

MIENA Carpet News

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[Middle East and Africa Carpet and Flooring News](#)

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PROBLEMS DETECTING YARN BREAKS ON GRASS TUFTING MACHINE? ELTEX OF SWEDEN HAS THE SOLUTION

INTRODUCTION

Long and short pile artificial grass is produced on different types of tufting machines. The pile height can typically range from 5 to 70 millimetre. Depending on the pile height the artificial grass is used for different applications, ranging from golf greens to football fields.

During the tufting process the yarns are pulled from the creel through plastic tubes by feeding rollers and, via guide eyelets, run through the eyes of the needles. The needles

punch the yarn through the backing fabric, which is pulled gently through the tufting area. Then knives cut the loop at the right height to create the tufts, and the roll moves on to set the correct number of tufts per linear meter.

The typical speed of a tufting machine with a cut pile can be between 300 and 1000 RPM.

YARN BREAK OR MISSING YARNS ON TUFTING MACHINES

Due to defects in the yarn itself,

excessive yarn tension, friction, problem in the creel, bent needles, yarn joints, bigger splices that do not pass through the backing fabric, dried yarn or other conditions, the yarn frequently breaks or other problems occur during the tufting process.

When a yarn fault occurs the machine must be stopped to repair the fault or else the product must be scrapped if the yarn break has gone unnoticed and the tufting is further processed.

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READY TO SUPPORT YOU

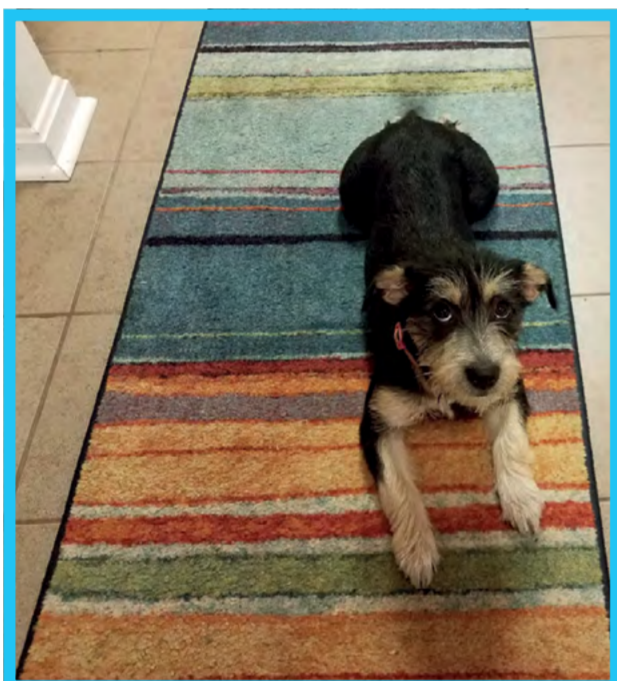
TEXTILE PRINTING



COLARIS Digital Printing Systems can print on almost any fiber-based material.

Through certified ink manufacturers reactive, low and high energy disperse, direct sublimation, acid, VAT Indanthrene and cationic inks are available. Common end-products are home textile incl. bedding, furnishing, window fashion, terry towel, velour substrates but also knit fabrics in the fashion industry.

FLOOR COVERINGS



The wide range of products such as contract, automotive, promotion, residential or function carpets etc. requires matching of specific fastness properties for each individual product. Accordingly, different inks, print and finishing processes are required.

COLARIS and CHROMOJET technology cover the complete range of textile-based floor coverings incl. wall to wall carpets, rugs, mats and tiles, no matter whether they are produced from PA, PES, CDPEs, PAN, CO, VIS, Sorona,

NARROW FABRICS



Single pass printing at highest efficiency onto a big variety of different substrates.

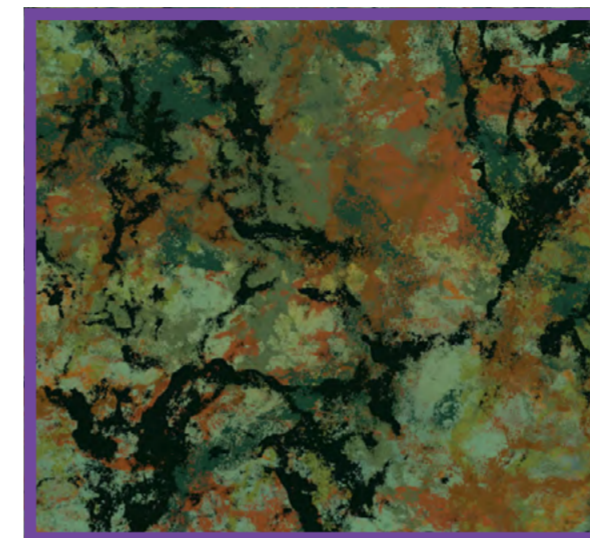
Full range of inks such as acid, sublimation, high energy disperse, automotive grade disperse, pigment and reactive inks is available through various certified suppliers.

COLARIS-NF can be integrated into an existing dyeing range or laid out as a fully integrated production line including inline pre-treatment, post treatment, washing and finishing.

CHALLENGE US



TECHNICAL TEXTILES



Functionality fabrics, military applications, automotive textile, sunblind fabrics, umbrellas, awnings, fabrics for flags and banners, camping and different outdoor use such as construction fabric are covered under our Technical Textile business unit.

Mentioned products can be printed either with our valve based CHROMOJET or the piezo based COLARIS or COLARS-NF technology.

SPECIALITIES



Our technologies based on CHROMOJET and COLARIS product lines can also be used for special coatings, conductive printing or may also cover other products

Electro conductive printing, thermophore coatings, security prints, 3D digital manufacturing are just a few applications that are covered

ZIMMER AUSTRIA Digital Printing Systems is the competent partner to your success in printing and finishing of textile-based substrates.

- Developing the idea
- Building the process
- Installing and commissioning the equipment
- Implementing and transferring the process technology and Know-how
- Servicing the production line
- Designing and manufacturing the printer and line components

INNOVATION | QUALITY | SERVICE

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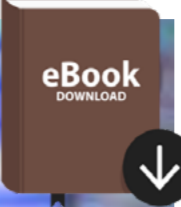
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EXCLUSIVE COLLECTIONS OF ANTIQUE CARPETS

HAND PICKED FROM AROUND THE WORLD...



the same time i visited Sheikh Zayed Mosque and Sultan Qabous Mosque to see their fabulous and amazing carpets.

I still wanted to know more about rugs, and I started attending carpet exhibitions from all over the world. I went to the Hermitage museum in Saint Petersburg to see the Pazyryk carpet. I publish books yearly, containing the latest carpets I have bought except those I have sold. The last issue of my book was published in 2020. I have not issued my book in 2021 because I have not bought a lot of new carpets. However, I am not a carpet merchant who purchases the typical rugs that people need and use. Open cheques were offered to me, but I did not sell my carpets. I am a carpet lover, and I have always been interested in unique and precious carpets.

►MENA Region is an important region for carpet professionals. Let us know more about your Showrooms in the region and your activities? Which kind of carpets do you collect and offer to customers?

I have built a new house to have a unique gallery according to the high standards and using professional track light. The size of my gallery is twelve by nine meters. At my gallery you can see very rare carpets, unusual unique design and masterpiece, they are highly collectible and extremely attractive, they were chosen professionally during my journeys.

There are also carpet books, which I have bought from all over the world. Most of my carpets have certificates and photos also be found in many other publication. Each carpet at my gallery has a stand to place the certificate and the related book. The gallery also includes a store having extra carpets.

I have sold some of my collections to famous people like King Abdullah Bin Abdelaziz Al saud ... It was a masterpiece belong to Master Bagher Seirafian. Also Sultan Brunei and Queen Rania and i'm planning to meet Sheikh Moza Al misnad are my other important clients.

Interview with Aydah Merza , International Carpet Collector

Aydah is a Kuwaiti collector and merchant of unique luxury Carpets.

Thanks to her consummate knowledge and innate passion, Aydah's name has become synonymous with exclusive carpets throughout the region.

She is often sought after because of her ability to accurately appraise the quality and value of a piece as well as her insight into maintaining a beautiful rug.

►Let us know more details about your biography, history, and success story of the Aydah Merza gallery.

I was born in Tehran on November 2nd, 1964. My father is from Kuwait, but his roots are originally from Isfahan, and my mother is from Tehran.

We lived in Kuwait, and I studied there until elementary school. Then I moved to Montreal, Canada, and studied marketing. Later, I came back to Kuwait and worked for Kuwait Airways and then for Kuwait Petroleum Corporation till my severe accident in 2006.

From that day, I returned to my hobby and my love of carpets. I start my journey by reading



Right to Left: William Robinson, Ayda Merza, Farzin Ayda Merza and Sheikh Taleb Bin Saqer Alqasem

►Which specifications and characters make a carpet unique and special?

