



MENA CARPET NEWS



**7 GOOD REASONS TO
BE IN DOMOTEX
HANNOVER**

**SAVIO IS DELIGHTED
TO WELCOME
CUSTOMERS AT ITME
INDIA**

**ORIENTAL WEAVERS
CARPET'S PROFITS
DROP TO \$23.94MLN IN
9M-22**

Hands at Downtown Design Dubai 2022: a Celebration of the Unordinary



Two days prior to the opening of the Middle East's most influential design fair, the air was already abuzz with news that had broken in the UAE's leading English daily. The National prominently featured Hands' recent project – the World's Largest Handmade Carpet. A prototype and the making story of which would greet all visitors to the Hands booth, setting the tone for all things unordinary at C21, Dubai Design District.



Pic: handscarpets.ae

A Rare Feat in Carpetmaking

A visual montage of the world's largest handmade carpet alongside a 110 cm x 395 cm prototype of the actual carpet. These are what greeted the 20,000+ visitors at the Hands booth.

While most stood mesmerised by the sheer beauty of the carpet, there were some who were awestruck by the facts being presented. That of it being a 12,000 m² carpet with a medallion 70 m in diameter, crafted over a period of 6 months and installed in 50 days at the peak of the pandemic.

'The Persistence of Creation'

This installation art graced a wall of the Hands booth at Downtown Design. Here, threads of varied colours find their way off their spindle and into the carpet. Starting out as sole entities who eventually merge into the greater whole.



Pic: handscarpets.ae



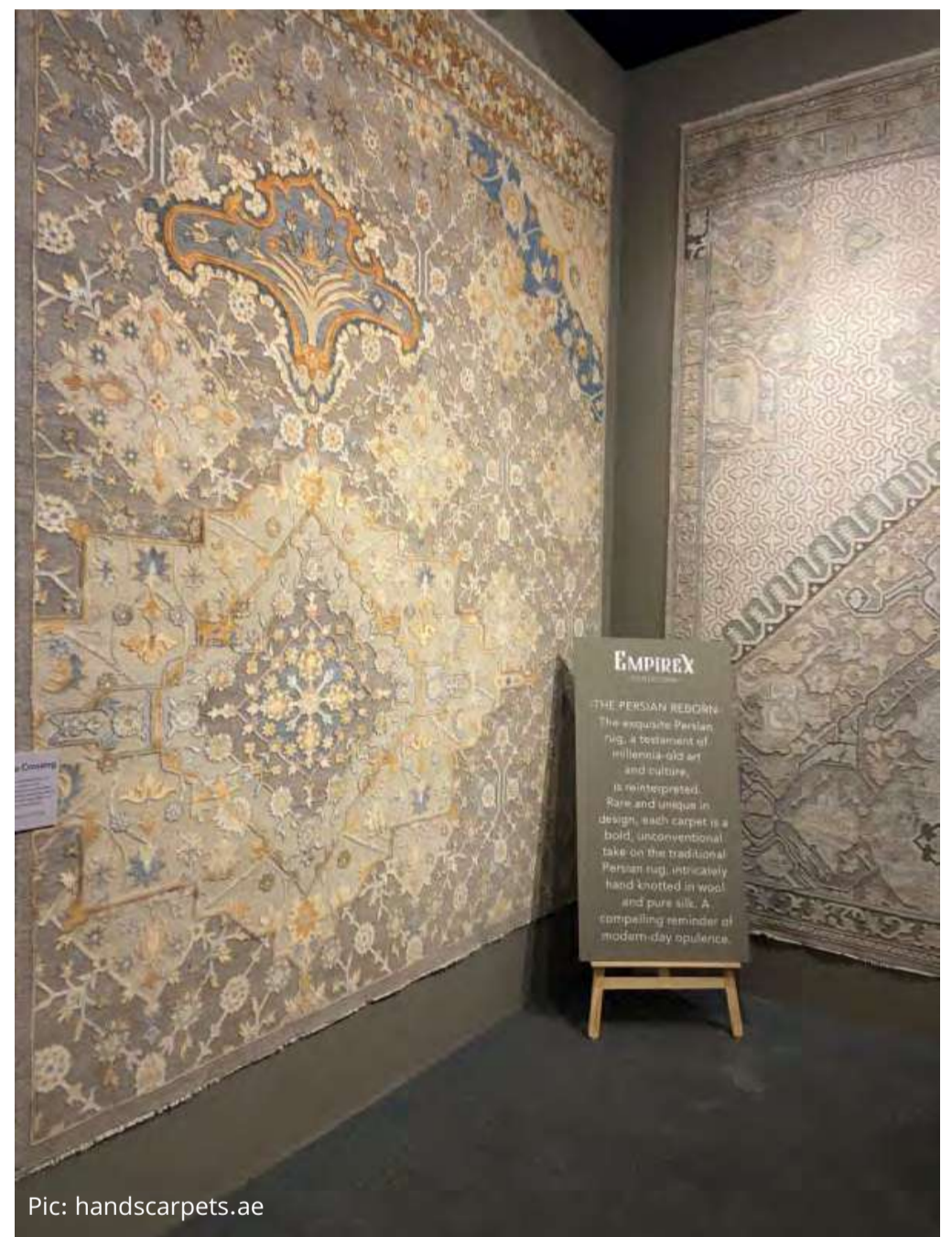
Pic: handscarpets.ae

Forma II: the Art of the Universe

Unusual in shape and with deeply immersive narratives, Forma II carpets evoked awe and excitement among all present, as evident by the flurry of Instagram tags that continued long after the event concluded. The designs of these contemporary and transitional carpets are inspired by the grand mosaic of the universe.

EmpireX: the Persian Reborn

Visitors were pleasantly surprised to see EmpireX – a collection where the timeless Persian rug finds many a contemporary reinterpretation, with striking off-centre designs exquisitely hand knotted carpets in wool and pure silk.



Pic: handscarpets.ae



Pic: handscarpets.ae

In all, it was a memorable four days of immersive and warm interactions with customers, clients, designers and fellow exhibitors from the UAE and across the world. Many of which were carried forward to the Hands showroom (a 'carpet heaven' as described by a visitor to d3) located in Building 9, Dubai Design District

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ZIMMER AUSTRIA Digital Printing Systems is the technology and machinery expert when it comes to digital printing of military camouflage fabrics and webbings. A large variety of substrates incl. polyamide, polyester, cellulosic, special fibers and various blends such as m-Aramide, p-Aramide, Twaron™, Kermel™, Nomex™, Conex™ Kevlar™ or Lenzing™ FR based end-products can be printed with COLARIS and COLARIS-NF digital printers.

ZIMMER AUSTRIA will not only be the machine manufacturer and supplier, but can also assist with the required knowhow for IR-reflectance control for fabrics being used to produce uniforms, FR-products for special forces, bulletproof vests, rain protection, ponchos, nettings tents, carrying systems, sleeping bags, parachutes as well as all kinds of webbings incl. hook & loop quick-fix-and-release products etc.

Patterns & Colors must match the environment of a combat area which may include woodlands, urban terrains, deserts, snow or marine surroundings and may include conventional, digital and multicam patterns.

