

MIENA Carpet News

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

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ELTEX OF SWEDEN ; THE LEADING SUPPLIER OF YARN BREAK SENSORS AND YARN TENSION MONITORS

Interview with Mr. Karl Gustaf Lundholm, Director of sales, Textile division, Eltex of Sweden

Please let us know more details about ELTEX Company, history and success story.

Eltex began life in Sweden more than 50 years ago when the company's co-founders set about solving a problem that had created difficulties for the textile industries for as long as it had been mechanised. They wanted to find a way of detecting broken or missing weft yarn in a shuttle weaving machine.

The result was the development of the world's first electronic weft stop motion sensor. The invention had its public debut at the ITMA exhibition in Hanover, Germany, in 1963, and Eltex was founded the following year in Sweden to manufacture these revolu-

tionary products.

Today [Eltex of Sweden](#) is the leading supplier of yarn break sensors and yarn tension monitors in the world, supplying our products to many of the largest OEM textile machinery makers.

Eltex Global holding: Our headquarters is based at Osby in Sweden. Our primary production facility, based in Ireland and the U.S. a branch, serves as the group's sales and service facility for the American continent.

Let us know about services that you offer to textile and carpet and flooring sector?

Eltex is a world leader in yarn break sensors and yarn tension monitoring systems on textiles to improve the quality of the fabrics and carpets, artificial grass and make the overall manufacturing process much

more efficient.

Eltex of Sweden has been researching and developing technologies that enable weavers to increase output volumes and minimise errors. This has allowed manufacturers to increase production capacity and reduce waste.

We offer our technology and applications of our sensors in different fields of the textile industry by monitoring every single yarn either in the form of yarn breakage or by monitoring tension and or controlling the yarn tension in real-time of single and multiple threads to improve quality, machine efficiency, cost efficiency, less waste of material, less maintenance and relief to the machine operator.

On the tufting carpet and artificial grass side, EYE Compact sensors are designed for yarn fault detection on tufting machines. It is designed to improve quality and efficiency BY REDUCING MENDING AND DOWN TIME. Eltex is contributing a significant role in the tufting carpet, artificial grass and yarn producing companies by offering intelligent sensors.

The most apparent benefit is making sure that every single yarn is monitored. In addition, it is a great relief for the machine operator to know that the machine stops almost instantly when a yarn breakage occurs.

28 February - 02 March, 2022, Meadowlands Exposition Center

INTERNATIONAL EXHIBITION OF FURNITURE INDUSTRY

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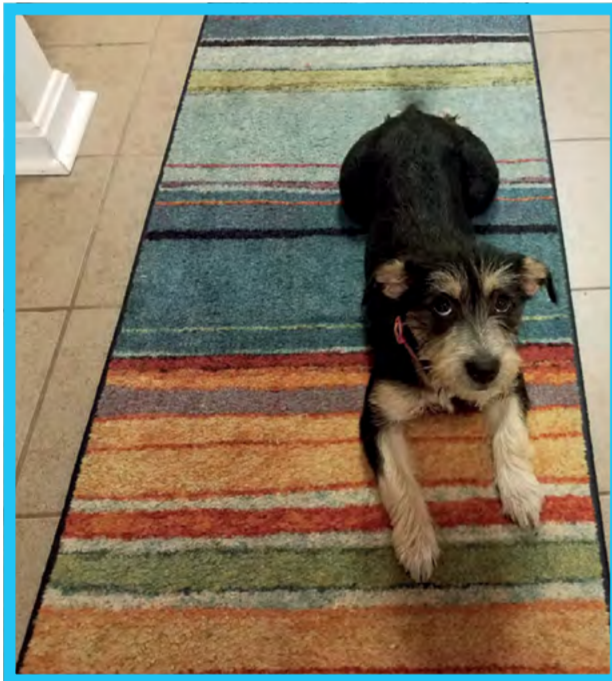
TEXTILE PRINTING



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.