Having a unique design that is very rare to find, choosing the natural colors matching the design theme of the carpet, and high knot density are among the factors that make a rug unique and special.

►How do you predict the carpet sector globally after COVID Pandemic and vaccination?

It is evident that the whole world has got adversely affected by the coronavirus. However, fortunately, it was the opposite for me. I have sold about 15 carpets during the pandemic. I had an interview with a well-known TV Channel in my gallery that let more people know me.

After the interview, I got many calls from all over the world, such as Canada, Japan, Europe, the USA, as well as King Abdullah's daughter.

►As a Persian carpet lover, what do you think about the current situation of handmade carpets in Iran and their future?

I do not think that the Iranian handmade carpet industry pursues the proper approach because most of their designs are copied. Copying designs will remain us in the same place and not allows to offer unique carpets. Therefore, choosing novel designs and colors makes a big difference in the handmade carpets of Iran.

We should let the original classic Persian carpets come out again instead of copying the modern designs. Furthermore, Iranian rugs are expensive, which is not suitable for the current global economy. In my opinion, the price of Iranian carpets should be reduced.



PRINCESS MOZA AL MISNAD MERZA AT MUSEUM OF ISLAMIC ART



A DEDICATION TO THE ENIGMATIC HIGHNESS PRINCESS MOZA AL-MISNAD OF QATAR. ESPECIALLY FOR HER WITH THE INTENT TO GIFT IT TO HER UPON MERZA'S VISIT TO QATAR. TABRIZ - IRAN / DESIGN NAME: QATAR FLAG / MATERIAL: WOOL / SIZE: 80X120





PROBLEMS DETECTING YARN BREAKS ON GRASS TUFTING MACHINE? ELTEX OF SWEDEN HAS THE SOLUTION



► From Page 1...

There is a significant risk that an error in the artificial grass caused by a yarn fault that is not detected will only be seen when the grass is finally installed and unwanted stripes occur.

Yarn break detection by Eltex of Sweden. Luckily the above mentioned yarn faults can be detected by the sensors manufactured by Eltex of Sweden, models EYE and EYE Compact/Compact II.

The Eltex EYE is a flexible system designed for yarn fault detection on grass tufting machines. The sensors usually fit between the feed rollers and the needles and are based on the well-proven piezoelectric principle.

The Eltex EYE monitors each yarn position in real-time and is designed to improve quality and efficiency by reducing mending and downtime. Furthermore, the unique compact design enables it to be used on

machines with gauges as dense as 1/10 inch. All of the sensors' data is processed by a master control unit, which provides stop and warning light indications to the user-friendly operator terminal in response to any detected yarn fault.

100% of tufting yarn faults are detected. The fact that the EYE system in most cases stops the machine before a fault has occurred in the tufted grass assures that there is no fault in the finished product in more than 95% of the cases. In some cases a short fault in the tufted grass can not be avoided depending on where the yarn fault occurs and on the ramp down time of the machine.

ADVANTAGES OF EYE COMPACT

- 100% of tufted yarns break and end-outs detected
- Detects when yarn falls out of the needle
- Less or no mending. Some carpets are not even possible to mend, so our system is a significant advantage
- More uptime and less waste of material
- Allows the operator to work on several machines simultaneously
- Increased efficiency

cy • More production due to less mending time.

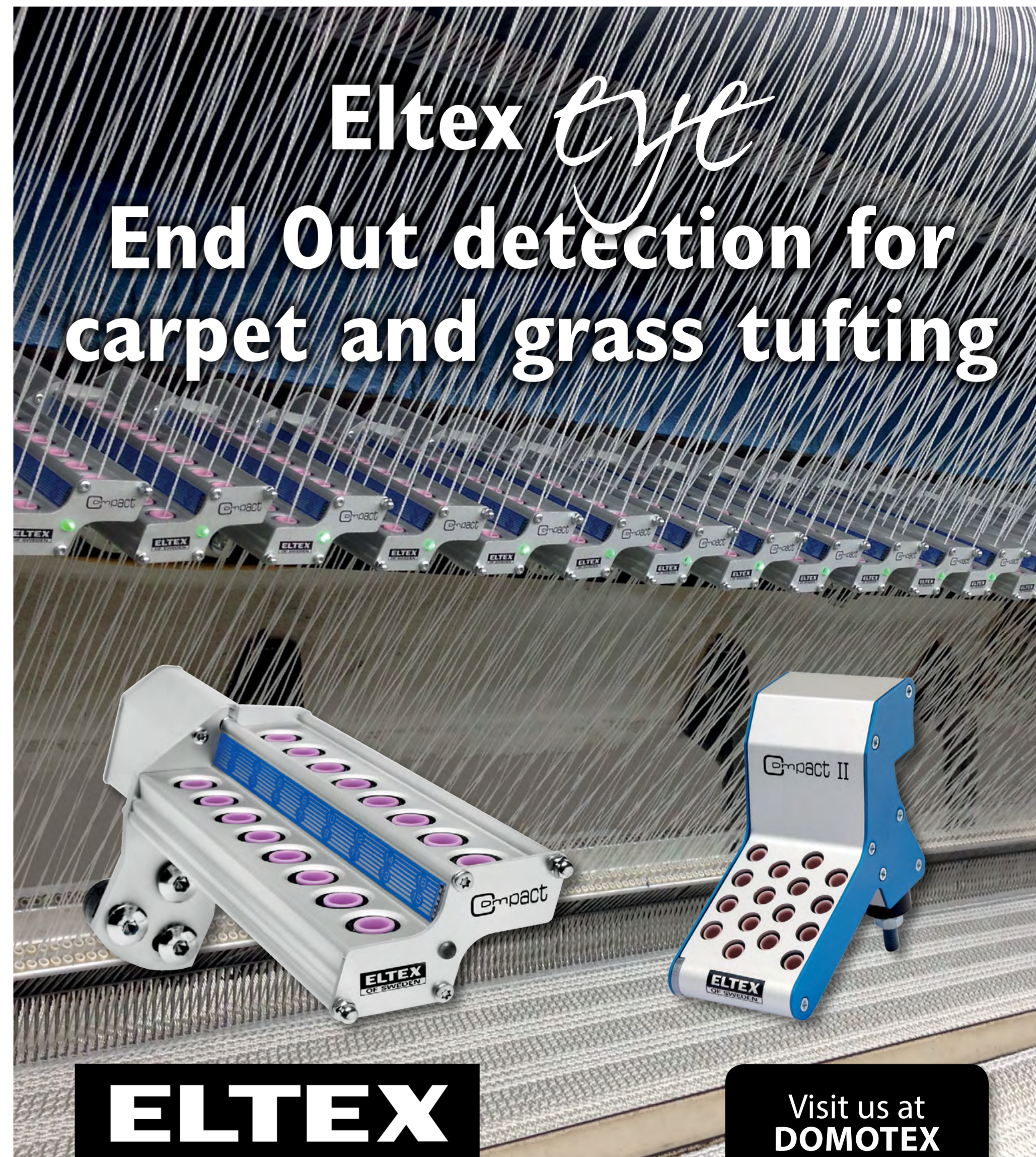
- Networkable to a central database
- Faulty yarn is specifically identified, resulting in more up-time
- All events are logged in real-time and can be used for statistics and diagnostics
- Automatic addressing of all the system parts
- Easy to change the system configurations
- Fast learning of positions in use (No ON/OFF switches on the sensor)
- Simple cables with modular connectors
- Robust sensors in metal housings
- Sensor parameters can be set for different groups of yarns
- Ethernet, CAN Bus, Modbus (Available for OEM interface)
- Easy mounting of sensors.

CONCLUSION

It's highly recommended to take full advantage of the technologies in terms of revenues, growth, quality improvement, machine efficiency, less maintenance, less waste of material and relief to the machine operator. We are proud to say that global artificial grass producers are Eltex's customers.



presents EYE Compact for Grass Tufting



ELTEX OF SWEDEN

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IHGF DELHI FAIR TO FEATURE MORE THAN 1,500 EXHIBITORS

The 52nd edition of IHGF Delhi Fair opens later this month with introductions across 12 product categories.

The autumn edition of the total home furnishings event will take place Oct. 28-31 at the India Expo Centre & Mart in Delhi as an in-person trade show.

Spaced out displays will accommodate more than 1,500 exhibitors in 900 mart showrooms, according to show organizer The Export Promotion Council for Handicrafts (EPCH).

Added attractions will include theme pavilions, trend areas, craft demonstrations, ramp presentations and seminars as well as buyer lounges and refreshment zones. Visiting buyers will be offered complimentary hotel accommodation for four nights during the show.



