and 20 percent of the total annual production of machine woven carpets, is exported. The value of machine woven carpets annually exported in 2014 and 2015 from Iran was 400 million dollars. The increasing trend of exportation of Iranian machine woven carpets during past 5 years (2011 to 2015) from 75 million dollars to around 400 million dollars endorsed a great historical success of this industry, because it happened exactly during the severest unjust sanctions of western countries.

Machine woven carpets made by Iran could easily compete and penetrate into international markets, where there are no more than 10 competing manufacturing countries and where may be overwhelmed by Iranian machine woven carpets because of good fame of Iranian carpets.

On the other hand, looking again at figures and statistics, one may find out that although roughly 82 million m² machine woven carpets are produced in Iran, however, the fact is that on the basis of operation licenses issued during past years by the Ministry of Industry, Mine and Trade, the actual capacity of production is 120 million m². Some of experts of this industry

believe that such figure may easily increase to 150 million m² during 5 years. Therefore, initial examinations shows that there are good manufacturing potentials inside the country which may well support export leaps of Iranian machine woven carpets.

Taking into account consumption of roughly 65 million m² machine woven carpets inside the country and around per capita rate of machine woven carpets of Iranians, on one hand, and low rate of increase in population, on the other hand, which prevents sudden increase in domestic demand of machine woven carpet in Iran during the next years, the domestic consumption market seems to be fully saturated and it is especially important to export surplus production of this product.

Such aim is completely realizable because of the following:
-Splendid several-millennium background of producing and exporting Iranian handmade carpets in the World, which may contribute to the good fame of machine woven carpets in World markets.

-The number of countries manufacturing machine woven carpets in the World does not exceed the number of the fingers of two hands. (Although, this shows the limited World market of this product as compared with other products, however, it has the advantage of limited number of competitors and space of World export opened to the Iranian machine woven carpets.)
-There are the market of roughly 400 million people of neighbor Muslim countries and the virgin market of 100 million people of other countries such as African counties and even China and easy access of Iran to the consumption market of many ones of such countries such as Iraq, Afghanistan, Pakistan, China, CIS countries, Oman, Yemen ...

-The low risk of arrival of damaging low price producers such as China to produce this product because of the artistic nature of drawing in machine woven carpets and its connections with cultural tastes of every country.

-There are infrastructures required for developing production of machine woven carpets in Iran up to two times the current capacity within the shortest possible time.

-There are adequate and sufficient expert skillful forces as well as young labor to develop this industry.

-Cultural proximities with many target countries of exportation.

-This industry is non-governmental, in other words fully in the private sector. Therefore, the production output is high, which may reduce cost prices of the products.

-The low exchange rate of Iranian Rial against USD and therefore suitable prices in World markets and their competitive natures.

-The Turkish and other foreign investors hesitate to invest further in the carpet pole of Turkey, i.e. Ghazi Antep, because proximity of this region to Syrian borders and war frontiers. (Currently, this may be a good opportunity for Iranian and foreign investors to be ensured of more investment in the Iranian machine woven carpet pole, i.e. Kashan and Aran & Bidgol, and consequently considerable increase in exports.)

Finally, it should be noted that if a codified convergent program is prepared by the people of industry and policymakers of industries and economy of the country, it is quite likely to achieve the annual exportation of one billion dollars by 2025. ■

India witnesses steady rise in carpet exports

India has been witnessing a steady rise in the export of hand-made carpets and floor coverings since last three years. Carpet exports increased from Rs 7108.31 crore in FY13-14 to Rs 8441.95 crore in FY14-15, and then to Rs 9481.36 crore in FY15-16. In the ongoing financial year 2016-17, carpet exports have already touched Rs 5786.85 crore till October.

The data on India's carpet exports was given by Union textiles minister Smriti Irani in a written reply to a question in Rajya Sabha last week. The minister said that the ministry does not maintain state/UT wise export statistics.

The government is implementing various schemes to improve the exports of handmade carpets and other floor coverings. These include 5 per cent Merchandise Exports from India Scheme (MEIS) Scrip on exports of handmade carpets and other floor coverings.

In order to increase manufacturing and exports of the carpet industry, government is planning to establish mega clusters in Bhadohi-Mirzapur and Srinagar. It also intends to set up Indian Institute of Carpet Technology (IICT) at Bhadohi.

In a bid to boost the exports of the carpet industry, the government announced 3 per cent interest equalisation scheme on pre and post shipment rupee export credit with effect from April 1, 2015 for five years.

Under Market Development Assistance (MDA) and Market Access Initiative (MAI) schemes of the department of commerce, the government provides financial assistance to the carpet industry for participation in fairs, exhibitions and buyer-seller meets in India and abroad. Support is provided for market study, branding, involvement in social and welfare programmes among others through Marketing Support and Service Scheme.

Meanwhile, the government is imparting skill development training for carpet weaving and providing financial aid for functioning of carpet weaving training centres in the areas of Bhadohi-Varanasi-Mirzapur. Stipend is also given to the trainees.

The carpet manufacturers and exporters are also benefitting with the refund of excise and custom duties paid on import through duty drawback channel. ■

Feizy to come up with new rugs collections and Throws in Jan 2017

Rug manufacturer Feizy has high hopes for strong designs and a full lineup of one-of-a-kind rugs at the High Point Market. "We're continuing to expand our design focus, and the introductions we're bringing to High Point really reflect that," said Cameron Feizy, a company principal. "In addition to new hand-knotted traditional designs, we'll be introducing new easy-care collections and more contemporary designs in various constructions and materials – all with the quality Feizy is known for.

We'll also be showcasing our fixture solutions that will help our partners sell more product in less space by reducing the footprint required to sell rugs in their showrooms." Feizy is branding its Market Square 145 Ellen deGeneres to Launch Loloi Rugs, Pillows and Throws in Jan 2017. Feizy to come up with new rugs collections and Throws in Jan 2017 show-room as "The Fall 2016 High Point Design Destination," and Cameron Feizy said the company will roll out new fine and power-loomed collections as well as new catalogs plus plenty of product that he said can't be found elsewhere. "Our show-room is stacked with gorgeous and unique one-of-a-kind pieces, and High Point is when we really get to show them off," Feizy said. "Based on the conversations we've been having with our customers, we expect to see high traffic from our designer partners and are looking forward to showing them our products." ■



VANDEWIELE offers complete carpet solutions

Van de Wiele at Domotex Hannover

14-17 January 2017/Hall 5 – Booth C55

VANDEWIELE offers its customers complete carpets solutions, from granulate to carpet. The portfolio contains BCF extrusion lines, heat-setting machines, tufting machines and carpet weaving machines. The synergy of competences in these different fields leads not only to technical important breakthroughs, but is mainly in the benefit of the customer.