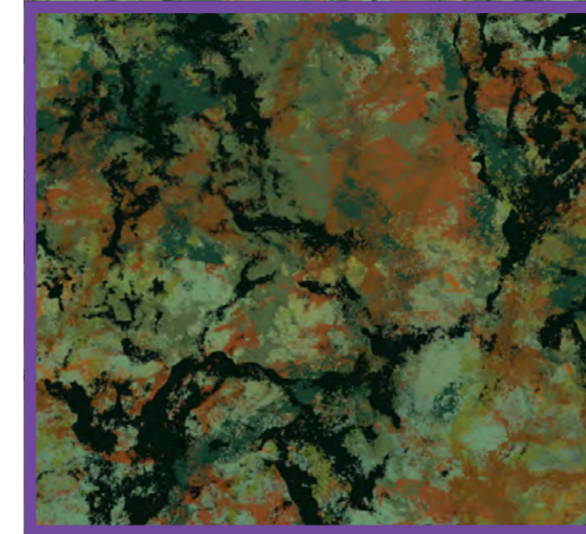
Full range of inks such as acid, sublimation, high energy disperse, automotive grade disperse, pigment and reactive inks is available through various certified suppliers.

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

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ELTEX OF SWEDEN ; THE LEADING SUPPLIER OF YARN BREAK SENSORS AND YARN TENSION MONITORS



Mr. Karl Gustaf Lundholm, Director of sales, Textile division, Eltex of Sweden

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As a leader in yarn detectors sector, tell us more about your latest innovations and new technologies.

For 60 years, our yarn break sensors and yarn tension monitoring systems are enjoying a good reputation in the textile industry globally in more than 100 countries.

After a tremendous global success with the EYE Compact for the tufting carpet industry, Eltex's latest innovation is the EYE Compact II, unveiled at ITMA Barcelona in Spain last June (2019). The product was developed in two years and is an evolution of Eltex's original EYE Compact yarn break monitoring system.

It is ideal for mounting on more modern graphics-driven machines, where space can be limited, for a 100% detection of every tufting yarn break and end out. EYE Compact II sensor technology operates at a critical stage in high-end carpet production, where everything comes together in the entire manufacturing process.

The yarns and the carpet backing have

already been produced and will be wasted if a fault is only identified later during the tufting stage.

We developed EyETM (tension monitoring for multiple yarn applications), detecting tension in each position on the creel & winder side of the heat set machine and warping creels to ensure that the correct tension is used in the process.

With EyETM in a Heat-Set application, it will be guaranteed that the bobbins later used in the tufting process have the correct tension; it's crucial to produce bobbins used in tufting with equal tension in the heat set process.

If the tension is wrong, there is a significant risk it will create a fault in the tufted carpet. In the worse case, the fault is discovered only when the carpet is finished and dyed.

How Eltex equipment can help to tufting carpet companies to increase their productivity?

Digitalised solutions like ours, a stepping

stone on the long road to Industry and the smart factory, are proving priceless for companies who have already embraced innovation.

Moreover, it has been suggested that businesses that embrace digitalisation will enjoy long-term benefits, and, in many instances, these claims have already come to fruition.

Eltex Yarn Expert (EYE) is a very flexible and versatile yarn detection system. The functions and features of the Control Units, sensors, and operator terminal are software controlled.

The carpet industry can take full advantage of the technologies of Eltex sensors in terms of revenues, growth, quality improvement, machine efficiency, less maintenance, waste material and relief to the machine operator. In addition, Eltex contributes a significant role in tufting carpet, artificial grass & yarn producing companies.

Having fewer machine stops creates less maintenance and downtime. This makes the machines wear less, and the operator can concentrate on other tasks around the machine.

Fewer stops generate less wear and cut the electricity bills since the machine does not need to start many times. It has never been more crucial for companies to be cost-efficient. This all together shows that the EYE Compact system from Eltex saves money from day one.

By eliminating both production waste and machine downtime, manufacturers can boost their profitability and improve their sustainable footprint. This can be achieved by creating a quality product that generates less waste and uses resources more effectively.

We should rely more on sustainability and green products, how we can improve sustainability in textile and textile flooring industry?

Sustainability in the textile industry has become a debated issue due to the nature of the Industry. However, the great efforts made by our R & D department, our products are environmentally friendly because it helps to reduce waste of material.

As mentioned under the previous point, by reducing both production waste and machine downtime, manufacturers can mini-

mize their environmental footprint. This can be achieved by creating a quality product that generates less waste and uses resources more effectively.

How do you evaluate Tufting carpet sector in USA and globally?

Eltex plays an essential role in the tufting carpet. The USA alone stand for 49% of the world's carpet production, the second is western European countries with 27%, and 3rd is between Australia & Canada has approx. 8% and then the rest of the nations.

Only in these three geographical areas, the total carpet production represents 84% of the global production. We can say that + 70% of the global tufting carpets & artificial grass producers are users of Eltex sensors.