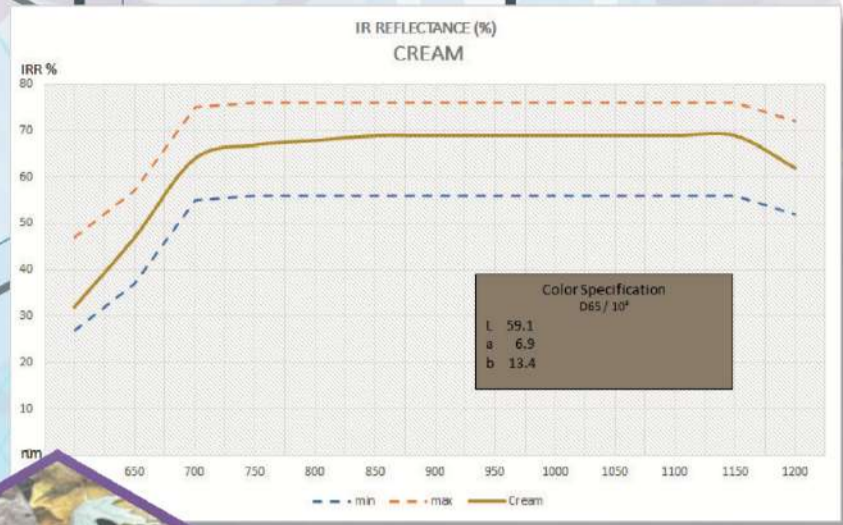
Color Fastness: good to excellent fastness to light, rubbing and washing must be matched.

IR-reflectance control is the most important feature for camouflage fabrics. It ensures that



forces can't be detected by night vision devices in dark environment. At the same time the L*a*b values of specified colors must be in a very close range to remain well camouflaged in daylight. IRR-Control Technology has been developed for digital printing by ZIMMER AUSTRIA and the know-how is available together with COLARIS and COLARIS-NF Digital Camouflage Printing Systems.

For any of your needs feel free to contact us. We will do our best to find the most economic solution for your project.



print seen at daylight



without IRR Control



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Will Domotex USA 's Future Be Settled in 2023?

DOMOTEX, WHICH TAKES PLACE ANNUALLY IN HANNOVER, GERMANY, IS THE MOST SIGNIFICANT AND REMARKABLE EXHIBITION EVENT IN THE WORLD FOR CARPETS AND ALL FORMS OF FLOORING. IN 2023, IT WILL TAKE PLACE IN JANUARY FROM THE 12TH TO THE 15TH IN GERMANY.

About \$2 billion and 600 million worth of machine-made carpets were imported into America in 2021. With 600 million dollars, Germany is the second country on this list!

■ The majority of Tufted carpets are imported into America:

Tufted carpet imports to the United States totalled \$1,127,000,000 in 2021. With 854 million dollars, England is second among the top importers of tufted carpets.

■ A major importer of handmade carpets is the United States:

In 2021, America imported handmade carpets valued at roughly 480 million dollars. England comes in second place on this list with only 78 million dollars!

America is a big market for all types of flooring, including laminate, stone, parquet, machine-made carpets, tufted carpets, handmade carpets, and wooden floors. Still, it has its standards, values, and norms. There is no doubt that Domotex won't find it simple to establish a strong brand in America.

Due to Domotex Hanover's success, the organizing company decided to host comparable trade shows under the Domotex brand all over the world, facilitating better access for producers and customers from various areas of the world to the carpet and flooring industry latest products and innovations.

The American market is one of these alluring carpet and flooring destinations because America holds the most robust carpet and flooring market in the world, there are several prospects for solid countries in the flooring sector, including Turkey, India, Belgium, the Netherlands, China, etc., besides the existence of international carpet and flooring leaders in America

■ **The United States is the biggest machine-made carpet importer in the world:**



A Credible Rival: Surfaces

Not to be overlooked is the fact that Domotex will face stiff competition from the Surfaces show, which has earned the trust of significant American distributors and retailers. Domotex's influence on this powerful exhibition cannot be underestimated, even though the state of Atlanta and the city of Georgia were chosen as the event hosts.

Even American flooring experts agree that this sector does not require another exhibition. It must be acknowledged that the Surfaces show will cast a shadow over any future trade fair option for at least a few years.

A Good Location selected

First, Atlanta is the perfect location for Domotex because it is home to many of the largest flooring producers in the United States and the rest of the world, including Shaw Carpet, Mohawk Carpet and Flooring Industries, Milliken Flooring and ...

Additionally, Atlanta on the east coast of America is situated in front of Las Vegas on the west coast, where the Surface exhibition is located, positioning these two brands to have the least possible influence on one another. It should be remembered that the eastern side of the US contains more than 70% of its population.

Domotex USA was held twice in 2019 and 2020 before being suspended in 2021 and 2022 due to the Corona pandemic. We anticipate hearing good news about Domotex USA 2023.

Turkish carpet manufacturers in the Run-up for Domotex USA

There are undoubtedly numerous reasons for Turkish machine-made car-

pet makers to be among the most passionate attendees of Domotex in the USA.

The first factor might be Turkish producers and exhibitors' intense devotion and connection with Messe Hannover. Famous and well-known Turkish companies have consistently participated in Domotex for many years. As a result of their continued participation in Domotex, they have been able to dominate international markets and rank among the most significant carpet exporters in the world. It may help boost Turkish companies' visibility in Domotex USA.

On the other hand, Corona has been a blessing for Turkish carpet manufacturers since the government prevent the Chinese goods from entering the American market, allowing it to take advantage of the situation and strengthen its position there. Turkish machine-made carpet exports to the United States have increased significantly over the past several years and now total more than \$1 billion.

For more competitiveness in this market, several Turkish businesses have created storefronts, logistics teams, and sizable carpet warehouses in America in collaboration with the Turkish government. It's intriguing to note that in 2021, the United States alone imported carpets created by machines for \$2 billion and 600 million.

Germany, which imported machine-made carpets worth around 613 million dollars, will be the second-largest importer in the world in 2021. This discrepancy may point to Turkey's significant reliance on the American market.





Another significant factor is the Turkish government's support for exports and its integration of the American market as a target market. It means that the Turkish government will accomplish everything conceivable to assist the presence of Turkish businesses in the United States, from export incentives and exhibits to establishing export logistics facilities there.

In summary, it can be claimed that Turkish manufacturers in industries like machine-made carpets, parquet flooring, and furniture have high hopes for the American market.

The Hanover Trade fair Company has hosted carpet and flooring events for more than 30 years, so it is yet to be seen if Domotex USA can establish itself as a strong brand in the Domotex showcase, given its resources, power, and more than 30 years of experience.

Iran As A Major Player, yet It Has Been Shunned

Iran is a significant player in the hand-woven carpet market but has spent many years relegated to the periphery of the ring due to the actions of the Iranian government and US sanctions. These days, Iran is not known for its distinctive hand-woven carpets but for its women's fight for liberation and hashtags such as "#Mahsa_Amini" and "#Woman_Life_Freedom." Before President Trump forbade the import of Iranian handmade carpets into America's luxury and expensive flooring market, Iranian carpets played a significant role in the previous years' luxury and expensive flooring market.

Domotex and the Quest for Globalization

Domotex China as A significant Stride in Globalization

Domotex China was a significant step in internationalizing the Domotex brand, which Messe Hannover managed successfully. As a result, Domotex China has grown to become the most effective carpet and flooring exhibition in East Asia and has already had 22 successful events. However, it has been put off for roughly two years due to China's tight coronavirus regulations at the time.

Domotex Turkey; a journey from Dubai to Gaziantep

Domotex has made Turkey a potent brand in the Middle East and West Asia by relying on its more than thirty years of experience organizing carpet and flooring exhibitions. In the Turkish city of Gaziantep, which serves as the global hub for manufacturing and exporting carpets made by machines, this event is now well-organized.

Domotex Turkey is the continuance of the Middle East Domotex show, which began in Dubai in 2006. In truth, Messe Hanover had intended to select Dubai as the location for a Middle East exposition. Still, after a few years, the Demotex Middle East exhibition in Dubai experienced a decrease, prompting the organizers to choose Istanbul as the exhibition's following location. When Demotex could not achieve its goals in Istanbul, it finally landed its bewildered ship in Gaziantep, where it found calm and achieved its objectives.