Van de Wiele, expert in yarns

The quality of a carpet starts with the quality of the yarns. Therefore, Van de Wiele offers its customers BCF extrusion lines. The experience in woven and tufted carpet, combined with the knowledge of yarn production, has led to the development of a performant extrusion line, the BXE.

The BXE line is a three ends process, able to produce BCF yarns in polypropylene, polyester and polyamide 6. After the successful introduction of the first monocolour line in the market, several mono and tricolor lines have been sold in Turkey, China, Iran, Saudi Arabia,... The extrusion line produces yarn with the highest bulk on the market.

After extrusion, the yarns can be heat-set. The French company Superba, part of VANDEWIELE, has been the world leading manufacturer of heat-setting lines for many years. Superba has developed a unique and performing heat-setting system based on saturated steam, suitable for polypropylene, polyamide, acrylic, wool.... The space-dyeing machine, which allows applying a pattern of colours on yarns, is an incredible success. It allows making new woven and tufted carpet qualities. Numerous samples with space dyed yarn will be shown.

Van de Wiele, expert in tufting

After the successful introduction of the Myriad in ITMA2015 and the success of the customers with this technology in house, Cobbe-Van de Wiele is proud to announce the TUFTFX-L and the TUFTFX-C.

The TUFTFX-L is equipped with the Myriad attachment, offering unlimited design flexibility by the use of compact servomotor yarn control. Each yarn is individually controlled through the individual pile delivery system to achieve an unlimited number of pile heights. By changing gradually pile heights between different colours an endless number of colour shades are created for tufting

tiles, area rugs, wall-to-wall carpet and pictures.

The simple, lightweight and compact Level Cut Loop mechanism on the TUFTFX-C allows combining cut pile and loop pile. Combined with sliding needle bar and Myriad attachment, a big variety of tuft effects in cut pile and different loop pile heights are possible. Samples of all different tuft qualities will be shown at Domotex.

To maximize the design possibilities, the TuftLink software has been developed. This software allows changing and creating very easy designs by working in separate layers for artistic design, pile heights, colours... This easy change is not possible with the traditional software now available on the market.

Van de Wiele, expert in weaving

The Rug & Carpet Expert RCE02 forms the newest generation of double rapier face-to-face carpet weaving machines. The machine is equipped with a new Jacquard machine and Smart Frames. This allows weaving carpet qualities which were not possible before like combinations of cut pile, flat weave, double flat weave, double points, filling effects.... The Jacquard has a new compact selector, but still has the advantages of all Van de Wiele Jacquards like putting the colors in layers (per carpet or per color).

The RCE02 is a fully electronic machine. Many motions are controlled by servomotors: the cutting motion, the heddle frames, the edges, the Jacquard, the beam let-off... Electronics are more and more replacing mechanics.

Many samples woven on the RCE02 will be shown, including carpet qualities with very low pile heights.

Van de Wiele is also the partner for weaving all kinds of carpet qualities. High density carpets in handlook, Axminster carpets, face-to-face carpets, light weight carpets, tapestry rugs, artificial grass, sisal look car-



8 colour looppile carpet woven on the Looppile Carpet Expert LCE01

pets, flat weave carpets, loop pile carpets in 8 colours or any other type of carpet... Van de Wiele will help you find the best technical solution for producing this carpet.

Van de Wiele is the only company offering three-riper-machines. Besides the increased production on this machine compared to the three shot on two-riper-machines, the technical advantages are very well appreciated in the market: no moving incorporated yarns, clearer backside, less pile consumption.... Especially for the high quality hand look carpets, the three-riper-technique is a benefit.

VANDEWIELE, inspired by expertise

We imagine, build and integrate innovative textile systems for flooring qualities, home linen, fashion fabrics and technical textiles. Sharing inspiration and expertise with our customers worldwide, we shape the textile industry of the future. Creating success for them all, from yarn to finished product. ■



Figure 1: A tricolor BXE extrusion line running in a carpet weaving mill in Turkey



Figure 2: A cut-loop carpet woven with Superba space dyed yarn

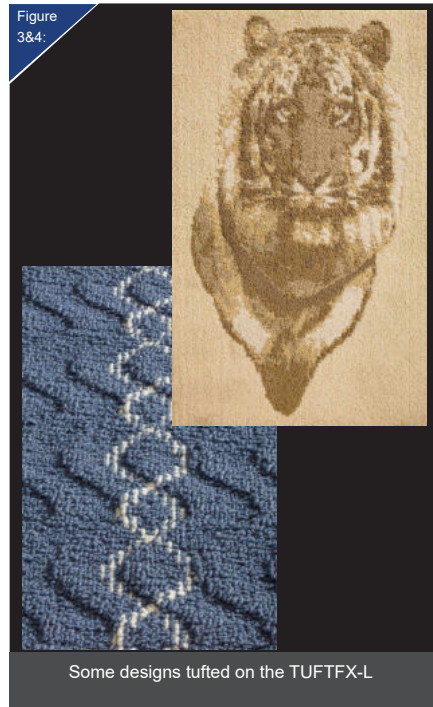


Figure 3&4: Some designs tufted on the TUFTFX-L

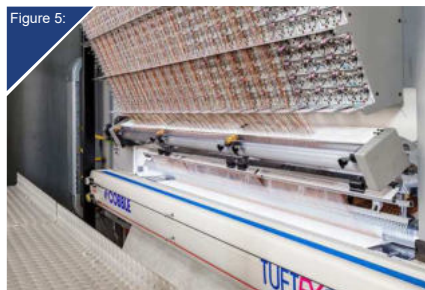


Figure 5: The TUFTFX-C for tufting cut pile and different looppile heights



Figure 6: The new Rug & Carpet Expert RCE02, equipped with a new Jacquard machine

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The Persian Rug May Not Be Long for This World

By: Thomas Erdbrink



For centuries, Iran's famed carpets have been produced by hand along the nomad trail in this region of high plains around the ancient city of Shiraz.