At the moment, both grass and carpet tufting worldwide is in a strong position with a high demand for investment in new machines and other technology. On the carpet side, this is partly driven by a high demand on the US domestic market, and artificial grass seems to be used in an extended range of applications around the globe.

Middle east is an important region for carpet production, do you have export to this market?

The Middle East is the world's fourth-largest carpet manufacturer after the U.S., Belgium and Holland, and the regional industry is expected to grow between 10 -25 % over the next five years. We have started our marketing efforts, and we are in communications with some of the carpet producers in the region. We have recently expanded our marketing network for the middle east region and hope to get some good results. Now, we are being represented by M/S. Atag Export & import of Alexandria, Egypt for middle east region.

What is your schedule for participation at upcoming textile and flooring exhibitions?

We exhibit every year at Domotex in Hannover and look forward to be back to meet our customers in January 2022. We also had plans to exhibit at FloorTech, USA, but have unfortunately withdrawn because of the Corona situation. ■



Interview with Mr Abel Kamau Kenya Association of Manufacturers



TEXTILE SECTOR IN KENYA

Interview with Mr Abel Kamau – [Kenya Association of Manufacturers \(KAM\)](#) Sectors Executive

By: [Behnam Ghasemi](#)

HOW DO YOU EVALUATE THE TEXTILE INDUSTRY IN KENYA?

The textiles and apparels sector is the most labour intensive sector of the manufacturing industry. It has the ability to create a large number of employment opportunities within a short duration of time. This explains the national and regional special focus on the sector.

The development of the sector's farm-fashion value chain presents the country with immense opportunities in cotton farming, textile mills and apparel/fashion industry.

First, the sector is considered as a creator of mass employment across low to high skill sets. A fully developed value chain has the capacity to employ about 10% of the country's population. Additionally, cotton farming and apparels manufacturing are very labour intensive; thus being a source of much-needed employment opportunities. The value chain is also an important driver of inclusivity as it employs women in excess of 60%.

The textiles and apparels sector is currently a critical foreign exchange earner in the manufacturing industry. Kenya as at now is the largest exporter of apparel under AGOA with about Ksh. 47billion worth of exports in 2019 and Ksh 39 billion in 2020.

With the changes in the global apparels sourcing supply chain in the world, Kenya has been able to attract a substantial number of world buyers and these figures can grow when we enhance our competitiveness and diversify our markets.

Lastly, the sector provides an opportunity for the enhancement of industrialization within the country and region through forwarding and backward linkages with other economic sectors.

WHAT DO YOU THINK ABOUT THE FUTURE OF THE TEXTILE AND GARMENT INDUSTRY IN AFRICA IN GENERAL AND KENYA ESPECIALLY?

• The textiles and apparels sector has historically been the pioneer industry that drives industrialization around

the world.

• An analysis of major international companies illustrates this as many of them started out with operations in the textiles and apparels sector value chain. The situation is not different in Kenya as many of Kenya's top companies have their genesis in the textiles and apparels sector.

• The growth of the value chain in Kenya will translate to more players in the manufacturing space and who will ultimately diversify into other manufacturing sectors.

• The sector has the ability to fill in the gaps in our economy, our social challenges and our industrialization journey. With the coming of the 4th industrial revolution and the changes in the global manufacturing, consumption and sourcing dynamics; Kenya lies at a good position to turn the waves into energy that will propel the country to the next textiles and apparels manufacturing frontier.

• The Sector has so far been able to attract reputable global buyers and investment. There are also strategic policy and infrastructural developments that seek to place Kenya as the regional hub for the manufacture of textiles and apparels.

• With the adoption of Export driven trade; the textiles and apparels sector has been prioritized as a growth sector with the European Union, American and African market being priority markets.

• Kenya has been able to sustain its position as the top apparels exporter to the United states under the AGOA program and is looking towards scaling up this success.



KENYA HAS A BIG POTENTIAL IN THE TEXTILE SECTOR, WHY SHOULD INTERNATIONAL INVESTORS INVEST IN THE KENYA TEXTILE MARKET?

There are various reasons as to why investors should tap into the Kenya Textile market. These include:

- Availability of highly trained/ trainable labour
- Productive workforce
- Preferential access to the USA, EU, UK, EAC, COMESA and now the African continent
- Market-driven economy
- Efficient logistics link to the global world

HOW MANY TEXTILE AND GARMENT MANUFACTURERS ARE ACTIVE IN KENYA?