Domotex Russia; the Alienated Member

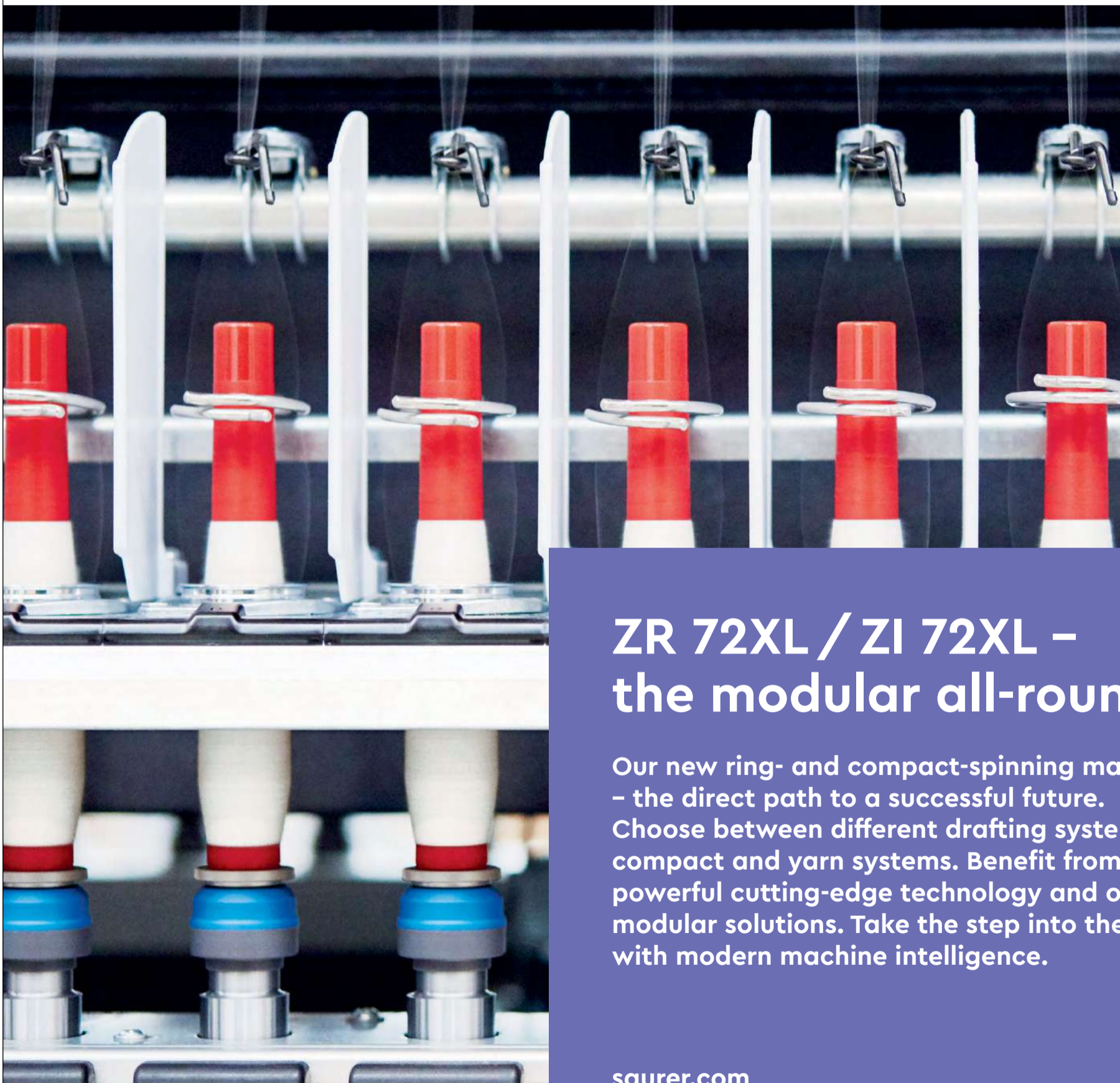
One of the initiatives that fell short of the standards set by the carpet and flooring industries worldwide was Domotex Russia. It is almost no longer the focus of the Hanover Exhibitions Company's attention after being held in Russia since 2015. It is unlikely that Domotex will be held in Russia again, given the country's present political climate and the departure of all European brands from it. It may be claimed that having a carpet and flooring show in Russia was a less-than-pleasant experience.

Domotex Mexico

According to the coordinator of the Domotex exhibition in December 2018, Domotex Mexico is one of the globalization projects for the Domotex brand and it is the final step in the brand's global expansion. This exhibition is awaiting its future after a term of holding in 2019. We should wait and see Domotex Mexico's ability to distinguish itself as a new brand or whether it will join Domotex Russia and Domotex Dubai in the annals of history is still up for debate.

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SHAW CARPET



Shaw Contract brings Dye Lab Collection to EMEA Region

Shaw Contract EMEA's iconic Dye Lab Collection, one of the commercial flooring designer manufacturer's best-selling and most eye-catching carpet tile collections, is now available in stock for the UK, the European and Middle-East markets.

Previously stocked only in the US, seven of the most popular colours from the Dye Lab palette, Cornflower; Saxon; Woad; Indidgo; Henna; Iron; and Sumac, are now stocked at Shaw Contract's manufacturing plant in Sanquhar, Scotland.

An iconic move

Stocking the high-end carpet tile at Shaw Contract's carbon-neutral manufacturing plant on this side of the Atlantic slashes the previous lead time for the stunning carpet tiles, opening up a wealth of creative possibilities for designers, architects and specifiers to bring a high-end luxury feel to commercial projects bringing intimacy or expansive boldness to the spaces where we work, rest and come together.

Andrew Jackson, business development director EMEA at Shaw Contract said "We wanted to make this show-stopping collection more easily available to our customers in the European market. Now in just a few days, the Dye Lab can be delivered to site in seven stunning colours."

Imperfect beauty

Featuring intensely saturated hues, softer washes, and a range of neutral tones, the collection is the result of Shaw Contract's exploration of natural dyeing processes and pigment behaviour. Dye Lab draws inspiration from natural dyes and mimics the colour shifts rendered in naturally dyed textiles, creating an elegant and unpredictable visual with organic progressions from lightly pigmented to intensely saturated.



Using techniques like folding, clamping and eco-bundling, Shaw Contract experimented with dyeing over 700 yarn colours to create the collection palette and developed an innovative dye infusion process that achieves beautifully amorphous, deconstructed patterns with unpredictable outcomes meaning each and every carpet tile is unique in its shade and marbling.

Luxury with material health

In line with Shaw Contract's commitment to people and planet, Dye Lab carpet tiles are installed with Shaw's market-leading Cradle to Cradle Certified™ EcoWorx® backing – the first flooring product ever to be Cradle-to-Cradle certified – requires 40% less energy in production and is covered by a lifetime warranty, and contributes to carbon reductions in transport while increasing efficiency in installation techniques.

The PVC-free backing designed and assessed for environmental and social responsibility across categories including material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness. It is also lighter and stronger than traditional carpet tiles, and Cradle to Cradle® Silver certified.

We want it back

At the end of its useful life, Shaw Contract vows to reclaim and recycle the carpet tiles through their 'reTURN' scheme.

Customers in Europe and the UK can now order the collection with a lead time of just a few days. Four more colours from the collection, Walnut; Black Tea; Knotweed; and Fustic Wood will follow with in-stock availability from January 2023.





8 - 13 december 2022
New Delhi - INDIA
Hall 14A - booth 2B1

 INDIA ITME 2022

VANDEWIELE SAVIO team is delighted to welcome its customers again on the next edition of the ITME exhibition, in New Delhi INDIA.

TEXTILE SOLUTIONS TOGETHER

VANDEWIELE SAVIO has always acted as technological leader and innovative player in the textile machinery industry. Innovation technology and customer centricity are our drivers for developing new products.

Our innovations aim to impact on the customer's value chain; we want to be together as partners and offer not only innovative products, but also our expertise and solutions able to satisfy customer needs. TEXTILE SOLUTIONS TOGETHER is our philosophy and summarizes our customer-oriented approach.