The event's key segments will include:

- Home textiles & furnishings
- Furniture & accessories
- Gifts & decorative housewares & home utility
- Lamps & lighting
- Carpets, rugs & floor coverings
- Christmas & festive décor
- Handmade paper & gift wrap
- Spa & wellness bathroom accessories
- Lawn & garden ornaments
- Fashion jewelry & accessories

IHGF Delhi Fair is sponsored by the Export Promotion Council for Handicrafts (EPCH).

SURYA RELEASES LUXURY RUG CATALOG



Updated traditional handknotted designs, bohemian styling and natural fiber and jute options are part of the assortment

Surya has created a 372-page glossy catalog to highlight its luxury rug collection.

Signature designs and exclusive introductions reflect the rich colors, textures and design aesthetic of each pattern. Collections such as Anadolu and Kars display Surya's selection of updated traditional hand-knotted designs with refreshed color palettes.

Luxurious handwoven designs include the Khyber and Bremen collections that feature undyed wool in bohemian stylings. Versatile natural fiber and jute selections include the Riah and the streamlined Evora collection which can stand alone or pair perfectly in a layered setting.

The Shag and texture section conveys a tactile experience with the plush Camille and best-selling Sadie collections.

There are also large selections in the hide and leather, solid and border, and performance categories.

"Our new luxury rugs catalog leaves no doubt of our investment into hand-made products that are sustainably sourced and carry the unique stamp of the people who have crafted them," said Surya President Satya Tiwari. "Our goal is to convey the unique character and superior quality of the rugs we offer to the design community. This catalog offers a curation of the best we have to offer." ■



IVONNE SEIFERT THE NEW MARKETING DIRECTOR IN THE TEXTILE DIVISION OF MESSE FRANKFURT

Ivonne Seifert was appointed Director of Marketing Communication in the Textiles & Textile Technologies Business Unit of Messe Frankfurt with effect from 1 October 2021.

In her new position, Ivonne Seifert (42) is in charge of marketing communication for the leading international trade fairs, Heimtextil, Techtexil and Texprocess, and the Neonyt and Value fashion fairs, as well as communication activities for the international brand management of around 60 events worldwide covering the entire value chain of the textile and fashion industry.

She replaces Thimo Schwenzfeier, who is leaving Messe Frankfurt after more than eight years, to take up new professional

challenges.

Her duties include the communication activities relating to the successful resumption of fairs in the textile sector and the establishment of the fashion brands of Messe Frankfurt as part of the Frankfurt Fashion Week. Additionally, she is responsible for the further expansion of smart- data-driven marketing for the textile fairs and the communication activities of the worldwide Texpertise Network.

Ivonne Seifert joined Messe Frankfurt ten years ago and, during this time, has held a variety of positions in marketing. She has extensive marketing expertise in both the B2B and B2C fields. Over the last seven

years, Ivonne Seifert has greatly intensified the international top-visitor marketing and augmented her expertise in the consumer goods and textile segment. In this connection, she paid particular attention to national and international key-account retention for, e.g., the Heimtextil, Ambiente, ISH and Christmasworld fairs. Moreover, she played a major role in establishing smart data for new-customer acquisition in the top visitor segment.

Before joining Messe Frankfurt, a graduate in politics and media sciences was a marketing manager with Lagardère Travel Retail Deutschland in Wiesbaden. There, she was responsible for the marketing and communication activities for the German market with a particular focus on POS marketing, key-account management and press activities. An enthusiastic globetrotter, Ivonne Seifert developed her interest in the fair and exhibition business while working in the marketing department of the Toy Fair in Nuremberg, where her duties included exhibitor marketing, event management and key-account management.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world.

The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields.



SAUDI ARABIAN CHEMICAL FIRM SABIC'S Q3 NET INCOME DIPS 27%

Saudi Basic Industries Corp (SABIC), a Saudi Arabian chemical manufacturer, has reported a 3 per cent revenue growth to SAR 43.7 billion (Saudi Riyals) in the third quarter (Q3) of FY21 ended on September 30, 2021, compared to the previous quarter. However, net income for the quarter fell 27 per cent to SAR 5.6 billion (Q3 FY20: SAR 7.6 billion).

"SABIC's healthy financial performance during the third quarter of 2021 marked a continuation of our recovery from the impact of COVID-19, albeit at a lower level than our exceptionally strong performance during the second quarter. We did, however, see a moderation in margins in the third quarter due mainly to rising feedstock costs, which offset the increase in average sales prices." Yousef Al-Benyan, SABIC vice chairman and CEO, said in a press release.

Sales from the petrochemicals and specialties were up 4 per cent to SAR 37.8 million. In chemicals, mono ethylene glycol (MEG) prices increased in Q3 over the previous quarter due to higher feedstock prices with a rise in oil prices, tight supply coupled with lower production from coal based plants and relatively low levels of inventory in China, according to the company.

Moreover, methanol prices increased steady demand from traditional end industries, certain outages in Europe and lower production from a methanol-to-olefins (MTO) plants in China.

During the quarter, SABIC's EBITDA slipped 18 per cent to SAR 11.2 billion (SAR 13.6 billion), while income from operations dropped 23 per cent to SAR 7.7 billion (SAR 10.0 billion).

"SABIC announced the start of commissioning activities and preparations for the initial start-up of the petrochemicals joint venture project in the US gulf coast (Gulf Coast Growth Ventures). This project supports SABIC's global growth strategy, and its aim to diversify its feedstock sources and strengthen its petrochemical manufacturing presence in North America," Al-Benyan said.



BEAULIEU INTERNATIONAL GROUP TO INCREASE PRICES ACROSS ITS FLOORING SOLUTIONS PORTFOLIO



Beaulieu International Group (B.I.G.) announces global price increases for all of its flooring product brands to take effect during Q4 2021 and Q1 2022, or as contract terms allow.

"During 2021, we have tried to limit the impact on our customers of the general cost inflation of raw materials, logistics and energy. However, these costs have continued to increase significantly in the second half of this year, forcing us to implement additional price increases of typically 8%, depending on region and product line, during the last quarter of this year and into 2022", says Wim Coppens, VP Flooring of Beaulieu International Group.

Sales representatives are already in contact with their customers to inform them of the price changes on their specific orders.

B.I.G. is a leading producer of resilient flooring, hard flooring, tufted carpet and mats, needle felt and artificial grass, in Europe, North America, Russia-CIS and Australia. The flooring brands and businesses that are part of B.I.G. include BerryAlloc, Beauflor, Orotex, Real, Carus, Ideal, Turfgrass and Beaulieu Mats.

Beaulieu International Group

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

B.I.G. is headquartered in Belgium and employs 4,700 people worldwide. We have production sites in 17 countries across Eurasia, America and Oceania and serve customers in 140 countries. B.I.G. reported a turnover of €1.7 billion in 2020.

At Beaulieu International Group, we work with purpose and passion to build the future. Our spirit of enterprise and ambition are the drivers of permanent added value for customers, employees, suppliers, shareholders and the society we work in.

13 – 16 JANUARY 2022

DOMOTEX
COVER NEW GROUND

DOMOTEX SET FOR A COMPACT RESTART IN 2022

DOMOTEX, the leading trade show for carpets and floor coverings, is set to restart in 2022. The flooring industry's first live event since the pandemic will be staged in the southern part of the Hannover Exhibition Center from 13 to 16 January 2022, with various virtual participation options also available.

DOMOTEX community eager to reunite Strict hygiene and health measures in place

Hannover. DOMOTEX, the leading trade show for carpets and floor coverings, is set to restart in 2022. The flooring industry's first live event since the pandemic will be staged in the southern part of the Hannover Exhibition Center from 13 to 16 January 2022, with various virtual participation options also available. As a compact trade show staged in halls 11, 12 and 13, DOMOTEX 2022 will give the global DOMOTEX community the first chance to reunite and explore the latest products and trends since the start of the pandemic roughly two years ago. To make this possible, admission is governed by "3G" regulations ("3G" is a German acronym standing for proof of vaccination, proof of recovery or a negative COVID test result) and strict health and hygiene measures in place throughout the site.

"Many of our exhibitors and market partners are keenly interested in getting together again to kick things back into high gear. Others are still facing pandemic-related challenges and risks that they regard as possibly limiting when it comes to on-site participation.

And various prevailing circumstances such as unresolved political and economic issues affecting parts of the world are creating market uncertainties. This means that many exhibitors have decided not to take part in DOMOTEX again until January of 2023," explained Sonia Wedell-Castellano, Global Director DOMOTEX at Deutsche Messe, adding: "Despite this, we have opted to take a confident and forward-looking approach by staging DOMO-



TEX in 2022. The show will be concentrated and compact, with adjustments made to the hall and site layouts. We will now discuss this adjusted concept with the exhibiting companies in the next few days. After all, more than half of the show's exhibitors stand committed to taking part in the upcoming DOMOTEX. So we are teaming up with the common goal of restarting the event this coming January."