About 30 big manufacturers focus on the Export markets outside Africa. Over 500 big and medium-sized domestic companies focus on local and regional markets and numerous other smaller players in the informal sector.

PLEASE EXPLAIN MORE ABOUT IMPORT AND EXPORT NUMBERS IN KENYA TEXTILE AND APPAREL SECTOR.

Kenya imports about USD \$ 833,000,000 of textiles and apparel with apparel being about 30% of this value.

• Of the high-volume imports are fabrics for use in the manufacture of apparel for export purposes. This pres-

ents an opportunity for the country to provide fabric inputs to the export-oriented industry by addressing the competitiveness gaps facing the local textile sector.

• On the other hand, Kenya exports textiles and apparel worth about \$500,000,000 with the bulk of this being Apparel Exports under the AGOA regime.

HOW DO YOU EVALUATE KENYAN GOVERNMENT POLICIES AND SUPPORT OF THE TEXTILE SECTOR?

• The policy environment has a vision for the sector under the Kenya Industrial Transportation Program, Big 4 Agenda and The Vision 2030.

• However, there are various factors that continue to hinder the growth of the manufacturing sector. Our core issues remain competitiveness and productivity without which, the local manufacturing sector shall not be able to venture into local and export markets.

• Our Manufacturing Priority Agenda 2021 identifies some of the key issues we see as hindering the competitiveness of Kenya's manufacturing sector. Some of these include overbearing and constantly shifting regulation, cost and consistency of energy, transport and logistics costs.

• Unfortunately, the increased cost associated with these added to the price of a final product, hinders our competitiveness.

• As Kenya boasts itself of its continued excellence in Ease of Doing business, we are also pushing the government to address the Cost of Doing business accordingly.

AFRICAN COUNTRIES ARE FACING A BIG PROBLEM WITH SECOND-HAND CLOTH AND GARMENTS THAT THEY IMPORT TO THEIR COUNTRY. WHAT IS YOUR PLAN AGAINST THIS IN KENYA? AND HOW DOES IT AFFECT THE AFRICA TEXTILE AND GARMENT INDUSTRY?

The value of imported secondhand clothes, commonly referred to as Mitumba, rose to Kshs 18 billion and 184,377 tons as at the end of 2019 (KAM). In its initial years, secondhand clothes provided access to clothing for the less privileged in Kenya and the larger world.

However, it is worth noting that mitumba trade has over time been used by scrupulous traders to import and export new clothing disguised as second hand. This creates a big loophole that further erodes the competitiveness of the locally manufactured textiles and apparels products through unfair competition

We advocate for strict enforcement of customs and standards measures so as to ensure that the second-hand trade is regulated appropriately and only genuine second-hand is allowed in the country; thus, creating a fair playing field.

TODAY SUSTAINABILITY AND GREEN PRODUCTS ARE A MUST AND UNFORTUNATELY TEXTILE IS ONE OF THE MOST POLLUTING INDUSTRIES. HOW CAN WE IMPROVE SUSTAINABILITY IN THE TEXTILE INDUSTRY? WHAT IS KENYAN TEXTILE AND GARMENT MANUFACTURERS' SUSTAINABILITY POLICY?

Kenya has a good level of sustainability; explaining the reason to why the country has been able to attract and retain top buyers across the world

The international leather and textile value chains are

making concerted efforts towards going green and reducing their ecological footprint. Most of this change is being driven by large global fashion brands, who require the suppliers in their supply chains to adhere to internationally agreed standards on wastewater and chemical management.

For East African businesses, being unable to comply with these standards creates a risk of being left out of global supply chains and represents a high cost in missed export market opportunities. It is thus of paramount importance, both environmentally and economically, to empower East African businesses in improving compliance.

Despite the presence of comprehensive global standards and best practices, such as those promoted by international initiatives, an understanding of the necessary steps towards compliance is lacking in East Africa.

Local policymakers, enforcement authorities and manufacturers find it difficult to align local legislation with international standards due to this information asymmetry. Even when there is a fair understanding of the sustainability requirements from global brands, poor access to finance and inadequate technical capacity thwart better compliance.

It is in line with this that we recently launched The Sustainability Report for Textile and Leather sectors in partnership with the International Trade Centre (ITC).



The Reports are set to guide industry players and policymakers, in aligning their manufacturing processes and policy, with global trends. At the Kenya Association of Manufacturers, we house the Center for Green Growth that has progressively been able to support our members on their sustainability journey.