The merger of the Group activities has resulted in a wide range of synergies in the service, care solutions and developments, with benefits for the customers. VANDEWIELE-SAVIO INDIA is ready to provide the region with high class Textile machines with cost effectiveness and the best support.

With its corporate office located at Coimbatore with a strength of about 250 people and sales and service offices at Coimbatore, Ludhiana, Ahmedabad, Kolhapur and Thane covering the whole product range of the group.

This will enforce the support and strength towards our Indian customers and increase our customer centricity.

Bonas, absolute market leader, comes with yet another innovation in Jacquard technol-

ogy.

As markets are rapidly changing, future proof digital machines, with maximum weaving design flexibility, are paramount. The Bonas Ji and JiL range already dominates the Surat region, the center of saree weaving. The newest development in this range, the JiXXL, will be on display at ITME India for the first time and is ready to join this path of great success.

Reliability, high productivity, high efficiency, maximum flexibility is now possible with the lowest energy consumption.

Apart from many traditionally woven carpets on the RCE+ carpet weaving machine, Vandewiele will also promote the digitally controlled RCF machine with Fast Creel, cut-loop machines, and specific machines for weaving light carpets. All will be illustrated by carpet samples.

The digital control of yarns allows the development of new qualities, a higher production efficiency and a closer follow-up of the machine park. Yarn waste is reduced at the highest production speed. Combinations of cut pile carpets with flatweave as well as sisal look carpets will be presented. Naturally, also the highest carpet qualities in reed 1000 d/m 10 colours, 1200 d/m and 1500 d/m with up to 5.000.000 points/m² will be shown.

In tufting, the digital control of pile yarns (active yarn feed, also called IPD) has allowed

Vandewiele the development of high definition Colortec 1/10" tufting carpet in 8 colours – or 1/7" gauge, competing with the traditional Axminster carpets. But also, solutions for plain carpets, artificial grass and our Myriad machines for tiles and other applications will be highlighted.

Savio is launching the newest SAVIO automatic winder Proxima Smartconer® in a roadmap that will start in India in Dec. 2022 and will land in ITMA MILAN in June 2023.

The new winding machine Proxima Smartconer® is setting the benchmark in Savio automatic winding.

We have combined the name Proxima with Smartconer®: it stands for a high-tech winding machine, capable of perfectly adapting to demands of Connectivity, Industry 4.0 and Industrial Internet of Things.

Thanks to the innovations, spinners will get a machine featuring high-tech capabilities, for a design with a strong focus on the main benefits for customer's competitive advantage: high productivity, low energy consumption, premium yarn quality, automation, and data connectivity.

On BEJIMAC side, a new singeing machine for knitwear was developed focusing on highest quality levels of singeing, operational flexibility and economy, as well as tension-free fabric transport through the machine. This new product targets strongly growing demand in

knitwear singeing.

With respect to woven fabrics, we will also be proud to present you the new developments made in order to substantially reduce the gas consumption while offering high intensity singeing.

For towels shearing, you will be interested to see how BEJIMAC is coming back to its leader position!

For carpets we are happy to present our new autonomous shearing machine, the ATSH. This machine is an example of our capacity to listen to our customers needs by developing new technologies reducing our customer

dependency on qualified operators.

Superba, already the leader in heat-setting with saturated steam under pressure thanks to their well-known TVP3, is now offering their hot-air heat-setting solution.

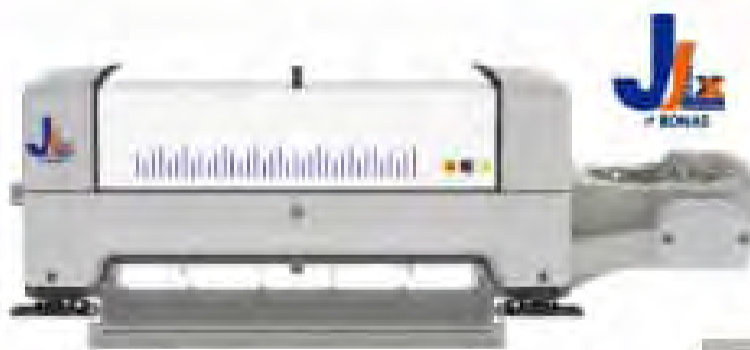
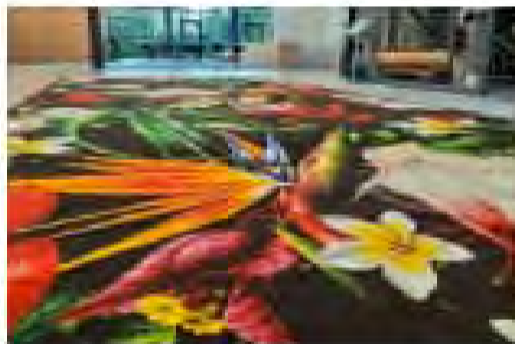
This triple-layer heat-setting process provides an unequaled level of evenness and a highly homogenous fixation characteristic to the yarn, as well as stain resistance or enhanced bulk.

The DHS3 line offers a high energy saving process in a reduced floor-space. To com-

plete their range, SUPERBA is also introducing their B403 automatic winder.

All the Vandewiele machines can be connected through cloud computing to the "TEXconnect" supervision system to comply with the Factory 4.0 concept.

Our customers have the capacities to develop designs and create real art. Therefore, we are also looking forward in exchanging ideas with them. Let this ITME exhibition be a meeting point for everyone in the textile business: weather active in weaving, tufting, yarn extrusion, heat setting or finishing.





7 GOOD REASONS TO BE IN DOMOTEX HANNOVER

DOMOTEX HANNOVER: THERE ARE MANY REASONS TO BE THE DOMOTEX AND VISIT THE EXHIBITION AS A PARTICIPANT OR AS AN EXHIBITOR. EACH REASON CAN BE EFFECTIVE AND IMPORTANT TO IMPROVE SALES PERFORMANCE, TO BETTER MARKETING AND TO BE MORE SUCCESSFUL AMONG CARPET AND FLOORING INDUSTRY ACTIVISTS.

To be among the best

Presence in Domotex Hannover exhibition means being among the bests. About 1,500 companies from 80 countries around the world will provide you with a selection of the latest innovations, designs, plans, and products in their exhibition stand.

Attending the Domotex Hannover exhibition will bring you thousands of creative ideas for starting or developing a business in the field of floor coverings, machine-made carpets and floor carpets, which may improve your path of business in an extraordinary way.

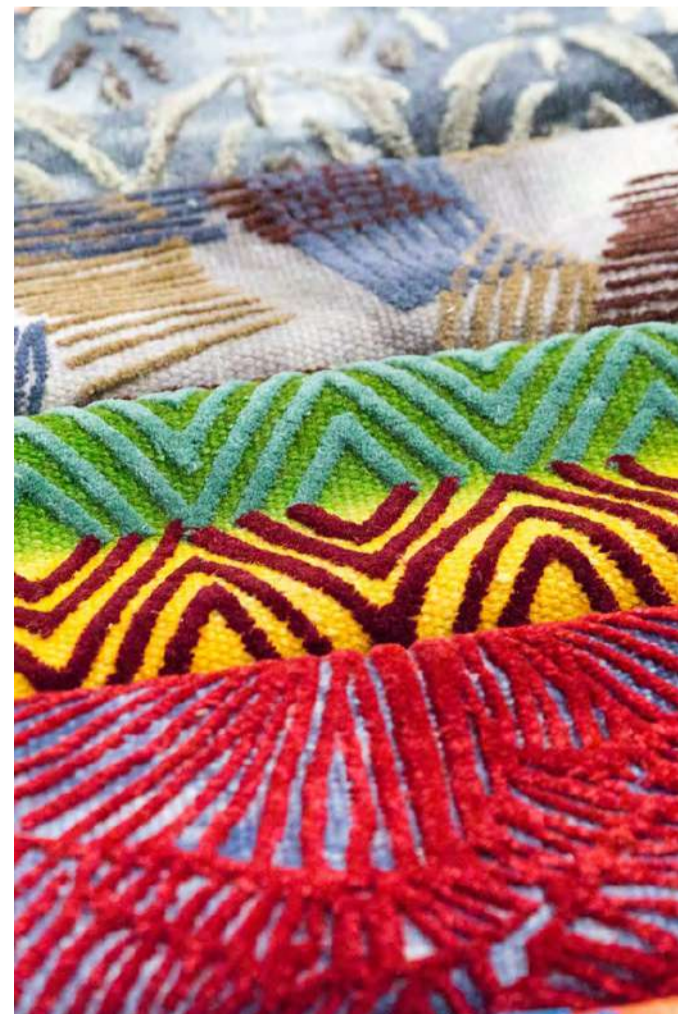
Domotex gathers bests of different parts of the flooring industry, such as machine-made carpets, hand-woven carpets, parquet, elastic floorings, tufting carpets, installation and maintenance technologies for flooring types, etc.