On-site event with options for virtual participation

Two of the show's display categories – namely for handmade carpets and rugs and for machine-woven carpets – are being brought together in halls 11 and 12. All of the special formats promoted so far will be staged as planned, at locations in either Hall 11, 12 or 13. The exhibitors assigned to halls 11 and 13 thus remain unaffected by the changes. Exhibitors of installation and application technology will now be in even closer proximity to their customers in Hall 13.

For both exhibitors and their guests from around the world, the new hybrid tradeshow concept for DOMOTEX gives rise to a wide array of new digital services and virtual participation options. All those unable to travel to the show in person will be able to take part virtually. For example, the DOMOTEX TV format launched at the previous DOMOTEX has been expanded and now includes an online conference program for the entire duration of the show, featuring live presentations, interviews and panel talks.

The conference program to be moderated by Berlin-based TV presenter Yasmine Blair will be streamed live from Hall 12. In an upbeat setting featuring multiple stages and a catered networking lounge for attendees, engaging in fruitful dialogue will be even more enjoyable for all concerned.

Flooring-industry support

This enthusiasm is also shared by prospective visitors. In the words of Wernfried Fesenberg, director of Schlaue Heimtextil Einkaufs GmbH: "We're thrilled to have DOMOTEX going live again in 2022. Trade fairs are vital platforms for identifying and buying new products for our range and networking with industry peers. Over the last 18 months, we've been starved of opportunities for face-to-face communication, so we and our buyers are really looking forward to attending DOMOTEX this January."

Knutzen Wohnen GmbH will also be coming to the show. Director Peter Knutzen explains why: "We'll be there because DOMOTEX is an important platform for us, and one where we can see all of our suppliers at once.

DOMOTEX gives us the easiest way possible to get a handle on the entire market. We get to see the latest innovations and experience new products in context, which is not the case when suppliers come to visit us. And at the moment, attending in-house exhibitions on offer by our suppliers is only possible to a limited degree."

These sentiments are shared by Sabine Wiegand, CEO of industry association Fachhandelsring GmbH. "Over the past few months, we've all seen that while digital communication works just fine, it's no substitute for face-to-face dialogue and real gatherings. So, it's great to know that DOMOTEX 2022 is going to be a person-to-person event.

We've been attending DOMOTEX for many years because it's an international flooring industry hub where we can get an overview of all the latest products and trends and expand our networks. And we also really value the ability to engage in constructive, face-to-face dialogue with our partners."

Hygiene and infection prevention measures

For every aspect of the DOMOTEX experience, measures are in place to ensure the health and wellbeing of all participants at on-site restaurants, throughout the exhibition halls and even at hotels.

Admission to DOMOTEX will be subject to presenting either proof of immunization against or recovery from COVID-19, or else a recent negative test result. The measures in place are referred to in Germany as "3G", which stands for "geimpft, genesen, getestet" (vaccinated, recovered or tested). All persons on site will be required to provide their details for contact tracing purposes, and to keep a distance of at least 1.5 meters from others at all times.

To facilitate compliance with distancing regulations, ample space will be provided in all entrance areas, exhibition halls and conference and meeting rooms. Hand sanitizer dispensers will be strategically placed throughout the grounds. Door handles, handrails and other frequently touched surfaces will be cleaned and disinfected at regular intervals, as will restrooms. All persons will be required to wear medical-grade face masks (FFP2 or OP) while indoors.

Smart solutions for Egyptian textile industry

YOUR GATEWAY TO TEXTILE

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

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



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'PEACE CARPET' BEING WOVEN INSIDE IRAN PAVILION AT EXPO 2020

A carpet symbolizing peace and empathy is currently being woven by the hands of visitors to the Iran pavilion at the prestigious Expo 2020 Dubai, ILNA reported on Wednesday.

In collaboration with the Iran National Carpet Center, the Iran pavilion has prepared special programs for the Expo 2020 Dubai to showcase the capabilities of this national art, considering the importance of hand-woven carpets among the non-oil exports of the country, the report added.

Visitors to the pavilion are kindly required to tie a knot on the carpet as a symbol of peace and empathy under the supervision of a master of carpet weaving.

The carpet will be completed with these knots in six months and is planned to be displayed at the Expo Museum, the report said.

Persian carpets, a symbol of Iranian art

For millennia, Iran's eminent carpets, which are adored for their intricate designs, lavish colors, and matchless craftsmanship, have been produced by hand along the nomad trail across the foothills and high plains of the ancient land.

Weavers, the majority of whom women, spend several months in front of a loom, stringing and knotting thousands of threads. Some practice established patterns, some make their own.

It is a scene that seems ageless, a procedure that can take as long as a year, these efforts have long put Iran's carpets among the most complex and labor-intensive handicrafts in the

world. When the weaving is finally done, the carpet is cut, washed, and put out in the sun to dry.

Persian carpets are sought after internationally with the medallion pattern being arguably the most characteristic feature of them all. However, there is tremendous variation in the shapes and sizes of the medallions as well as the way they are used in various rugs. It's not wrong to say that no two rugs will have the same medallion layout.

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

Expo 2020, an opportunity to promote Iran's tourism, handicrafts

The Expo 2020 Dubai opened on September 30 with a lavish ceremony of fireworks, music, and messaging about the power of global collaboration for a more sustainable future.

Iran's pavilion in the world fair is planned to showcase each Iranian province's strengths and assets in tourism, cultural heritage, handicrafts, as well as its natural sites, traditional ceremonial practices, and historical significance.

The Persian Gulf state has relaxed most coronavirus limitations but Expo requires face masks to be worn and for visitors over 18 to be vaccinated against, or test negative for, COVID-19.

MOHAWK ROADSHOW 2022 TO KICK OFF IN JANUARY

After putting the "new normal" to the test this year with its successful 2021 Mohawk Momentum Roadshow, Mohawk said it will be back on the road again in early 2022. Kicking off Jan. 5 in Philadelphia, the appointment-only traveling show will provide personalized product and program experiences to retailers across the U.S.

"This year, Mohawk Momentum Roadshow helped us connect with over 3,500 retail partners in unprecedented times—all while providing solutions from our largest product launch to date," said Trey Thames, Mohawk's senior vice president of residential sales. "Mohawk Momentum Roadshow 2022 will showcase the latest in product innovations and program offerings that will drive differentiation and business growth throughout the year."

Beginning in January, Mohawk Momentum Roadshow 2022 will travel to three cities before making its grand finale at Surfaces in Las Vegas. The company said its attendees will get a first look at its full line of new flooring solutions from three of the most recognized brands in the industry: Mohawk, Pergo and Karastan.

"Mohawk Momentum Roadshow 2022 will also feature our continued investment in the development and innovation of our marketing programs and digital solutions," Thames said. "Enhancements to Omnify and Neighborhood Ad Manager further simplify the consumer journey, creating a seamless shopping experience to help our retailers win and close every possible sale."

The 2022 Mohawk Momentum Roadshow schedule is as follows:

Philadelphia: Jan. 5-6, Marriott Philadelphia Downtown
Chicago: Jan. 12-13, Sheraton Grand Huntington Beach, Calif.: Jan. 24-25, Waterfront Beach Resort
Las Vegas: Feb. 1-3, Surfaces-Mandalay Bay Convention Center



FIRENZE HOME TEXTSTYLE INTERNATIONAL FAIR; THE RESTART OF HOME TEXTILE INDUSTRY



The Restart of Home Textile Industry Also Passes Through Firenze Home Textstyle International Fair, Set to Be Held at the Fortezza da Basso in Florence, from 4th to 7th February 2022

Florence, 19th October 2021. FIRENZE HOME TEXTSTYLE, the only Italian international fair devoted to home, marine, spa, contract & hotel textiles, is back at the Fortezza da Basso in Florence. It is an unmissable event for the most qualified companies and for the most prestigious and dynamic brands of this sector.

Promoted and organised by Firenze Fiera, this exhibition has now reached its fourth edition, and is set to take place at the Fortezza da Basso from 4th to 7th February 2022.

The new edition features a 'rebranding' operation featuring a strong visual impact, inspired by the patchwork technique, obtained by collecting scraps of classical fabrics in vibrant and bright shades within the same visual, and by inserting the 'Florence lily' as a paradigm of the city of Florence.

Inside the over 11,000 square metres of Spadolini Pavilion's lower floor, visitors will be able to admire the new collections of household linen, the latest proposals for upholstery, curtains, home, spa, marine, contract & hotel textiles, textile publishing and fragrances.

On show, a wide and articulated range of home and indoor and outdoor products, with a special focus on ethic and sustainable processes and materials.