PLEASE LET US KNOW MORE DETAILS ABOUT KENYA ASSOCIATION OF MANUFACTURERS

KAM is a Business Member Organization established in 1959 representing value-add companies and associate services in Kenya. The Association provides an essential link for cooperation, dialogue and understanding with the Government and other key stakeholders

KAM serves its members through its 14 different sectors including Textiles and apparel and has a physical presence in 7 regions in Kenya. Its mission is to promote competitive and sustainable local manufacturing.

KAM promotes trade and investment, upholds standards, encourages the formulation, enactment and ad-

ministration of sound policies that facilitate a competitive business environment and reduce the cost of doing business.

The Association houses the Global Compact Network Kenya and its CEO – Ms. Phyllis Wakiaga is the Network Board Chair.

The various ways in which KAM supports its members include:

1. Policy Advocacy including:
 - Fact-based policy advocacy with Government and its agencies on various issues such as taxation, trade infrastructure, energy, illicit trade and regulations, among others
 - Engagement at the county level
 - Business information on trade agreements under various regimes including East African Community (EAC), Common Market for Eastern and Southern Africa (COMESA), South African Development Corporation (SADC), Africa Growth Opportunities Act (AGOA), Africa Continental Free Trade Area (AfCFTA)
 - Technical advice on taxation and fiscal policy
 - Access to regulatory and compliance requisites to set up businesses, and
 - Promotion of ethical business practices
2. Enhancing competitiveness & tenacity
 - KAM offers various Business Development and Competitiveness Services that are tailored to build competitiveness, productivity, resilience and support the manufacturing sector's journey to green growth. These include:

A. Securing the Future of Work

- The Manufacturing Academy
 - KAM hosts the Manufacturing Academy: The Manufacturing Academy provides technical and/or specialized management training and services to drive competitiveness in local industry.
 - The Academy ensures that manufacturers remain at the cutting edge of the latest manufacturing research findings and service technology to enable them to remain competitive.

• Technical, Vocation Education and Training (TVET) program:

- KAM's TVET program, run in partnership with German Development Corporation enhances access to technical and

vocational jobs as well as economic opportunities for the youth in Kenya, through skills and entrepreneurship development.

- The program offers internship opportunities, competence-based education and training and work-readiness training for technical courses graduates in the country.
- It ensures skilled human resources in the manufacturing sector and addresses the current high unemployment rates, often occasioned by lack of experience.

B. Promoting Market Access

- KAM strengthens and scale ups trade, productivity and export market development for local manufacturers through its Business Information Services Desk.
- The services offered include seminars and workshops on compliance issues, trade and investment missions and productivity courses.
- KAM also hosts its annual Changamka Shopping Festival that brings together local manufacturers to showcase the high quality of locally manufactured goods and sell their products to the public at discounted prices.

C. Scaling up SMEs

- Through our Manufacturing SME Hub, we address challenges affecting SMEs in the country, including unfriendly policies and regulatory regime, tedious and

lengthy process in quality standards and certifications, access to markets, access to affordable finance and poor governance structures.

- The Hub fosters the development of a flourishing entrepreneurial culture and competitive small and medium manufacturers in Kenya and in the region.

o Services offered through the Hub include:

- Business advisory services
- Tailored technical, operational and management trainings
- Access to finance through business planning, financial literacy programmes and linkages to financiers
- Access to markets through value chain linkages, trade missions and expos, export market linkages, trade related seminars and conferences.

D. Towards Green Growth and Circular Economy

- Through the Centre for Green Growth and Climate Change (CGGCC), KAM provides a one-stop solution to deepen industry level interventions, promote a circular economy, promote climate change actions, and financial linkages that prioritise people and planet.
- The Centre's services include resource efficiency services (energy, water & wastewater audits, waste, and circular economy resource mapping), capacity building and green financing.
- The Centre also organizes expos and the Energy Management Awards to recognize and award the best performing industries. This is aimed at increasing awareness on energy efficiency, sustainability, renewable energy, and circular economy.