2- Around the world in four days

Imagine you want to visit all the companies of your business field all around the world. Imagine traveling to Belgium, Germany or Switzerland to buy machinery and spare parts, to Turkey, India or China to buy carpet yarn, and to Africa to market your carpets or negotiate with African businessmen.

Don't worry, to check all of them you only need 4 days and a round-trip ticket to Hanover. Meeting more than a thousand of the world's top companies and more than 45 thousand specialized visitors provides a trip around the world in 4 days.

Powerful countries in the carpet production industry in the world such as Turkey, India,





Belgium, Holland, China and Iran with a presence in Domotex increases or stabilizes their exports in a stunning way.

3- Keep yourself update

The world is a world of progress and technology nowadays and it moves upward continuously. Standing still means staying off the progress. To be present in global markets and to produce and sell successfully, you need to always be up-to-date and monitor what is happening around you.

Domotex Hannover creates a space for you to keep yourself updated for the next year and get to know what is happening in the world of machine-made carpets and related industries.

Be aware that we are in the era of communication and the more you are ahead of your competitors in the market in technic and information, the more your success will be guaranteed.

In this year's Domotex exhibition, attention to environmental issues and green and sustainable production is a priority, and many companies will display recyclable products and carpets in the exhibition, and the future trends of the carpet industry will be determined.

4- An anthology of the bests for the bests

Be sure to prepare yourself before attending the exhibition. Be there with your hand full. Full of what? Domotex Hannover is the place to showcase your best products and services

for the bests of the carpet and flooring industry from around the world.

Don't waste time in Domotex. Plan for every hour. Display carpets in your booth which are what the market likes, not what you like. Know the market appetite!

Your favourite carpet are not necessarily your customer's favourite. If you do not have complete knowledge of the market, try to have a carpet for every taste. Try to take the designers of the company with you on your trip to Germany. Carpet designers can better analyze and evaluate customers' tastes due to their mastery of designs and patterns and may not let customers go away.

5- Meetings and side events of the exhibition

Side events with benefits are held every year at Domotex Hannover, which may be your interest. Innovative seminars, carpet design competitions, the annual meeting of the world's flooring associations, wooden flooring conferences, and the presentation of the best innovative products are such events.

6- Communications worth gold bars

If you have followed the cartoons of the children's program when you were a child, you must remember that the fox in the stories always saw his prey in the form of a roasted chicken, and the closer he got to it, the more makes its mouth water!

The visitors to your booth or the buyers you

will meet at Domotex Hannover are very valuable. Of course, you are not a fox and you cannot see your customers in the form of roast chickens. But believe me, most of the traders and merchants you will meet at the exhibition are so valuable that they remind you of moving gold bars.

Work on each person you meet at the fair and evaluate and categorize their comments. Add them to your list of potential customers and be sure that each of them can be your permanent gold mine.

7- Don't be selfish. Teamwork makes future

Give your team members the opportunity to benefit from the exhibition. Definitely instead of turning the trip into a leisure trip, Try to take some worthy employees of the company with you to the exhibition and use this unique opportunity for empathy, thinking, training and improving the intellectual level of your worthy employees.

Give each of them a task and be sure that paying a few thousand euros for them will be back in many times with effectiveness in improving and upgrading their work level.

No matter how much you spend to update and improve the level of your competent employees, it will back soon. Even invite them to a restaurant in Hannover for a night and ask their opinion about the exhibition and their assessment for the company's progress.



The best rugs: a guide to choosing the ideal luxury rug for different needs

Identifying the best rugs to furnish your home with requires careful analysis of the space to be furnished and questioning the desires and style that you want to give the room.

Depending on the needs that emerge from this analysis, one can conclude that the best rugs for the home are custom-made models or that one can rely on designer rugs. It is equally important to take into account the particularities of the different areas of the home and to choose, accordingly, the models of luxury artefacts that are most suitable for each area of the home.

What are the best luxury rugs for a home?

The rugs that are best for a home are those that fit ideally into the environment. Specifically, the right carpet has the optimum size, the correct thickness, a design that enhances the rest of the furnishings, the most suitable material for the characteristics of the room and a style that is consistent with that of the whole house.

The alternatives available to interior designers are diverse and, as always in these cases, depend primarily on what they want to achieve. For ex-

ample, wool rugs are the optimal choice for those who need luxury rugs that are mainly long-lasting. For those who wish to have rugs with a lustrous and luxurious finish in their home, on the other hand, the best rugs are those made of silk or viscose.

Sometimes it is the furnishing style chosen for the home that guides the choice, as is the case with eco-friendly furnishings. In this case, the rugs that are the best choice are those made from natural materials and with sustainable processing systems.

If, on the other hand, one has very precise and detailed requirements, custom-made rugs are the most appropriate solution. Through a customised project, you can in fact obtain a unique piece, designed specifically for your reality.

From all this, it follows that it is not possible to identify a priori the best carpet, because every reality is different and every home environment has its own particularities, which must be taken into account.

What to do then? A small guide can be drawn up. For example, let's take a look at some tips for choosing the best rugs to furnish two of the most important rooms in the home: the living room and the bedroom.

What are the best rugs for the living room?

The ideal living room carpet must first and foremost be durable. The living room is in fact the busiest room in the house and is the space where guests are welcomed. In this room, it is necessary to place a solid artefact with a firm structure that also resists stains well.

Knotted wool rugs are excellent for furnishing the living room: they have a strong structure, are easy to clean and are available in a wide variety of designs. Styles, shapes and sizes can be customised to fit in with the furniture in the room to achieve a great result.

If you want to give a traditional look to the room, you can go for a rectangular rug, while if you want a slightly more original decor, you can choose an oval or abstract shaped rug.

When selecting the best living room rugs, one must remember that balance should not only be sought with the furniture, but also with the floors, walls and home textiles. From this point of view, the design and colours of the individual item must be chosen carefully to best reflect the characteristics of the style you want to give your living room.