Sheep grazed in high mountain pastures and shorn only once a year produce a thick, long wool ideal for the tough thread used in carpet making.

But high-quality production of hand-woven carpets is no longer sustainable on the migration route of the nomads, said Hamid Zollanvari, one of Iran's biggest carpet makers and dealers.

Instead, he had built a factory with 16 huge cooking pots, where on a recent cool, sunny spring day men in blue overalls stirred the pots with long wooden sticks, boiling and coloring the thread. As the colored waters bubbled, they looked like live volcanos. The air smelled of sheep.

Another room was stacked with herbs. Eucalyptus leaves, indigo, black curd, turmeric, acorn shells and alum, ingredients for the different colors. "The Iranian carpet is 100 percent organic," Mr. Zollanvari declared. "No machinery is involved."

It is a scene that seems as ageless as the women who sit before the looms and weave the rugs, a process that can take as long as a year. And now even the factory is threatened. With six years of Western sanctions on the carpet business and punishing competition from rugs machine-made in China and India, these are hard times for the craft of Persian rug making. Many veterans wonder whether it can survive.

Over the centuries invaders, politicians and Iran's enemies have left their mark on Iran's carpets, said Prof. Hashem Sedghamiz, a local authority on carpets, sitting in the green courtyard of his restored Qajar-dynasty house in Shiraz. The outsiders demanded changes, started using chemicals for coloring and, most recently, imposed sanctions on the rugs. Those were blows, he said, damaging

but not destructive.

But now, Mr. Sedghamiz said, the end is near. Ultimately he said, it is modernity — that all-devouring force that is changing societies at breakneck speed — that is killing the Persian carpet, Iran's pride and joy. "People simply are no longer interested in quality."

Or in paying for it, he might have added. This year, after the nuclear deal was completed, the United States lifted six years of sanctions on carpets. But even with that, the Persian carpet is in a critical state as fewer and fewer people buy them.

"These days, everyone is seeking quick satisfaction and simplicity, but our carpets are the complete opposite of that," Mr. Sedghamiz said.

His message was not what officials of the Iran National Carpet Center had in mind when they organized a tour for a group of foreign journalists last weekend. Still, none of them could really argue with Mr. Sedghamiz's conclusion.

One thing is for sure: Iran's carpets are among the most complex and labor-intensive handicrafts in the world.

It is on the endless green slopes of Fars Province, in Iran's heartland, that the "mother of all carpets," among the first in the world, is produced: the hand-woven nomadic Persian rug.

The process starts with around 1.6 million sheep grazed by shepherds from the nomadic Qashqai and Bakhtiari tribes, who produce that tough, long-fibered wool so perfect for carpets.

Women take over from there, making thread from the wool by hand, twisting it with their fingers. The finished thread is bundled and then dyed, using natural ingredients like pome-

granate peels for deep red or wine leaves for green. After days of boiling on a wooden fire, the threads are dried by the cool winds that blow in from the north each afternoon.

Only then does the weaving start. Weavers, almost all of them women, spend several months to a year bent over a horizontally placed loom, stringing and knotting thousands of threads. Some follow established patterns, some create their own. When the carpet is finally done, it is cut, washed and put out in the sun to dry.

"It's so time consuming, real hand work," said Mr. Zollanvari, the carpet dealer. "A labor of love. And what does it cost?" he asked, before answering the question himself: "Almost nothing." A 6-by-9-foot handwoven carpet costs around \$400 in Shiraz, depending on the pattern and quality.

Mr. Zollanvari, who speaks fluent English, stood alongside two other carpet dealers, Habib Bayat and Mohammed Ali Dideroushan, both of whom are United States green card holders and self-declared carpet lovers.

The sanctions were really painful, Mr. Dideroushan said, and to him, at least, inexplicable. "Let's face it, what do carpets have to do with our nuclear program?"

The worrisome part, Mr. Bayat said, is that business still has not picked up even after sanctions were lifted early this year. With international financial transactions still a problem, he said, "even the tourists that come to Iran cannot pay us, unless they bring plenty of cash."



Not only that, but Persian carpets have fallen out of favor even in Iran, with many middle-class Iranians preferring cheap plastic laminate floor covers. Those who still like carpets often go for cheaper Chinese and Indian knockoffs.

"We are selling around 10 percent of what we used to sell over a decade ago," said Morteza Talebi, the head of the council of the Shiraz bazaar. The century-old bazaar was filled with carpet shops, but there were no buyers.

Even the original producers of carpets, the nomads, are becoming harder to find. Mr. Zollanvari took the reporters to a nomadic camp outside Shiraz. There, men cheerfully blew trumpets and shot rifles into the air to celebrate the visitors. Women in colorful traditional clothes were spinning wool, others weaving a carpet.

But it turned out that several of the "nomads" were recovering drug addicts from other parts of the country who were entertaining tourists as part of an attempt to stay clean.

"Many nomads are in search of jobs and better salaries," said Mina Bahram Abadian, a member of an Iranian group that helps nomads and drug addicts. Their situation is not that different from the problems many indigenous people have worldwide, she said.

"Divorce rates are up, as is drug use," she said. "They cannot cope with all the changes. They get depressed and stop making carpets." ■

Oriental Weavers expands production capacity

The company Oriental Weavers plans to inject EGP 100m in investments during the second half of 2016 to expand its production capacity. The company aims to add seven new looms after its merger with Rozatks Modern Spinning and Weaving Company, bringing the total capital expenditures to \$14.5m and the production capacity to 4.2m sqm.

Mohamed FaridKhamis, founder of Oriental Weavers, said the company completed the integration of two subsidiaries of the group last month to increase the corporate revenue by 3%. This step came as part of an initiative for the company's future expansion, according to an investment report issued by Oriental Weavers.

Through this integration, Oriental Weavers aims to direct its future expansion in the woven carpet sector into the Oriental Weavers Textiles, which owns a 120,000 sqm plot of land.

The company only uses 28% of this land, equivalent to 33,000 sqm, on which the company built its factory. The company now owns 22 looms as well as their processing lines with a capacity of 12m metres.