E. Inclusivity and Bridging the gender Gap

- KAM hosts the Women in Manufacturing (WIM) Programme, which provides a platform for women to network, be mentored and to improve their competitiveness and access to local, regional and global markets.
- Initiatives geared towards supporting women in manufacturing include:
 - o The annual Women in Manufacturing (WIM) Gala Dinner that celebrates women and recognizes their role in the manufacturing sector.
 - o Linkages with successful women industrialists across the continent and in the world.
 - o Market linkages across East Africa, the continent and the world.
 - o Exchange programs to enhance the quality of women in manufacturing products to ensure their inclusion into regional and global supply chains
 - o Advocacy for policies and instruments from relevant institutions to enable women to access regional and global markets.
 - o Capacity building and mentorship programs to equip women in manufacturing with the relevant skills and knowledge to grow their businesses.
 - o Mentoring young women to take up and soar in Science, Technology, Arts and Mathematics (STEAM) courses to take up more manufacturing-related jobs, through our Technical and Vocational Education and Training (TVET) program

Let us know about services that KAM offers to Kenyan textile manufacturers and foreign investors in the textile and garment sector?

The textiles and apparels sector has been identified as a priority sector by the Kenyan Government. Its prominence in the manufacturing pillar under the Big 4 Agenda and the Kenya Industrial Transformation Program is a manifestation of benefit to the country's economy.

- Provide industry driven training, seminars and workshops
- Compliance support
- Assistance on monitoring and evaluating progress on Global Compact commitments.
- Access to regulatory and compliance requisites.

HOW DO YOU EVALUATE THE TEXTILE INDUSTRY AND INTERNATIONAL MARKETS IN 2021 AFTER CORONAVIRUS PANDEMIC?

It was one of the worst hit sectors. However, it was one of the beneficiaries of the pandemic's silver lining through the manufacture of PPEs. The Sector was able to Keep Kenya Moving, having ramped up their production to ensure that the country has a constant supply of PPEs.

Post covid situation and also during the new normal; the global textiles and apparels market will be tested for flexibility and resilience.

The rise of smaller runs is expected as buyers and retail stores try to manage lean and fast-moving inventory in light of the uncertainty in the market.

We urge government to create an enabling environment to support the sector's growth since it has already demonstrated its capacity ■

ORIENTAL WEAVERS CARPET'S PROFIT HIKES 151% IN H1-21



The sales increased to EGP 5.61 billion in the six-month period Oriental Weavers Carpet reported net profits of EGP 669.5 million in the first half (H1) of 2021, up by 151.4% year-on-year (YoY) from EGP 266.358 million, including minority shareholders' rights.

The net profits attributable to the parent company's shareholders grew to EGP 599 million in H1-21 from EGP 227.26 million, while the earnings attributable to minority interests rose to EGP 70.49 million from EGP 39.09 million, the company said in a bourse disclosure on Thursday.

The sales increased to EGP 5.61 billion in the six-month period ended 30 June from EGP 4.078 billion in the prior-year period.

Moreover, the standalone net profits grew to EGP 752.37 million in H1-21, compared to EGP 525.7 million in H1-20.

During the first quarter (Q1) of 2021, Oriental Weavers Carpet achieved a consolidated net profit of EGP 343.19 million, up from EGP 197.95 million in Q1-20, including minority shareholders' rights.

Oriental Weavers Carpet said that the Egyptian government has been implementing a new export subsidy disbursement programme from 1 July 2020 to 30 June 2023.

The average export subsidies for Oriental Weavers reach 7.5% in the first phase of the programme and 11% in the second phase, the company said in a bourse disclosure. ■



CARPET INDUSTRY TARGETS 3 BILLION DOLLARS OF EXPORT IN 2021

Turkey Exporters Assembly (TIM) Carpet Industries Board Chairman Salahattin Kaplan, said that they target of \$ 3 billion export in 2021. The carpet industry had exported 2 billion 604 million 648 thousand dollars in 2020. Carpet Industry Targets 3 Billion Dollars of Export in 2021

TIM Carpet Industry Board meeting was held with the participation of TIM President İsmail Gülle. Kaplan made an assessment about the meeting held with video conferencing method and where the 2021 targets of the sector were discussed. Kaplan said that 2020 was a difficult year in the carpet industry, as in all sectors. Drawing attention to the fact that the carpet

sector is among the few sectors that increase its exports, Kaplan explained that they will work to eliminate the problems in the container issue with Saudi Arabia's applications for Turkish goods.

"We set a target of 3 billion dollars"

Kaplan stated that they will continue to search for new markets and continue to work to solve the problems by increasing their share in existing markets. Salahattin Kaplan continued as follows: "We will make an effort to establish a facility where we can produce our own raw materials in order to prevent the import of raw materials, which is our most important problem. We are doing preliminary studies on this sub-

ject. Exports exceed our targets in 2020 and we set a target of 3 billion dollars for 2021. The Turkish business world successfully survives difficult times. Last year is the best example of this. While we work well in our lesson in the new year and achieve new goals."