FIRENZE HOME TEXTSTYLE INTERNATIONAL FAIR

FIRENZE HOME TEXTSTYLE is aimed at all the key players of the living and home décor world, in a period marked by a new way of living our own habitat, where people's well-being is placed at the centre of attention as the real heart and soul of each project.

Thanks to the support of ICE – the Italian Trade Agency for the promotion of Made in Italy abroad and the internationalisation of Italian businesses, and Promofirenze – Special Agency of the Chamber of Commerce in Florence – for four days, the Fortezza da Basso will become a meeting point for selected companies and buyers, retailers, interior designers, concept stores,



furniture stores, the main distribution channels, in addition to journalists, and industry influencers and bloggers.

The exhibition section will be completed by a full programme of side events, including seminars and workshops, featuring figures of international prestige coming from the living and interior décor world.

Continuing the path already traced by the Stanza delle meraviglie (Room of Wonders) – the event successfully held during the 2021 edition and dedicated to the excellence of Tuscan textiles – woven masterpieces will be on show at the exhibition, on loan from prestigious Italian museums and cultural institutions, such as the Fondazione Arte della Seta Lisio (a foundation to preserve the silk art fabric weaving tradition), the Textile Museum in Prato, the Straw Hat and Straw Weaving Museum in Signa, and others.

"Innovation, sustainability and the culture of textiles will be the key points of the next edition of Firenze Home Textstyle which, in 2022, will open the season of the exhibitions directly organized by Firenze Fiera – said Lorenzo Becattini, President of Firenze Fiera – staging the excellence of textile products by presenting the new collections and organising side events mixing the heritage of Italian masters of art and the future-oriented impetus of design and home décor".

Admission is exclusively reserved for industry professionals upon registration.

**Florence – Fortezza da Basso,
February 4 – 7, 2022**
Opening times: **Every day from 9:00 to 18:00 – On the last day: from 9:00 to 16:00**



FEIZY TO UNVEIL SECOND HIGH POINT SHOWROOM

Company to unveil nine new collections, seven new styles with Thom Filicia, as well as collection additions

DALLAS — Feizy Rugs, a manufacturer of hand-knotted, hand-tufted and power-loomed rugs, will be adding a second High Point showroom in time for the upcoming October market.

Feizy's existing showroom is located at Market Square, space 145, and its new addition is located at Showplace, space 2300, spanning approximately 5,000 square feet.

Feizy will be showcasing seven new styles in the Thom Filicia Home collection. The company also will be debuting nine brand-new collections and will make addition to its existing Ca-

diz, Luna and Norah collections.

The nine new collections this fall are:

The Alford Collection presents an "eyelash" longer pile for a vertical ribbing effect. This geometric-inspired collection features a neutral palette of charcoal, gray, beige and ivory. Each piece is 100% wool and hand-knotted in India. The Francisco Collection is a tribal-inspired labyrinth of power, artistry and tradition. Each piece is machine-woven with geometric patterns and overcast with cool colorations.

The Kaia Collection is floral-inspired, and each piece features a traditional design with muted tones that flow effortlessly into distressed warm and cool hues for a neutral aesthetic. It is ma-

chine made and constructed with polypropylene, viscose and polyester.

The Laina Collection offers a textural high-low effect. Its soft color palette is a cool-hued whirlpool of beige, tans and blue with a whimsical hint of blush. This collection is machine made in Turkey with space-dyed yarn.

The Lennon Collection features a waterfall of gray and cream colorations for a cool, neutral look. Each piece features linear and cross-hatched designs creating a delicately distressed look. The pieces are of polyester and polypropylene construction and machine made in Turkey.

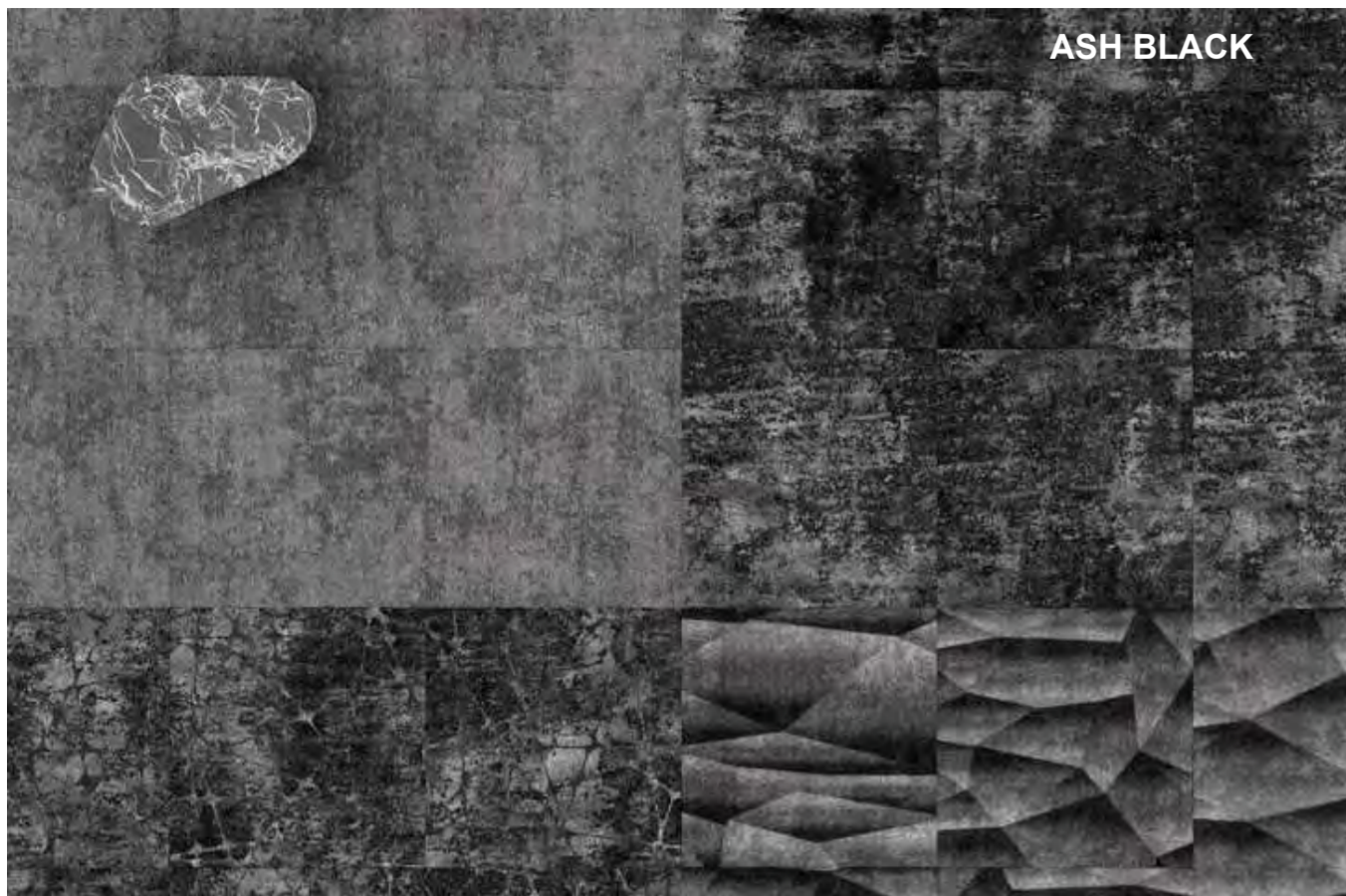
The Redford Collection features distressed linear designs that intersect with a carved pile. Each high-low textured piece features neutral shades of white, gray, beige and charcoal to unify any living space. The viscose and wool line is handwoven in India by skilled artisans.

The Thayer collection offers geometric designs in a unique pebble-like texture suitable for indoor or outdoor placement. This collection offers a palette with four exclusive colorations by interior and product designer Thom Filicia.

The Vancouver Collection by Feizy blends contemporary design and distressed motifs. Featuring a neutral color palette of brown, beige, charcoal, ivory and gray, these plush pile pieces have a high-low texture and is machine-made in Turkey.

The Noris Collection is a reimagined traditional oushak design with a contemporary color palette. Each piece features a borderless floral motif with spirited hues. Hand-knotted by skilled artisans in India.





ASH BLACK

unique compositions.

Ash black
Black and grey tones with various colour saturations and coordinated contrasts add a dramatic yet understated ambience to your floor. A classic interior colour, ash black can be a bold choice.

Sand grey
Comprising the lightest Discovery colour group, sand grey combines beige and grey colour schemes into contemporary looks with a high degree of colour contrast.

Broken green
Featuring an elegant vintage touch, broken green combines interior darlings such as bottle green, forest green and emerald into contemporary colour compositions with interesting layers.