Oriental Weavers plans to establish a new metal structure over an area of 33,000 sqm, which will include weaving, preparation, and storage phases. The first phase is complete and two looms were added. Four more looms are planned to be added before the end of this year.

The investment report showed that the expansion process brought the capacity up 400,000 sqm with to the addition of two more looms in both Egypt and the US, in addition to four Gobelin looms of a 67,500 sqm capacity in order to meet the growing demand for this kind of carpet. The process also saw the addition of two fabric lines in Egypt and the US.

Oriental Weavers recorded a net profit of EGP 178m over the second quarter of 2016, compared to a net profit of EGP 124.13m during the same period in 2015, a growth rate of 43.3%.

Sales recorded EGP 1.55bn compared to EGP 1.54bn during the comparison period.

Khamis confirmed that the company passed the increased cost of products during the period from May to July by increasing their average price in the local market by 7%, which is something that was received normally by the market with the price increase of carpet imports to Egypt.

Oriental Weavers explained that sales increased during the second quarter of 2016 with an annual rate of 1% owing to the increase of local sales by 4%, reaching EGP 763m. This compensated for the 3% decline of exports to EGP 786m. ■



2500-Year-Old Iranian Carpet Kept in Russia's Hermitage Museum



Pazyryk, the oldest Persian carpet which is named after the location of its discovery, is kept in Hermitage Museum of Russia.

According to a Farsi report by YJC, a room in Hermitage Museum, one of the world's largest museums of art and human culture, is decorated with the most ancient carpet of Iran and the world.

This rug was discovered underneath frozen areas of "Pazyryk" near Russia's border with Mongolia by Sergei Rudenko, a prominent Russian archaeologist, in 1949.

Pazyryk carpet was found in burial chariot of a Scythian nobleman beside his mummified body. Experts believe that this carpet, which dates back to the 5th century BC based on radiocarbon testing, had been used as horse cover and is a product of the contemporary Achaemenids.

This carpet is 183 by 200 centimetres (72 by 79 inches) and has 36 symmetrical knots per cm² (232 per inch²).

The design of the carpet already shows the basic arrangement of what was to become the standard oriental carpet design: A field with repeating patterns, framed by a main border in elaborate design, and several secondary borders.

Its fine weaving and elaborate pictorial design hint at an advanced state of the art of carpet weaving at the time of its production.

In Hermitage Museum, which is located in Saint Petersburg, Russia, more than 3 million excellent items are publicly displayed in six buildings. The main building- the Winter Palace- has been the residence of Tsars. The luxurious palaces and rooms of museum have been designed by well-known architects in different periods.

Hermitage Museum contains the largest collection of ancient gold pieces of Eastern Europe and western Asia, as well as several other collections for medallions, cloths and royal jewellery. The collection of paintings comprises the artworks of great artists such as Leonardo da Vinci, Michelangelo, Vincent van Gogh and Pablo Picasso.

There is also an important collection of inscriptions, epigraphs, small sculptures and applied art of Sumerian culture and civilization, founders of the Mesopotamian civilization, and ancient Mediterranean people. Iranian ancient artworks can be found there. ■



Holding The RugWay festival in Bulgaria with the cooperation of Iran

The RugWay festival which was held in Kotal town in Bulgaria with the cooperation of Iran was decorated by Persian carpets and rugs.

According to the report of the handmade department, The RugWay festival which was held to introduce carpets and rugs from four continents and was decorated by Persian carpets and rugs was held in Kotal from Sliven Province in the center of Bulgaria. In the festival which was opened by the order of general secretary of UNESCO and tourism minister of Bulgaria, Mohammad Ali Kiani, cultural counselor of Iran, presented exquisite products of Iran.



On the sidelines of the festival, Kiani in his meetings with governor, region governor and mayor talked about the way of interaction and mutual cooperation between Iranian cultural attaché and cultural and artistic manager of Sliven province and Kotal city.

The governor and mayor showed their willingness to have further cooperation in holding bilateral programs. They also wanted to call Kotal the sister of an appropriate city of Iran based on rug and carpet weaving traditions.

The officials mentioned that supreme rug and carpet weaving culture in the history belongs to Iran and expressed hope that with the support of the Iranian cultural attaché, Iranian teachers

can hold classes and workshops in Kotal.

Iranian cultural counselor mentioned that there is a common word, Gelim, in Persian and Bulgarian language for rug. He said: "Bulgarian rug's scheme is the same as Lori, Bakhtiari and Qashqai rug's scheme and Gelim word is one of the cultural common components between Iran and Bulgaria alongside ethnic, lingual and cultural common components.

The festival which is held to revive the Bulgarian traditional rug weaving which was a declined tradition over three consecutive days in Kotal, have been set up in other cities such as Burgas and Sofia until 9th of October. ■

Source Quality Home Textiles & Furnishings

Textiles and home furnishings in particular benefit from being viewed up close, helping to assess the quality, feel the texture and see the true colours. **HKTDC Hong Kong International Home Textiles and Furnishings Fair**, staging its eighth edition in 2017, has proved itself the ideal platform for buyers to source the latest products, meet face-to-face with suppliers and gain an overall impression of the prevailing trends in textiles and furnishings.



Show Highlights

The **Hall of Glamour** is the show's highlight, presenting a showcase for top-notch, designer products and brands. The sophisticated surroundings of the zone match the quality of the furnishings here, and provide an excellent snapshot of the newest directions in the world of interiors.

Green products as well as **HORECA** supplies are attracting attention among consumers. The fair enables buyers to easily locate a good array of green products and HORECA textiles items throughout the Fair.

Themed Zones

The show presents buyers with a full array of furnishings and textiles, covering all key categories. Themed zones include:

- Baby & Bedroom Textiles
- Bathroom & Kitchen Textiles
- Carpet & Floor Coverings
- Design Solutions and Trade Services
- Upholstery & Furnishing
- Window Fashion & Accessories

Enhancing Features

The Fair incorporates a range of activities that enhance the show experience. The Product Demo and Launch Pad allows exhibitors to introduce buyers to new and innovative products. Seminars update fair-goers on the latest technological and market developments. Networking events bring industry players together in a relaxed atmosphere.