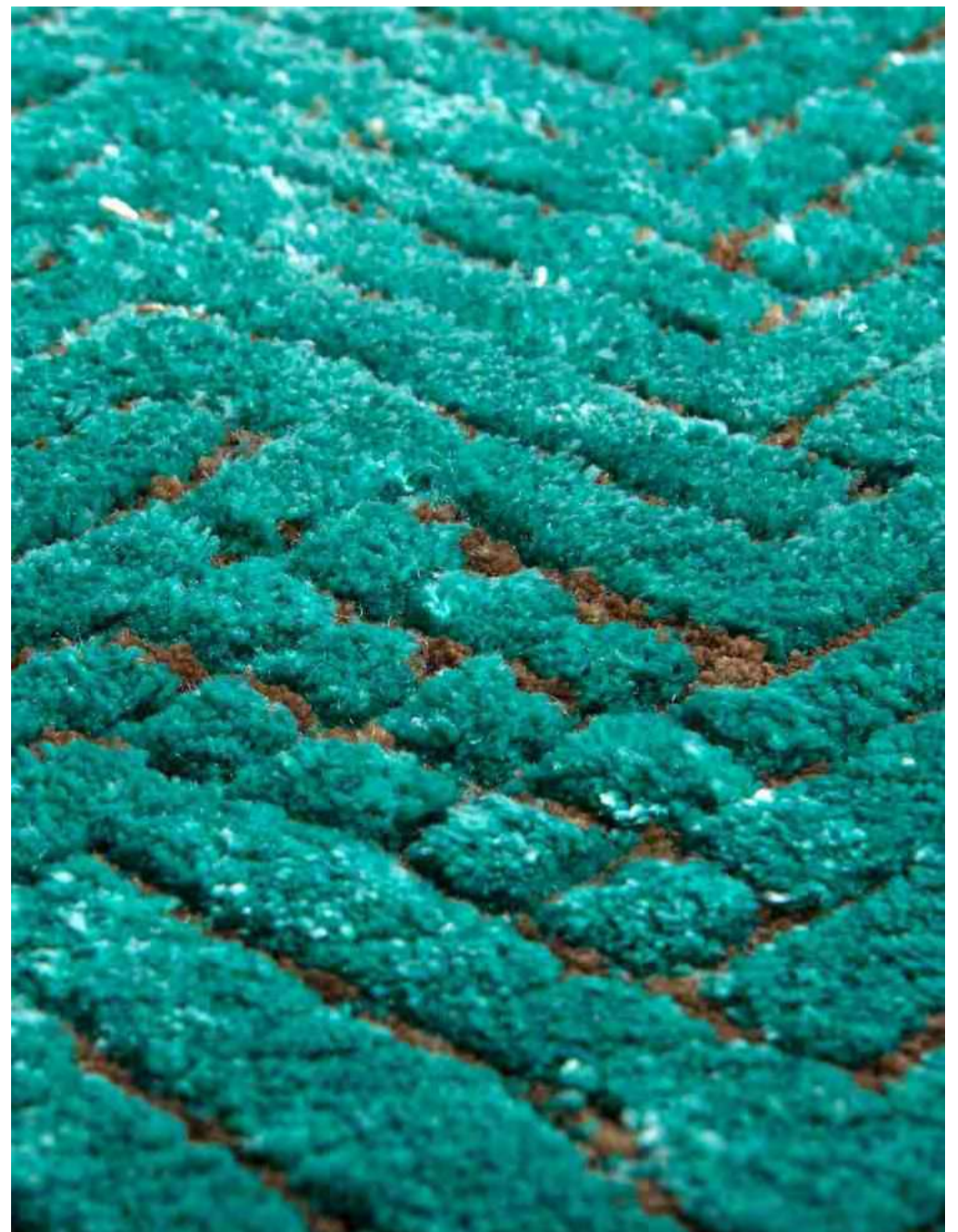
What are the best rugs for the bedroom?

Finding the ideal rugs to complete the decor of a bedroom is a delicate task. In this room, in fact, the stylistic and chromatic balance between furniture and furnishing accessories is fundamental to create an atmosphere that promotes complete relaxation.

To furnish rooms, rugs made of warm materials such as wool and with workmanship that enhances their softness are preferable. In addition to knotted rugs, taftati and long-pile rugs can also be considered. The latter two options are particularly ideal for rugs that are to be placed on the sides of the bed.

As for the shape to be given to the rug, the rectangular format is the one most frequently found in the bedroom. If the room is furnished with furniture with square lines, the rigidity of the shapes can be softened with a round carpet or a model with irregular lines.

When furnishing a bedroom, the best rugs are those whose colours and design match the room perfectly. Contemporary art rugs are often the right solution for even the most complex furnishing projects. With their mix of colours and extraordinary quality, they are truly to be considered as the best rugs for furnishing bedrooms best rugs of all styles and sizes.



Egypt: Oriental Weavers Carpet's profits drop to \$23.94m in 9M-22

On the other hand, the company's sales grew to \$390m in the January-September 2022 period

Oriental Weavers Carpet has announced consolidated net profits of EGP 583.74 million in the first nine months (9M) of 2022, a decrease of 39.20% from EGP 960.24 million in the year-ago period.

On the other hand, the company's sales grew to EGP 9.48 billion in the January-September 2022 period from EGP 8.39 billion in the corresponding period a year earlier, according to a bourse disclosure on Monday.

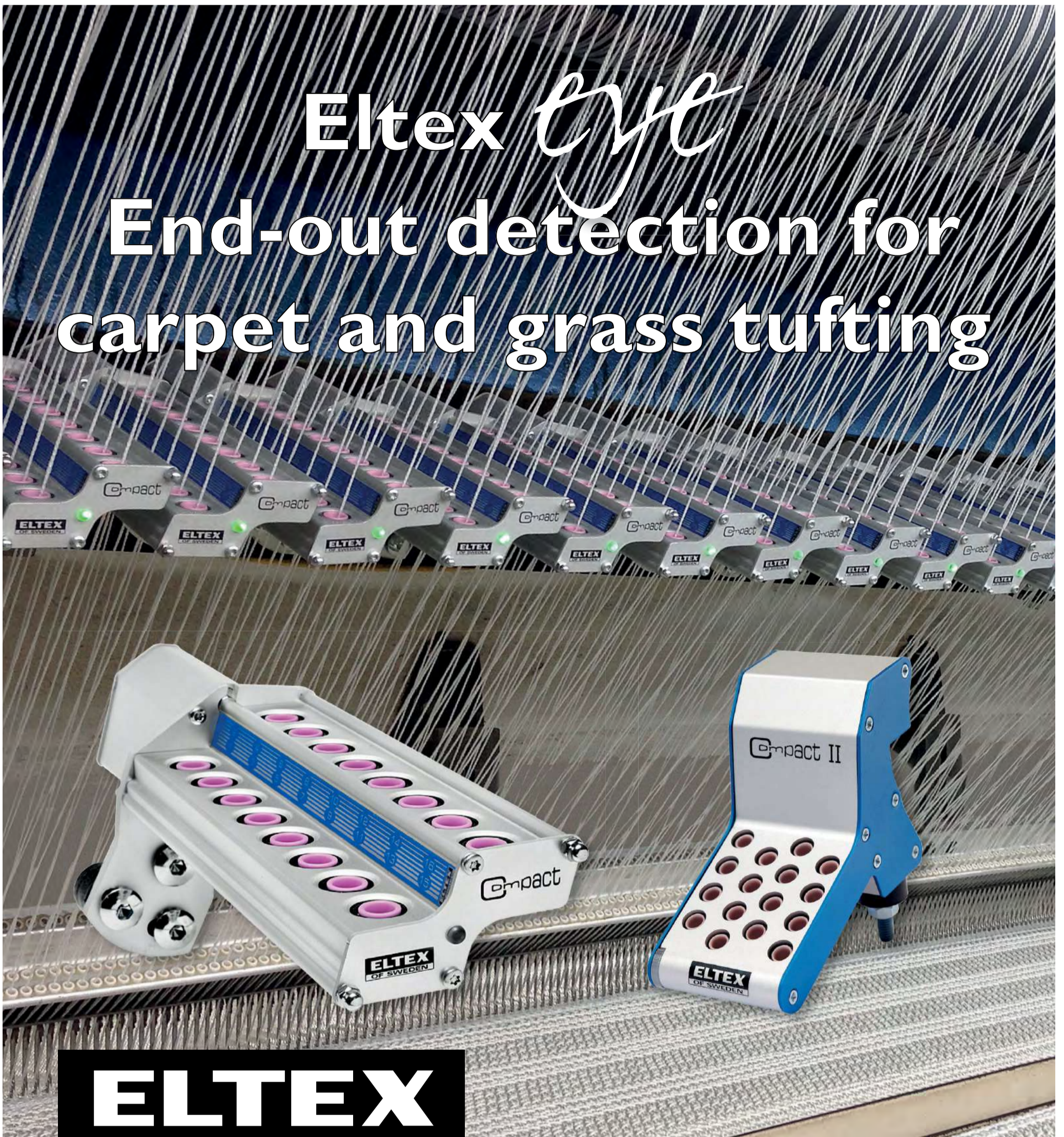
As for the standalone business, the company achieved net profits of EGP 1.04 billion in the nine-month period ended 30 September, a hike from EGP 822 million in the same period in 2021.