Ocean blue
Classic yet vibrant, ocean blue brings calm energy to any interior setting. Adding depth and interesting movement to the five patterns, this is a powerful and refined colour choice.

Wild berry
Edible delicacies from nature's kitchen inspired this palette of bright, dark or slightly faded berry colours. A contemporary and bold interior choice to make a powerful statement.

Sizes and shapes
Discovery is available as carpet tiles, planks and wall-to-wall carpet offering a multitude of design options for your floorscape. With this collection, you can create distinctive and functional spaces that offer flexibility and variability in their

SUSTAINABLE CARPETS NEW COLLECTION: REFORM DISCOVERY

By Mette Frydensbjerg Jacobsen

A new member of our sustainable ReForm concept

When seen from above, the Earth is a perfect system. Looking down, each miracle of nature has a unique power of its own, whether it's the massive pressure of the roaring ocean or the stubbornness of the unmovable cliff always holding on to its majestic position. Individually, these forces appear incompatible, but from a bird's eye view it becomes obvious that they're inter-related and highly adaptable.

Through the algorithm of the marks we leave behind, ReForm Discovery explores the relatedness of humans too.

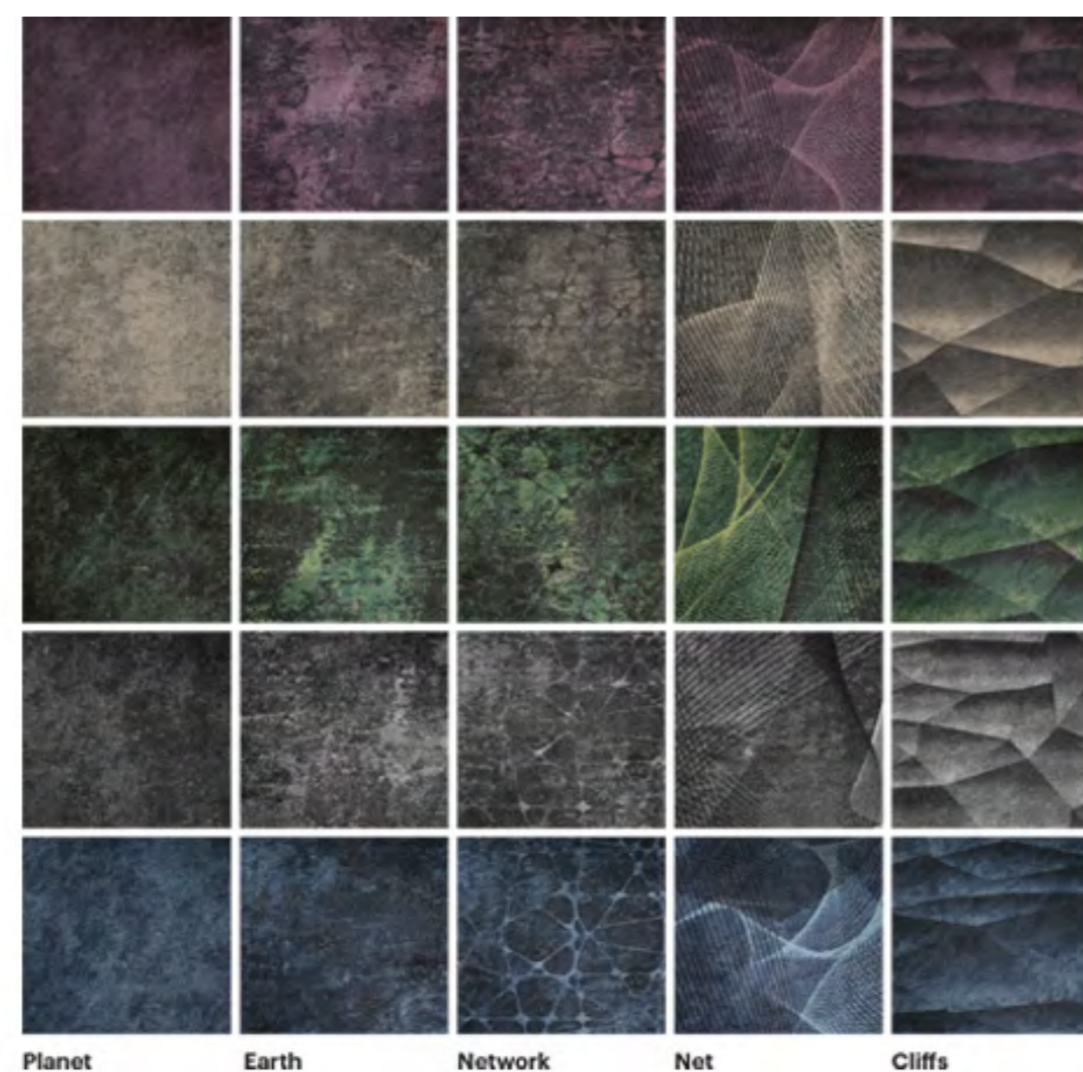
Complex road maps, rigorous agricultural structures and neat yet somewhat chaotic city grids are examples of manmade systems so large in scale they can only be comprehended from a distance. Natural wonders or human-crafted constructions, they're all part of the same discoverable networked systems.

The designs
In this collection, the multi-level loop construction creates texture that's influenced by these networked systems and defines the 5 patterns: Planet, Earth, Network, Net and Cliffs. Available in sizes and shapes optimised according to the individual pattern, they can be used alone or combined to give a soft or dramatic expression to the floorscape.

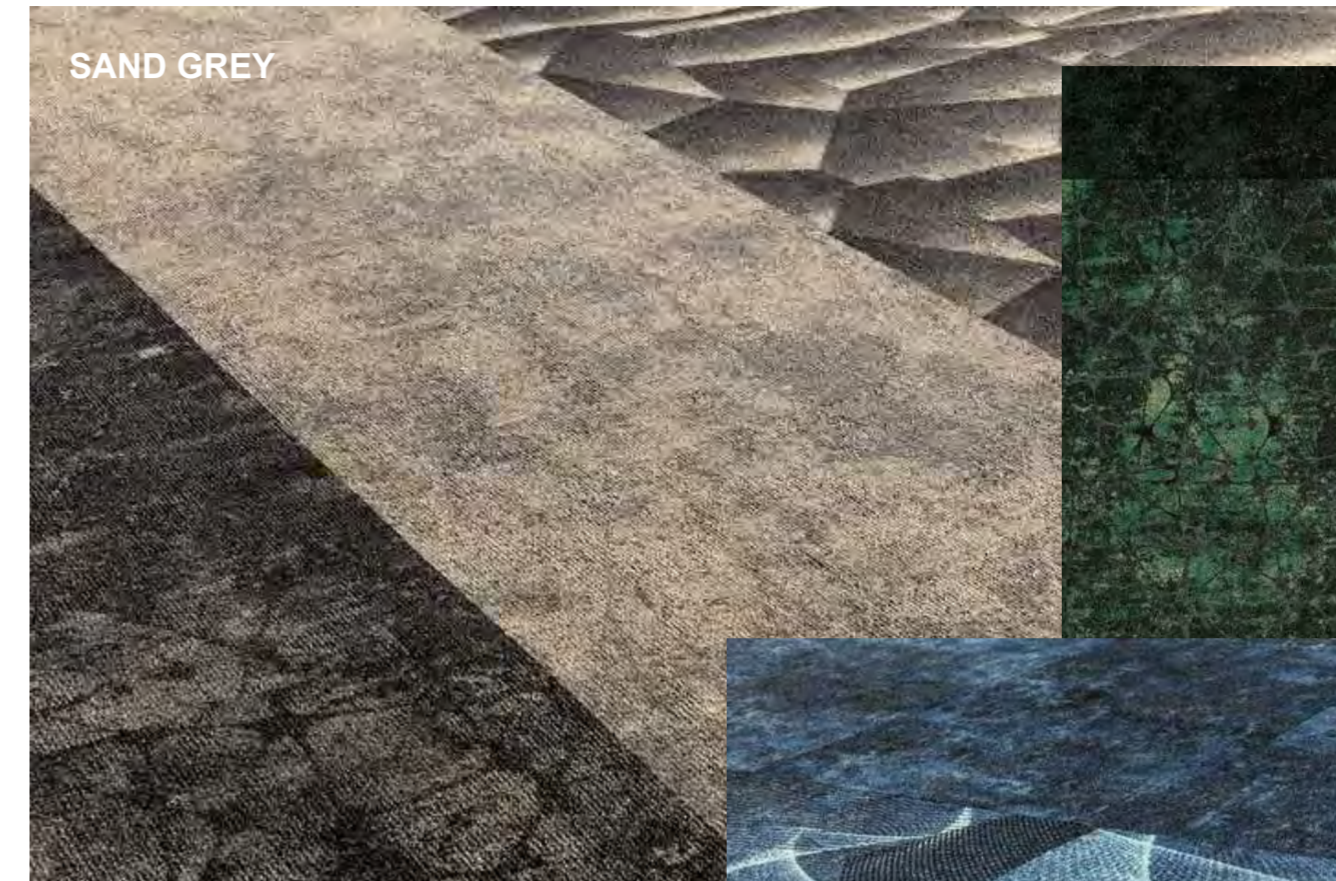
The colour groups
Discovery comes in 5 contemporary colour groups from subtle tone-on-tone shades to

more rich tones, carefully coordinated for perfect combinations. It allows you to experiment with different spatial options that help define areas such as meeting points and quiet or communal zones, as well as catering to social distancing requirements and wayfinding.