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Nepali carpet exports down 6.8% in Q1 FY17



The value of carpet exports from Nepal has fallen by 6.8 per cent in the first three months fiscal year 2016-17 to Rs 2.07 billion, compared to exports of Rs 2.22 billion in the first quarter of last fiscal. In terms of quantity too, carpet exports have dropped by more than 20 per cent to 133,000 square metres in the first three months of 2016-17.

Explaining the reason for decrease in carpet exports, Anup Bahadur Malla, chairman of Export Promotion Committee of Federation of Nepalese Chambers of Commerce and Industry (FNCCI) said, "Indian and other foreign brand carpets are up to 30 per cent cheaper compared to Nepali carpets because production cost of Nepali carpets is high."

Nepali carpets can be made more competitive in the global market by bringing down the price by increasing export incentive, Malla added, according to a leading Nepali daily report.

under the Nepal Trade Integration Strategy (NTIS), carpets have been identified as one of the export products with competitive advantage. Still, global customers are not choosing Nepali carpets due to their high price, he said.

In 2015-16, Nepal's carpet exports were valued at Rs 8.6 billion, with the US, western Europe and Australia being major markets.

Meanwhile, the Central Carpet Industries Association (CCIA) has urged the government to mark 2017 as 'Export Year'. ■

Don't start carpet wars after Brexit!



Belgian textile industry tells the EU NOT to punish Britain with trade barriers as it will destroy their firms

- Textile industry leaders raise concerns about how the EU would suffer if it stopped Britain having tariff-free access to single market
- More than £535m of carpets, curtains and other fabrics are sold to UK from Belgium every year
- They join German car makers in lobbying against introduction of tariffs after Brexit

More than 600million euros (£535million) of carpets, curtains and other fabrics are sold across the Channel from Belgium every year

Belgian carpet makers have warned the EU should not introduce trade barriers with Britain because it will destroy their businesses.

Textile industry leaders joined German car makers in raising concerns about how the EU would suffer if it stopped Britain having tariff-free access to the single market.

More than 600million euros (£535million) of carpets, curtains and other fabrics are sold across the Channel from Belgium every year.

Fa Quix, head of Belgium's Textile and Carpet Federation, said: 'The United Kingdom is our biggest market.

One metre in every three of the carpets and textiles produced in Flanders are exported there.

'Brexit is also bad news because of the fall in the value of the pound. This has made the British competitors 15 per cent cheaper within a few months. ■

Shaw opens \$85 million carpet tile facility



Shaw Industries Group has completed construction of a new carpet tile manufacturing facility located in Adairsville, Ga. The \$85 million facility, which became operational in the fourth quarter of 2016, employs 170 associates and will create a total of 500 new jobs once it reaches full capacity.

Known as Shaw Plant T1, the facility provides added production capacity and recycling capability for the company's Patcraft, Philadelphia Commercial and Shaw Contract brands. It complements the company's

existing carpet tile manufacturing, recycling and warehouse facilities in Cartersville, Ga. and Nantong, China. The China facility opened in mid-2013 to serve the Asia Pacific market.

"The addition of this state-of-the-art carpet tile manufacturing facility allows us to continue to innovate across our broad portfolio of products," said Vance Bell, Shaw chairman and CEO. "We invest hundreds of millions of dollars annually in new and expanded facilities, enhanced equipment, technology and processes, and improved distribution systems to create beautiful, durable, sustainable flooring to meet our customers' diverse needs. This is a prominent example of that commitment."

Shaw is one of Georgia's largest manufacturing employers—with 14,000 associates in the state including 3,200 in Bartow County, where the company operates nine facilities. The company was ranked among Forbes' America's Best Large Employers for 2015 and 2016 and has been recognized by Training magazine as a "Training Top 125" company for the 13th consecutive year (2017). ■

High Density and Greater Flexibility



Today's carpet market craves individuality and demands high standards in terms of workmanship and materials. Trends are often short-lived and differ greatly depending on country and culture. To stay at the forefront of the carpet market, weaving mills must fulfill customers' requirements effectively and swiftly. ALPHA carpet-weaving systems of the brand Schönherr carpet systems are meant to help manufacturers optimize their production schedule, large orders and reduce costs. Carpet producers can respond quickly and with highest flexibility to changes in the market since designs, bindings and technical functions can be adapted at the touch of a button.

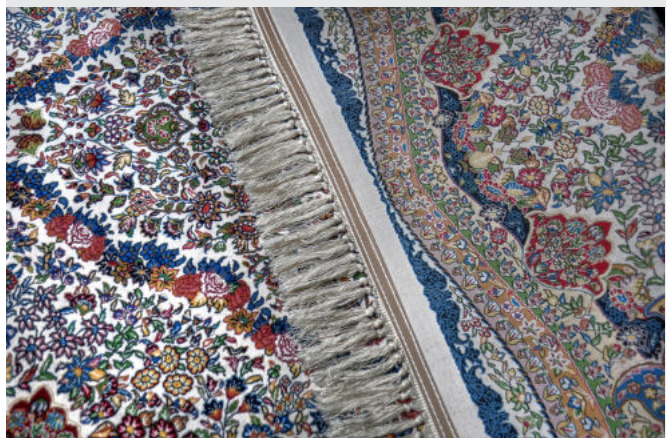
The ALPHA 500 XHDC carpet-weaving system is a prime example of flexibility. It weaves high-density carpets at a very high reed density of 1,200 and in up to eight colours. With over 3 million pixels per square metre, patterns are pinpoint sharp. The potential combinations of colours and materials are unparalleled, thus giving designers the complete freedom to let their creativity unfold. Here are some examples of innovative binding technologies:

■ Magic Shadow Effect (patent pending) – by selecting a special combination of ground & pile weave structure, the cut pile can slant forward or backward to create interesting carpets with a noble look. A pattern emerges as the viewing angle on the carpet changes. This effect opens new possibilities for modern interiors.

- "Traditional Carpet Effect" - with no visible warp on the back, the carpets look hand-knotted.
- "Magic Weft 3" (patent pending) a binding technology that uses up to three weft yarns next to each other in the same pick line. This new effect can be applied without limitation in small areas or over the whole carpet with up to six different weft yarns per carpet.