In the first half (H1) of this year, the EGX-listed company reported EGP 447.36 million in net profits, compared to EGP 669.50 million in H1-21.



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BY DAILY SABAH

Spain to preserve carpet weaving technique inherited from Muslims

Rooted in the Andalusian Islamic period (711-1492) in the Iberian Peninsula, Spain has applied to enter the 'Spanish knot' in UNESCO's Intangible Cultural Heritage



List as a unique carpet weaving technique



The Spanish government has applied to UNESCO to preserve the Spanish knot, a technique that was inherited from the Muslims during the Andalusian Islamic period.

Carrying the carpet weaving technique to the present day with the name "Spanish knot," Spain aims to have the technique included in UNESCO's "Intangible Cultural Heritage List."

The Royal Carpet Weaving Factory, which was established in the Spanish capital Madrid on the instruction of King Felipe V in 1721, stands out as the only carpet production center that ensures the survival of the Spanish knot technique inherited from the Muslims who ruled the lands for a while.

The technique was first developed in Egypt and came to the Iberian Peninsula during the Islamic period of Andalusia.

The knot differs from the most well-known and applied Turkish knot technique in carpet

weaving. As this technique cannot be applied in curved drawings and is symmetrical, it is only used on linen, silk and fine wool yarn. The zigzag patterned technique includes more than 72,500 yarn knots per square meter, while it is about twice as long and expensive to complete as a Turkish knot in terms of time and cost.

Alejandro Klecker de Elizade is the general director of the Royal Carpet Weaving Factory in Madrid, one of the rare places that use both the Turkish knot and Spanish knot techniques in carpet and rug weaving.

Klecker de Elizade explained that the Spanish knot was barely used for a long time after the Muslim domination of the Iberian Peninsula ended in 1492 and the Catholic kings attempted to completely erase the Islamic cultural history from the region, however, initiatives emerged in the 20th century that tried to keep the weaving tradition alive.

"Although there was a great deal of carpet

production in Spain in the 15th and 16th centuries, these were always made with Turkish knots. The Spanish knot is much more complex and expensive. It was a technique that was almost in danger of disappearing in the 17th century. In the 20th century, especially in some Spanish cities in the south, such as Cadiz, some weaving workshops were established yet, there was not much success in carpet production because there was not much demand," Klecker de Elizade said in a statement to Anadolu Agency (AA).

He also stated that the commercial sales of carpets made with Spanish knots are very limited due to their special and expensive nature, emphasizing that their biggest advantage is the Middle East market at the moment.

Turkish carpets adorn Spanish palaces. Explaining that the Turkish knot and Turkish carpets are world-renowned and that they combine the Spanish and Turkish weaving techniques, Klecker de Elizade said: "Every-

one recognizes Turkish carpets because the palaces in Spain, the Parliament, the Senate, the Bank of Spain and many of the houses of noble Spanish families are decorated with Turkish carpets. Only one out of every 30 carpets we make is with Spanish knots."

He also noted that, as the Royal Carpet Weaving Factory, there were initiatives for cooperation between Turkish and Spanish carpet weaving artists, such as restoration techniques and drawing, through the Turkish Embassy in Madrid a few years ago, but they have not been able to implement them yet.

The director also highlighted that it would be very valuable to research the historical changes in Turkish and Spanish carpet art, re-discovering the periods and finding the common points in both cultural practices.

"In the carpet weaving culture, Spain is the heir of the Middle East world in Türkiye's Ottoman history," Klecker de Elizade said, mentioning that Spain got its turquoise blue color from the Ottomans, and that silk and wool are completely based on Spanish-Muslim roots.

Highlighting that the Council of Ministers in Spain decided to apply for the Spanish knot to be included in the UNESCO Intangible Cultural Heritage List, Klecker de Elizade noted that there was a lot of demand from different parts of the world regarding the presentation of handicrafts to UNESCO, but that this particular technique will be included in this list after understanding its historical and cultural characteristics.



Jose Ignacio Garcia, who entered this factory with a passion for drawing and has been carpet weaving for 49 years, said: "There are only few places in the world that do what we do. There is no factory like us in Europe. As in many handicrafts, if this technique is not preserved, it will be fading. For this reason, it definitely needs to be included in the cultural heritage list for its preservation."





Vibrant rugs for the winter vibes

Winters in India, aren't like winters everywhere else. The Indian winters don't just begin in a day as you look out the window and it starts snowing. The winters here begin almost as if they still are not ready to leave the hands of fall, say adios to sunny summer days, bid farewell to the sprinkles of monsoon, and not ready to welcome spring just yet because the sadness of it leaving so quickly is unbearable.

The chilly days only fully begin from the month of December, after just announcing its arrival weeks before. That's the beauty of the season. The slowness with which it arrives and how quickly it goes by whispering in your ears, "Hey, I'll see you soon." Despite this, we love to enjoy the snuggly season with our loved ones at home. To make it cosier, we make a few changes to our home interiors to enjoy the much awaited moments, even if it is just for a few months. This atmosphere can be created in the heart of your home easily if you know the right colours to opt for in the season. Let us help you with this quest as you begin to plan your home décor and read this blog sipping on that delicious cup of hot chocolate.

1) Go for darker shades of beige

Speaking of hot chocolates, how about some dark browns? It's the perfect colour for the season and creates extra warmth in your space. Additionally, if you're into oranges that are a little more towards the brown side, you can even opt for the rustic hues for your rugs.

The border hand knotted rug in dark brown colour, is a perfect winter rug for your home. Designed with a minimalistic approach, it is an ideal furnishing accent for homes that have a modern décor setup. What makes this rug a special addition to this list is its capability to go exceptionally well with contemporary and

traditional interior setups effortlessly, and instantly. You can explore it on our website to know more about the size availability, and more such vibrant rugs for the winter season.

2) Never miss out on reds

This one goes without saying. With Christmas right around the corner, the importance of bright reds cannot be overlooked. Alternatively, if bright tones of red do not appeal to you, you can always go for maroons if you wish to go darker, or oranges if you prefer lighter tones.

The Treiz Hand tufted woollen rug is perfect for your home to match the winter vibes. Inspired by the traditional Oushak and Khotan motifs and merged beautifully with a contemporary design approach, the Treiz Rug combines modern with traditional. This contemporary appeal makes this rug an extremely adaptable piece of accent for every home. Since the rug is crafted using premium quality yarns of wool, it feels pleasantly soft on the skin and lasts a long time in your home as well.

Quick tip: you can place the rug in a room that has neutral colour tones to create a uniform effect.

3) Choose the vibrant versions of your favourite pastels

We know some of you are just diehard fans of pastels and it is not your fault, pastels are gorgeous without a doubt. However, pastels are generally good for the spring season for their lighter nature which complements the blooming flowers.

To create the cosy winter vibes in your home, you can choose for darker versions of your favourite pastels. For instance, if lavender is your go to colour, you can go for a rug in a purple tone. On the other hand, if

you prefer baby pinks, you can easily go for a rug in a magenta shade. Alternatively, you can get a rug which is a combination of several other pastel shades to add to the vibrancy of your ambiance. The Sunrise-M Hand Tufted Woollen and Viscose Rug is a perfect rug, if this is the ambience you're going for.