Natural phenomena inspired the colour palette of neutrals complemented by darker or almost supernatural bright shades that create either a subtle or powerful yet refined look. The colour groups are carefully chosen for their ability to combine into



Planet Earth Network Net Cliffs



SAND GREY

expression.

To make the most of the 5 unique patterns, Planet, Earth and Network are available in 48x48 cm tiles, 96x96 cm tiles, 24x96 cm planks and wall-to-wall carpet; Net and Cliffs are available in 96x96 cm tiles and wall-to-wall carpet only. The carpet tiles can be installed monolithic style or as quarterturn, where pattern and pile direction create a different expression.

This collection is a great visual toolbox where you can achieve very different looks depending on the sizes and shapes you choose. Play with your options and visualise your own design ideas with our user-friendly Tile Creator.

Waste isn't waste until it's wasted
ReForm Discovery is made from eco-responsible materials and bearing the Cradle to Cradle Bronze and Indoor Air Comfort Gold certifications, it's a more sustainable choice for any flooring project.

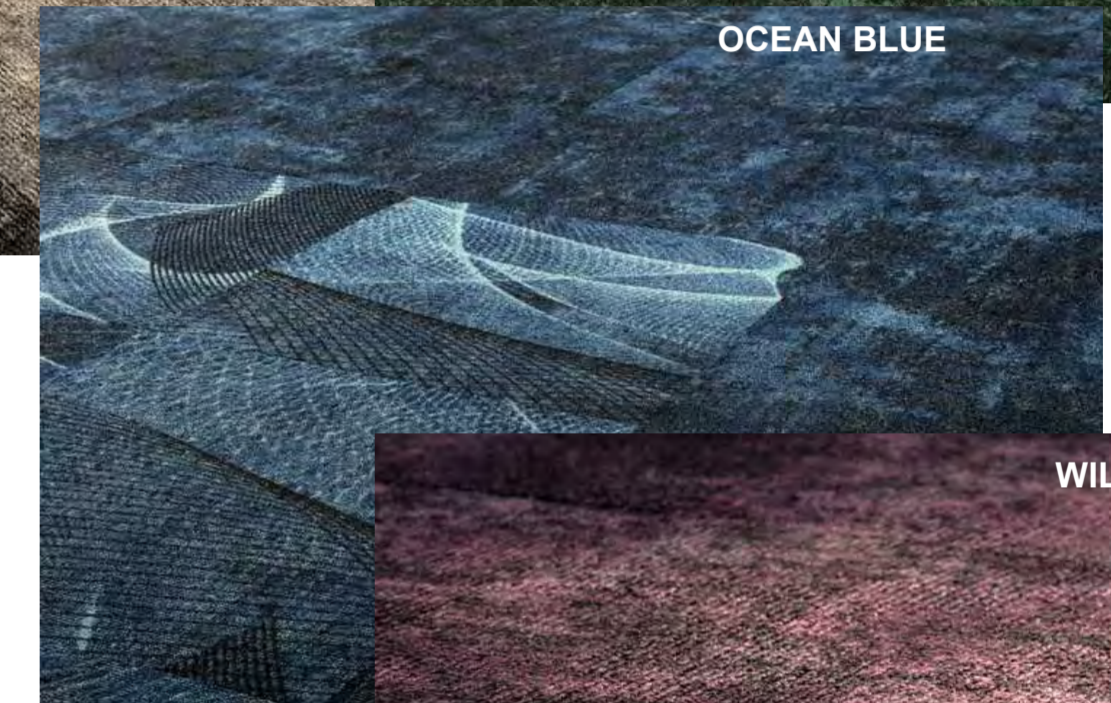
We turn used plastic bottles into our Ecotrust felt backing consisting of a soft, yet strong PET felt material that's long lasting and has great acoustic performance. All carpet tiles and planks come with this unique, patented backing. Abandoned fishing nets and other industrial waste are used for yarn that comprises many of our carpet constructions.

Fishing nets account for one tenth of waste in the ocean, drifting for months and posing a threat to sea life. Once collected, the fishing nets are cleaned, broken down and reborn as strong, hardwearing yarn that is both regenerated and regenerable.

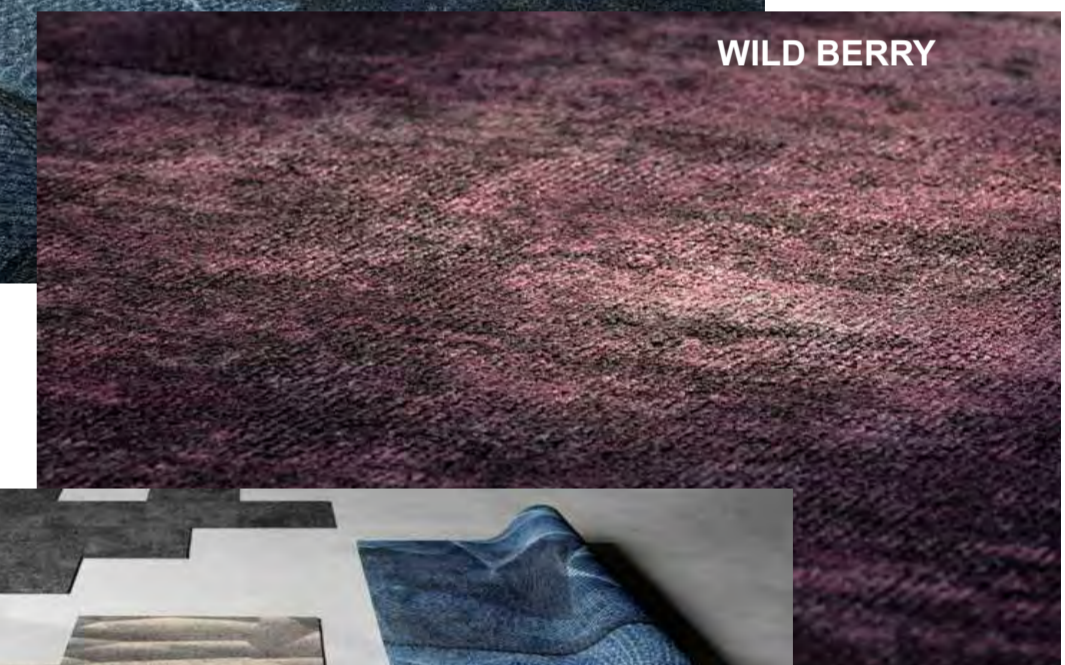
We challenge industry standards and rethink how aesthetics, quality and sustainability can be combined. Follow The Green Thread and read more about our sustainable ambitions and achievements.