ALPHA 500 XHDC is equipped with features offering further advantages to weavers, e.g. the real three position Jacquard machine LX2493. This system component is perfectly adapted to the requirements of producing high-density products and is absolutely reliable at highest weaving speeds. It features latest electronics, a modern cooling system and ensures the weave of clear systems without mixed contours. The Jacquard machine can handle up to 33,792 hooks.

Producing on ALPHA carpet weaving systems means freedom in design and reliable machinery from a supplier with more than 120 years' experience in the textile industry. The Stäubli Group, with its brand Schönherr carpet systems guarantees high quality, reliability and performance to be built into every one of our products. But helping customers meet the industry's growing demand for high productivity takes even more. Partnering with our customers worldwide to provide personal service and support are key to ensuring efficient production and minimal downtime. ■





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Iran resumes carpet exports to U.S. in post-sanctions era

Head of the Iranian National Carpet Center has announced the resumption of Iran's hand-woven carpet export to the US during post-sanctions era. Hamid Karegar, speaking in a meeting with Qazvin Governor General Fereidoun Hemmati on Sunday, said that Iran resumed carpet exports to the US in the wake of the Joint Comprehensive Plan of Action (JCPOA).

"Carpet exports to the US in the eight months of the current Iranian year was set on \$50 million compared to zero in the previous year," he underlined.

Karegar stated that Iranian carpet exporters have not been present in American market for five years as a result of which Indian carpets have taken the place of Iranian rugs. He further emphasized that before the imposition of international sanctions against Iranian carpets in 2010, the US remained as the top importer of Persian Carpet with a share of more than 16.5 per cent worth 82 million dollars.

Noting that carpet exports to China have also increased in recent years, Karegar said that over the past five years, carpet exports to China has raised to eight million dollars from previous 8000 dollars.

Sanctions on the country's carpet industry imposed negative impacts on its exports, Karegar said, adding after JCPOA we have seen openings in sales of Iranian goods to the customers in foreign countries.

Iran's carpet industry dates back to 3,000 years ago and currently, one million artists are engaged in the industry, Karegar noted. ■



cadex creates more business opportunities for flooring companies among architect and designers

Design and Architecture will take centre stage as highlights of DOMOTEX asia/CHINAFLOR in 2017. cadex, the international event for connecting, learning and doing business in the design and architecture industry will be held for the second year and for the first time as an integrated part of DOMOTEX asia/CHINAFLOR inside W5 and N2 Halls.

cadex will work as collective of architecture and design-related stimulating content and will generate two and half days of conferences, networking events, interactive activities, creative display and much more.



cadex will invite design Masters to explore the most cutting edge and hottest topics within the industry such as All-in-one home decoration, retreat and boutique hotels, smart home, culture architecture and rebuild. cadex will cooperate with the Chinese Tongji University – College of Design & Innovation to establish Flooring LAB, a platform to analyze the upcoming flooring trends and discover new creative ways of using flooring materials. Key opinion leaders will hold forth of a variety of dialogues and they will also guide tours throughout the whole Exhibition Center to point out and explore the most relevant content, specially tailored for architecture and design professionals. Once again cadex will host Materia, the global network in the area of innovative materials. In a total area of 300m2, visitors can get a closer look to hundreds of outstanding innovative building materials samples.

In 2016 cadex attracted more than 8000 professional visitors of which more than 60% were architects and designers operating in the Chinese Market and scouting for some interesting new materials to use in their projects. The remaining parts of the visitors included traders, contractors, real estate developers and leading industry Media.

"In recent years in Asia Pacific region, the influence of architects and designers for buying decisions has increased. The ability requested to architecture and design offices to serve clients more completely have grown in importance and their specifications or suggestions are taken very much into consideration before taking buying decisions. Furthermore for any project, the general level of quality requested from the final client considerably raised and therefore the need to have architects and design expertise on the ground and more involved in purchasing decisions became also imperative." says Mr. David Zhong, President of VNU Exhibitions Asia, one of the organizers of the shows. "As a result of these market changes and the increased need of our exhibitors to focus more on these categories of visitors, we decided to bring together our leading Trade Show (DOMOTEX asia/CHINAFLOR) and a successful platform like cadex to increase the possibilities of business and give more visibility to flooring companies also among the architecture and design Community" concludes Zhong.

While cadex is building up an outstanding program for all visitors and exhibitors DOMOTEX asia/CHINAFLOR, as the leading flooring tradeshow in Asia Pacific, is filling up its space very fast! With 4 months remaining before the show opening on March 21st, 2017, the booked exhibiting space reached already over 95% of the available fairground. ■



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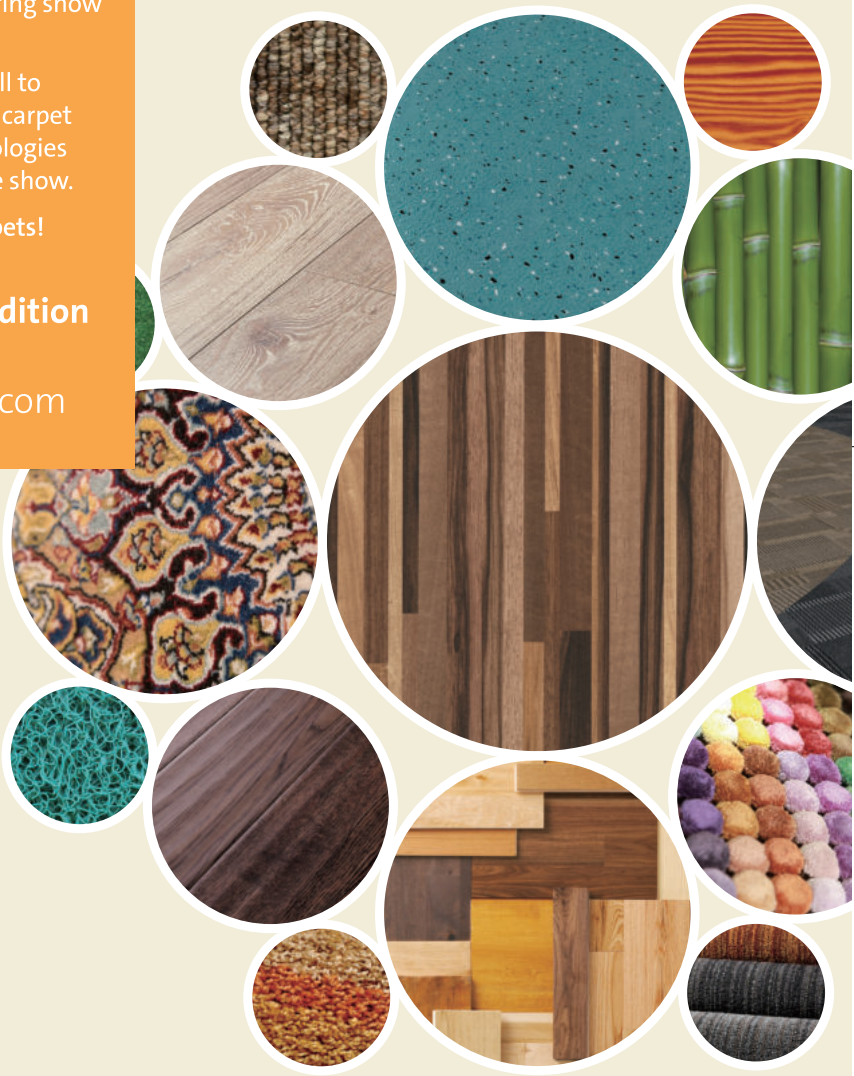
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Oerlikon Neumag BCF solutions offer maximum flexibility and efficiency