Carpet Exports Increased by 10 Percent in January-February 2021 Period Our carpet exports in the January-February period of 2021 compared to the same period of the previous year; It increased by 10.1 percent and amounted to 482.6 million dollars.

Carpet exports in February 2021 increased by 14 percent compared to February 2020, reaching a value of \$ 247.1 million.

Most Carpet Export to USA

The top five countries with the highest carpet exports made in the January-February period of 2021 are as follows.

The USA comes first with \$ 186,542 million, followed by Germany with \$ 29,468 million, the UK with \$ 23,103 million, the United Arab Emirates with \$ 21,079 million and Egypt with \$ 18,021.

Machine Carpet Exports Increased

Turkey's handmade carpet exports during January-February 2021 decreased by 16 percent compared to the same period of 2020, export value was recorded as approximately 6.3 million dollars.

Machine-made carpet exports increased by 11.8 percent in the January-February period of 2021, while the export value was recorded as approximately 416 million dollars. Turkey's carpet exports in the January-February period tufted carpet 2021 increased by 3.6 percent compared to the same period of 2020, export value was about 59.2 million dollars. ■





NEW CARPET TILES FROM SHAW CONTRACT OFFER CLASSIC LOOKS AND MEET CARBON NEUTRAL AND COMFORT DEMANDS

Shaw Contract has introduced two new carpet tile styles – Beam and Braid into its popular Suited collection.

Taking their cues from the feeling of purpose and community that is associated with the skills of weaving, braiding and crafting, Beam and Braid offer a sense of calm and connectivity, with the tactile response that the Suited collection provides.

Featuring smaller-scale, linear patterns, Beam and Braid both complement the Suited collection styles which include Check, Houndstooth, Jacquard and Textile, and share a palette that combines beautifully with these other Suited styles.

Supporting customer-focused solutions, styles Beam and Braid are made in the UK and can be specified with either TaskWorx™ backing or Shaw Contract's new backing solution for the EMEA region, ComfortWorx™.



Occupant health and wellbeing is a critical consideration for productive environments where we can work, learn and collaborate successfully. Sound can negatively impact building occupants.

Tiles with ComfortWorx backing provide improved impact sound reduction and improved sound absorption over standard carpet tile and hard surfaces. They also offer underfoot comfort benefits.

The Suited carpet tile collection has been optimised for low embodied carbon, and is a carbon neutral collection. Styles Beam and Braid are manufactured with Shaw Contract's EcoSolution Q100™ nylon fibre (Eco Solution QTM with an allocated 100% content from post-industrial sources). Shaw Contract's re[TURN]® reclamation programme for EMEA also offers re-use and recycling options across its carpet tile collections.

Shaw Contract's sustainability pledge – People Together, Planet Forever – is focused around both social and environmental impacts, and how our choices can be fair towards each other and mindful of the environment.

These new styles and a range of collections, made in the UK, will be displayed during Clerkenwell OPEN in Shaw Contract's London showroom 7-9th September; and at Workplace Paris, at Shaw Contract's stand B22-C25 on 5-7th October 2021. ■



Decorators. In addition to her interior design work, Ireland is a talented textile designer with her work available worldwide through Otis Textiles. She is the author of four design books including the new Timeless Interiors.

On design, Ireland explains, "I realized I had it in me at a very young age, I just loved houses – it was in my DNA. It's the appreciation of all parts of design – the high, the low – that makes it so unique and important."

The Design Icon award highlights the achievements of exemplary design and architectural professionals and offers Las Vegas Market attendees an opportunity to connect with and learn firsthand from living legends. Ireland will appear in a series of to-be-announced webinars and events leading up to and at the Winter 2022 Las Vegas Market.

Ireland joins a list of 15 years of previous recipients that includes Barbara Barry, Martyn Lawrence Bullard, Timothy Corrigan, Jamie Drake, Frank Gehry, Alexa Hampton, Christopher Guy Harrison, Vladimir Kagan, Larry Lallo, Juan Montoya, Thomas Pheasant, Roger Thomas, Carleton Varney and Vincente Wolf.

LAS VEGAS MARKET NAMES KATHRYN M. IRELAND 2022 DESIGN ICON

Influential interior and textiles designers Kathryn M. Ireland will be honored as the 2022 Design Icon at the winter Las Vegas Market in January.