BROKEN GREEN



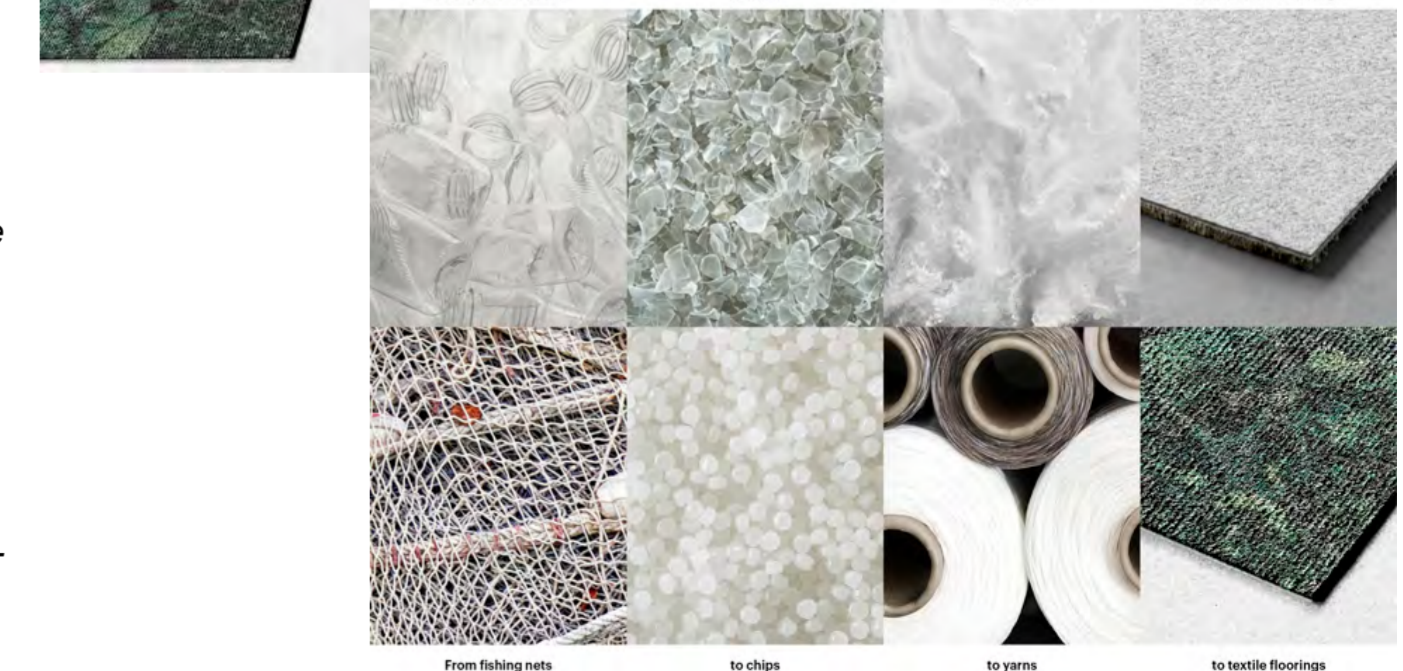
OCEAN BLUE



WILD BERRY



From plastic bottles to flakes to fibres to Ecotrust felt backings



From fishing nets to chips to yarns to textile floorings



DURKAN INTRODUCES THE GRAAFIKA COLLECTION

Mohawk Group works to support and honor the rivers that directly impact the many lives they support through The Waterways Project. The Graafika collection is a part of this project and was created to showcase beautiful waterways in an array of designs crafted by senior field designer Yelena Rodina.

the move to find its own unique way.

“This is a unique collection that has its own character,” said Mark Page, senior director of creative design and development. “The collection allows for your imagination to effortlessly flow into new spaces like never before.”

In addition to its unique design, the Graafika collection was created to elevate hospitality flooring design to new heights. The collection displays the innovative technical capabilities of Durkan in Pattern Perfect, Spectrafit, PDI Tile, Definity, and Tufted Broadloom, which allows for endless possibilities for any hospitality project.

Pattern Perfect - Brings depth, warmth and tactility to any contract interior and deliver exceptional definition and color clarity to any project.

PDI Tile - A patented 3D layering of pattern and texture, Synthesis by Durkan creates carpet with incomparable depth and richness, as well as unlimited pattern and color options.

Definity - Lifts luxury design to the level it demands—where every detail of color and texture can be defined to the highest degree. With Definity, designers enjoy supreme creative flexibility across color, pattern and texture. Definity allows you to fully define and express your vision.

Tufted Broadloom - Up the comfort with Durkan’s tufted broadloom carpet, the ideal solution for perfectly appointed guest rooms. As part of a complete range of soft surfaces that meet the needs of these spaces, our guest room solutions evoke a sense of calm and create an environment that allows your guests to relax, recharge, refocus and redirect.

Spectrafit - Durkan’s Spectrafit pattern match

technology allows you to scale up any design to meet the needs of your space. Hotel owners & guests can enjoy dramatic, large patterns with near infinite design capabilities.

For more information, visit durkan.com ■

BEAUFLOR USA NAMES NEW GENERAL MANAGER

Richard Runkel will be joining the Beauflor USA team as general manager, effective November 1st, 2021. His most recent experience has been with Pro-Link Incorporated where he served as president and CEO until electing to join Beauflor USA.

Runkel has more than 30 years’ experience in the building materials industry with Koroseal Interior Products where he was promoted to president and CEO.

“I am very excited to be joining Beauflor USA. I believe Beauflor has a great business model and talented management team that positions us for continued growth and success,” said Runkel.



Durkan, the hospitality brand of Mohawk Group, has announced the Graafika collection as part of The Waterways Project to celebrate the powerful, evolving nature of rivers.

The Graafika collection will be shown at The Jacob K. Javits Convention Center in New York City for BDNY on November 14 and 15, 2021. Visitors returning to Durkan’s booth (1711) will journey through new products, technologies, and innovations that give back to the living waters that sustain us all.

Mohawk Group works to support and honor the rivers that directly impact the many lives they support through The Waterways Project.

The Graafika collection is a part of this project and was created to showcase beautiful waterways in an array of designs crafted carefully by senior field designer Yelena Rodina.

“The Graafika collection is like a winding river, it rushes forward, meeting adventure on its way,” said hospitality senior field designer Yelena Rodina. “In the collection, sketching and brushstroke painting intertwine to create energetic and fluctuating rhythms, while interlaced elegant geometry lines balance the patterns.”

One of nature’s many captivations is a meandering river. It has its own character, sometimes calm and full flowing, then icy and exuberant. It constantly changes its path and is always on

WHY MENA CARPET NEWS?

REACH TO 32000 CARPET AND FLOORING ACTIVIST IN THE MENA REGION

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FIRST CHOICE BY UPHOLSTERY FABRIC PRINTERS AROUND THE GLOBE

There is one common need for high quality upholstery fabrics, no matter whether it is based on a flat weave or pile substrate. Penetration is the key for a durable high performance seating fabric produced for the use in residential, contract, or even in public transportation vehicles such as trains, buses aircrafts or cruise ships.

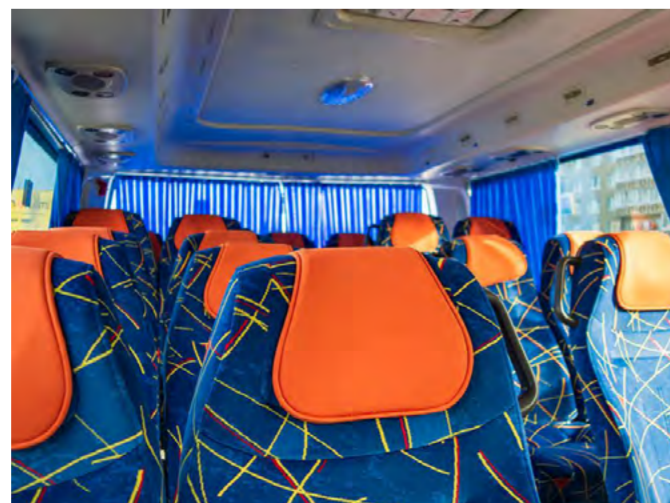
ZIMMER AUSTRIA has a long tradition and a great experience in manufacturing and supply of equipment for heavy weight fabric printing needs.

The variety of quality upholstery fabric includes cellulose-based fibers as well as PES, Acrylic, Polyamide, or PA-Wool blend substrates and others.

No matter whether the construction is made from a plain weave, or it is a complex construction made from fancy yarn incl. chenille, or velour substrate. A COLARIS print line can handle all the requirements of such products.

Process Development

Through constant inhouse research and a close relation with material and chemical



manufac-turers, ZIMMER AUSTRIA can develop new process technologies and integrates them into print production plants.

The open Ink System

The wide variety of upholstery fabrics available is best covered through an open ink system. Certified inks from the best manufacturers, with the widest range of chemistry can be used. This makes the COLARIS printer the most versatile applicator for inks and functional-ization chemicals available today. An open ink system is the key features of the COLARIS printer family. COLARIS printers are fitted with the renowned, robust and repair-

able FUJIFILM Dimatix Star-fire™ print-heads with integrated ReadyJet™ ink circulation system and Versadrop™ greyscale printing mode for accurate ink and chemical placement on any substrate.

Cost efficient production through an extended life cycle

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

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

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

Versatility for optimized product configuration

The wide range of upholstery products is covered well through COLARIS Digital Ink-jet Printers which can be configured for reactive and VAT ink layout to print on cellulose-based substrates.

Products made from Polyamide and Wool, or its blends can be printed and finished in-

line through use of acid and pre-met-allized inks. Additionally, the layout can be made for cationic inks to print and process CDPET and acrylic based substrates. Polyester fabrics are printed with high energy disperse or direct sublimation inks.

Sustainable Print Production by choosing the right Partner

Exceeding todays and potential future demand of our customer's needs and coping with legal or environmental restrictions in textile processing is our main focus aside constant improvement in economic print production.

ZIMMR AUSTRIA is offering the full service from process development engineering, manufac-turing, installation, process integration, training and after sales service to ensure an economic and smooth operation.

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

FOR MORE INFORMATION VISIT : WWW.ZIMMER-AUSTRIA.COM





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