From 14 to 17 January 2017, Oerlikon Neumag will be exhibiting state-of-the-art system concepts for BCF carpet yarn production in hall 5 on stand A31 at Domotex in Hannover, the world's biggest fair for carpets and floor coverings. New Industrie 4.0 solutions from Oerlikon's Manmade Fibers segment will also be deployed for the first time. With the presentation of the new "IPC 4.0" (Intelligent Plant Control) customer services, Oerlikon will also set new standards in the future in the production of BCF yarns.

The system portfolio of the market leader from Neumünster, Germany, almost completely covers the requirements of carpet yarn manufacturers. This is evident from the strong demand for the BCF systems S+ and Sytec One across the entire polymer and titre spectrum. With over 1000 positions installed worldwide, Oerlikon Neumag facilities produce over 1.6 million tonnes of BCF carpet yarn. Since their market launches

in 2007 (Sytec One) and 2010 (S+), the systems have been optimised continuously. Ongoing further development of components and the process increases the user-friendliness and efficiency of BCF spinning mill solutions.

Highly efficient tricolour yarn production with Variomelt, CPC and RoTac

The demand for multicoloured carpets has grown significantly, with the market seeking a wide spectrum of colour separations in tricolour yarns. Oerlikon Neumag's S+ system concept offers the opportunity to produce the most diverse colour separations, from melange to strongly separated colours.

Variomelt – maximum flexibility for the production of mono- and tricolour yarns

The Variomelt concept is synonymous with the highly flexible production of large and small batches of mono- and tricolour

yarns: the unit can be modified from tricolour to monocolour production with three single colours in less than 45 minutes. Long batch runtimes per monocolour extruder ensure particularly efficient raw material utilisation. As usual, the diphyl-heated Variomelt spinning mill provides a constant, optimal spinning temperature.

Color Pop Compacting

With the CPC (Color Pop Compacting) unit from Oerlikon Neumag, strongly separated yarns can be manufactured efficiently. The individual threads are provided with yarn cohesion in the CPC unit before texturing so that they are no longer able to become so intermingled in downstream process stages, giving rise to a strongly colour-separated yarn.

Produce tricolour efficiently with RoTac

Tricolour carpets must have a very uniform appearance, and an optimal tangle result in the BCF spinning mill is crucial for this. These tangle knots are produced in defined spacings and thicknesses using RoTac. Thanks to this tangling option, uniform tricolour results that cannot be produced in conventional tangling units are achieved even at high speeds.

Optimised process for the production of PA6 yarns

More than 240,000 tonnes of PA6 melt-dyed and natural white BCF yarns are currently manufactured each year on the latest Oerlikon Neumag machines. The melt lines, which are especially optimised for these processes, ensure an optimal melt quality. A specially designed plug guide under the texturing unit and a so-called V cooling drum achieve the highest crimp uniformity and quality. The specially designed texturing components meet the highest demands in the field of short-pile automotive applications.

Flexible process control with the Multi Machine Access Center

Networked production has long since ceased to be a vision of the future, but the solutions on offer are often extremely complex. The new Multi Machine Access Center (MMAC) is geared specifically to customers seeking a solution specially tailored to their requirements.

The innovative MMAC permits monitoring of the Oerlikon Neumag textile machines, allowing the scope of visualisation to be modified to suit the customer's particular wishes. Since the MMAC is linked to the process control system, its highest specification offers a central overview of all applications offered by the control system. ■



3rd India Carpet Expo was organised by The Carpet Export Promotion Council (CEPC) in Sampurnanand Sanskrit University Ground, Varanasi from 3rd to 6th October 2016.

India Carpet expo has become a world famous international fair for the buyers of Handmade Carpets, rugs and other floor coverings. India enjoys No 1 Status in the world market in terms of quantity and value in exports of Hand-made Carpets, Rugs, Druggets and other Floor Coverings.

INDIA CARPET EXPO has established itself as a sourcing platform for the overseas buyers from all over the world. About 300 Manufacturers & Exporters from key Carpet producing areas viz Bhadohi, Mirzapur, Varanasi, Agra, Jaipur, Panipat and Srinagar etc exhibiting wide range of Handmade Carpets, Rugs, durries and other Floor Coverings at this Expo.

India Carpet Expo as usual is receiving overwhelming response from the Member Exporters. Importers from around 65 countries mainly from Australia, Brazil, Canada, China, Chile, Germany, Mexico, Russia, Singapore, South Africa, Turkey, UK, USA etc have attended the fair. It would be worthwhile to mention that buyers from other countries have also attended the Mega Expo at Varanasi.