The importance of choosing darker shades of colour in winter comes from the understanding that darker shades tend to absorb more heat, a fundamental essential for the chilly season.

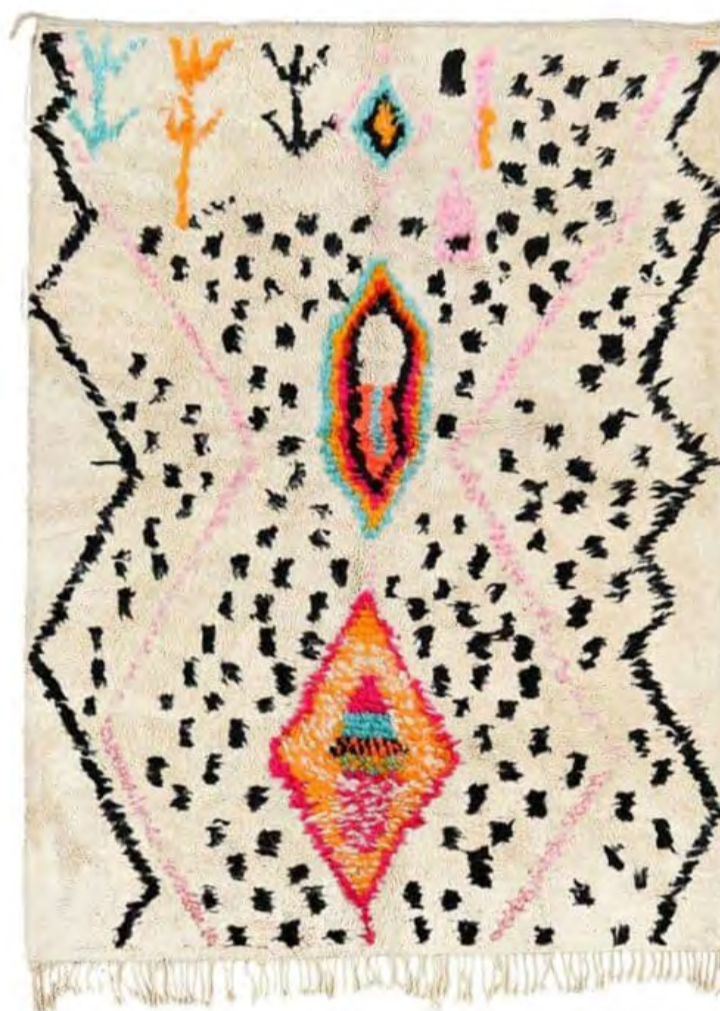
The Varicase-V Hand Knotted Pamir Woollen and Recycled Silk Rug is another rug that is perfect for your home if you want perfect winter rug which combines pastel and vibrant tones.

4) Experiment with layering

If you have tried everything and nothing seems to be working, the best way to create a cosy space in your home is to master the art of layering. Layering is a design trick that designers and homeowners use to add depth and vibrancy to their spaces. The process involves using a solid rug as a base and placing a patterned rug on top of it. Layering can be achieved using the traditional method of placing a single patterned rug on top of a solid wall to wall carpet, or by placing several different coloured rugs to add more character to your space.

To achieve this classic winter look, you can use the Tenzin-B rug as your base rug, and place the Oliver Hand Tufted Woollen Rug on top of it to create your perfect winter home. Since both the rugs are crafted using premium quality yarns of wool and viscose, they will keep both your feet and your home warm. In addition, the layers will add to the heat in your home, and keep you and your loved ones warm through the season.

Five Wonderful Small Moroccan Rugs





For better recycling of textiles:

Reliably identify textile materials on the spot with trinamiX mobile NIR spectroscopy

TrinamiX, a leading provider of mobile spectroscopy and a wholly owned subsidiary of BASF SE, now enables flexible on-site identification of textiles.

With trinamiX's Mobile NIR Spectroscopy Solution, more than 15 textile types and compositions can now be identified and thus better sorted. Even pieces made of material blends can easily be determined without damaging the material.

The solution includes easy-to-use hardware with intelligent data analysis, an intuitive app for fast results, and an extensive customer portal where in-depth analyses and reports can be created.

trinamiX thus opens up new ways for customers from the textile industry to exploit additional potential in the field of textile recycling. Textile collection companies and organizations are equipped with an efficient tool that enables them to pre-sort goods according to quality and next processor.

Recycling companies can im-

prove the quality of the recycling process by continuously checking incoming goods. Textile manufacturers also benefit from mobile textile recognition: they can use spot-measurement at goods receipt to check if the delivered textiles are in conformity with the ordered quality.

"We are convinced that innovative solutions like ours make an important contribution towards a circular textile economy," explains Adrian Vogel, Business Development Manager at trinamiX GmbH. "Sorting is a key requirement for recycling and is largely done manually. Even experienced sorters cannot tell the difference between, for example, nylon 6 and nylon 6.6 just by looking at it or feeling it. This is where the handheld solution from trinamiX provides clarity."

The solution supports a wide range of common textile grades used in clothing, furniture and household goods, for example: acrylic, cotton, nylon 6/6.6, polytrimethylene terephthalate (PTT), polyester, polypropylene (PP), silk, sisal, viscose and wool. Textiles made from more than one material can also be identified.

These include blends based on acrylic, cotton, nylon, polyester, silk or wool.

For the special requirements of recycling carpets, trinamiX has developed a dedicated application. It supports all common textile and plastic types used in carpets such as nylon 6 and nylon 6.6, polyacrylonitrile (PAN), polyethylene terephthalate (PET), polypropylene (PP), polytrimethylene terephthalate (PTT) and wool. The carpet application is the first one within trinamiX's Mobile NIR Spectroscopy Solution to work offline. This means that the identification of carpet materials can be carried out when there is no connection to the internet. The data is evaluated and stored directly on the device and smartphone. A later upload to the customer portal is possible without any problems.

trinamiX will present the new applications on November 9 and 10 at two trade shows: Greener Manufacturing Show in Cologne, Germany (booth 5017 in hall 10.1) and Plastics Recycling World Expo in Cleveland, USA (booth 635).

- trinamiX introduces handheld solution for convenient identification of more than 15 textile types and compositions
- Additional application for carpet material identification
- First public live demonstrations at the Greener Manufacturing Show in Cologne and Plastics Recycling World Expo 2022 in Cleveland, USA (both from 09.-10.11.2022)





Japanese exhibit of Turkish rugs in Tokyo

A Japanese collector has opened an exhibition in Tokyo with around 300 Turkish rugs he bought from Türkiye over three decades.

Collecting Turkish handcrafted rugs, which are one of the important symbols of Turkish culture, for 30 years during his visits to Türkiye, 81-year-old Japanese collector Yoichi Oda presented the handcrafted rugs in an exhibition in Tokyo.

Stating that he chose his favorite works painted with madder technique, which allows rugs to remain vivid with age, for the exhibition, Oda expressed that his interest in Turkish culture began with his first visit to the country in 1981.

Showing red and blue marked places on the map of Türkiye, he said, "The places marked in red are the regions where I stayed, and the places marked in blue are the places where important historical monuments are located." Oda noted that he started collecting Turkish rugs in the early 1990s, which became a curiosity over time.

"I had more than 400 rugs for a while, but now I have about 300 rugs," he explained, noting that the most expensive rug he bought was about \$15,000.

A Japanese lady, who visited the exhibition, stated that she saw handcrafted Turkish rugs for the first time.

"It was very interesting as there is no similar culture in Japan. The motifs and colors are wonderful," she added.

Another visitor who is interested in Turkish rugs stated that when he heard the rugs were made with madder, he wanted to see them up close.

"I am surprised and very impressed by the traditional motifs that made me feel the history and culture," he said.



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