India Carpet Expo, Varanasi is not only a unique platform for business avenues of buyers and sellers but also give an opportunity to see the manufacturing environment of carpet

belts. More than 400 overseas buyers registered their presence at the show. The prime objective of the Council is holding the India Carpet Expo in the major Carpet producing belt Varanasi is to provide 'unique pick and choose' business opportunity to all overseas carpet importers & manufacturer-exporters, as well. CEPC, a non-profit making organization, was setup in 1982 by the Ministry of Textiles, Government of India to promote export of Carpets, all types of Handmade / handmade knotted Carpets, Rugs, Floor Coverings & other allied Products from India. And since then, has been the voice of Indian carpets business community. With working office in the heart of Delhi, Registered Office at NOIDA, UP, and regional office at Bhadohi. CEPC has more than 2500 members across the country. One of the fascinating aspects of CEPC is the overwhelming variety of handmade carpet products it deals with. ■



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The Piccolo Group will be exhibiting at the Domotex and TISE West exhibitions for the fourth consecutive year in January 2017



The modern LVT flooring company will retain its usual position at the Domotex, Hannover, in Hall 6, Stand H28 throughout the four-day trade show. This year, Piccolo, has increased its stand space to 75 square metres in order to accommodate its ever-growing range of innovative LVT and woven vinyl. The Piccolo Group will also be exhibiting at the TISE West exhibition held in Las Vegas, USA (Stand 2683) in January 2017.

At both exhibitions, the Piccolo team will be demonstrating Athena Woven Vinyl, a new range of Rococo Xtra LVT planks measuring 60" x 9" and launching Herencia Parquet luxury vinyl tiles (12" x 4") with matching coloured Herencia LVT planks (48" x 9").

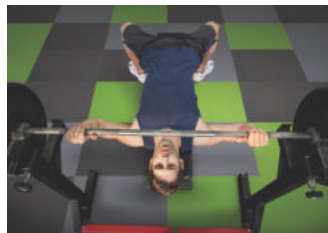
The stand in Hannover, Germany, will include an Athena Woven Vinyl boutique where the company will be showcasing its brand new Athena collection 'Kosmos'; a collaboration with local, talented designers, which celebrates a strong relationship with culture and local craftsmanship whilst harnessing a strong sense of individuality and personality.

The company will also play host to Phil, the Mad Scientist, who will be experimenting with everyday household products which cause stubborn stains to demonstrate how easy Athena Woven Vinyl is to clean.

Stewart Procter, Director at The Piccolo Group, commented,

"The Domotex and TISE West exhibitions have helped us to establish our brands around the world over the past few years. In 2017 we have the opportunity to demonstrate our capacity for design and adaptability to meet market demands. As always we will extend a warm welcome to everyone who visits our stand."

The Domotex, Hannover exhibition will take place on Saturday 14th to Tuesday 17th January 2017. The TISE West exhibition will take place on Wednesday 18th to Friday 20th January 2017. ■



The worldwide registration of handmade carpet of 14 areas in Iran



The manager of the protection office of Industrial property industry, mine and trade ministry informed about worldwide registration of two important products of Iran including dates of Bam in Kerman, pomegranate of Saveh and also handmade carpet of 14 areas in Iran.

According to handmade carpet department report, Mehdi Mir Salehi continued: "14 carpet areas in Iran are the carpet of Ardakan, Elam, Turkmen Jargalan ang Bojnoord, Kudish of North-eastern Khorasan, Char Mahal o Bakhtiyari, Sardrood of Eastern Azarbaijan, Sistan o Baluchestan, Qashqai of Fars, Gabbeh of Fars, Lorestan, Mood of Birjand, Quhistan, Varamin and Koliaie Sanqez of Kermanshah which were registered as worldwide carpet with geographical indication in World Intellectual Property Organization (WIPO)."

The manager of the protection office of Industrial property industry, mine and trade ministry added: "Work process started early last year and after feasibility studies for each product, the National Register processes, such as setting a declaration, making a file and advertise twice in the official newspaper in the range of 1 and 2 months, were done."

According to his saying, after that making a worldwide registration file, includes setting Lisbon declaration, preparation a complete expert report for each product, preparation necessary documentation and sending them to WIPO, were done.

Mir Salehi continued: "Work process in WIPO takes around 6 to 8 months. First the case is checked by experts and then it is sent to nations which are members of treaty of Lisbon and if there are no claims and objections, it will be registered."

The advantages of the worldwide registration of a product include exports of Iranian products and goods with the name of Iran, the franchising exporting products for Iran, the increase in export prices and ultimately increase the value-added products. ■

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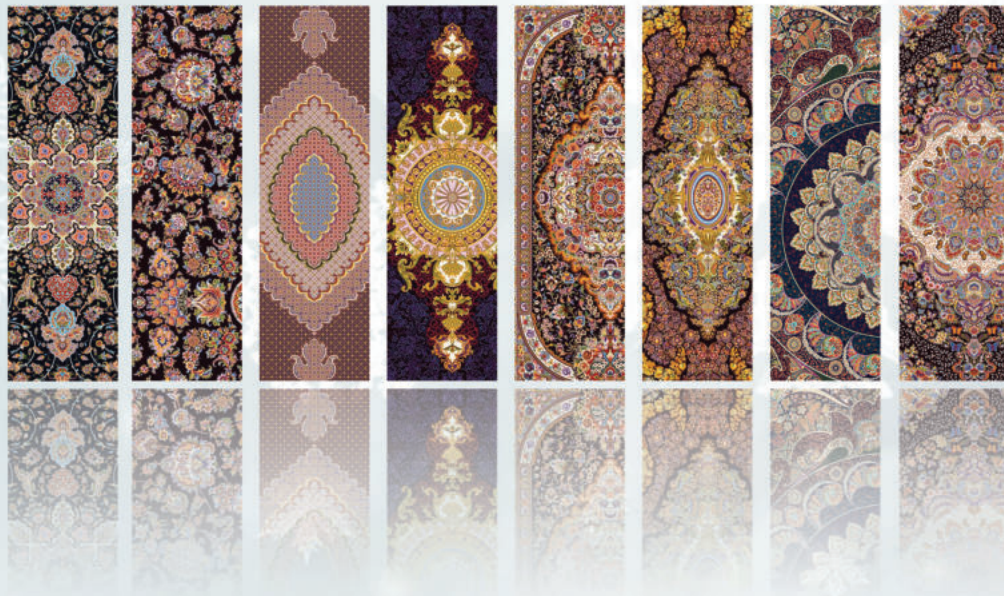
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