LAS VEGAS – One of the world's most influential interior and textiles designers, Kathryn M. Ireland, will be honored as the 2022 Design Icon at the winter Las Vegas Market, set for Jan. 23-27, 2022. Ireland's appointment to International Market Centers' (IMC) list of design visionaries marks a resumption of the Design Icon programming after a pandemic pause.

"Design inspiration never stops, and no one embodies that more than Kathryn M. Ireland," said Bob Maricich, IMC CEO. "We are excited to resume our Design Icon programming this

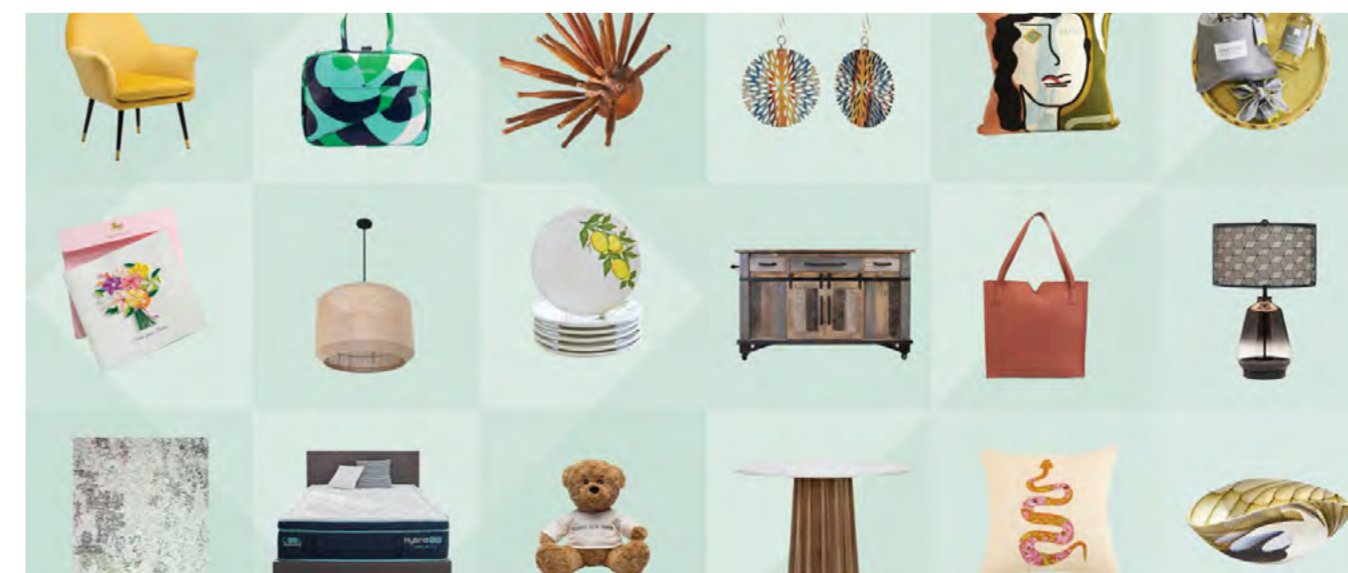
winter with Kathryn as our honoree. Her energy and style are unmatched, and we look forward to celebrating her as our newest Design Icon."

Ireland is an internationally celebrated interior designer based in Los Angeles, CA who was born in England and raised in London and Scotland. Prior to launching her design career, she was an actress, clothing designer and filmmaker. Today, she is a renowned designer named one of the Top 100 Designers in the United States by House Beautiful magazine and an Elle Décor "A List" designer. Her work has been published globally including in People magazine, the Wall Street Journal, Architectural Digest and more, and she is a featured designer on Bravo's Million Dollar

Las Vegas Market is the leading home furnishings and gift market in the western U.S., presenting thousands of furniture, home décor and gift resources in an unrivaled market destination. Las Vegas Market's diverse product offerings allow for cross-category commerce among these industries. The next Las Vegas Market runs January 23 – 27, 2022, at World Market Center Las Vegas.

About International Market Centers: International Market Centers (IMC) serves as the center of commerce for the wholesale furniture, gift, home decor and apparel industries. With more than 20 million square feet of premium wholesale showroom space in High Point, N.C., Las Vegas and Atlanta, IMC has more than 60 years of relationships and experience creating scalable business platforms for wholesale commerce.

With the launch of Juniper, a fully integrated omnichannel B2B commerce solution and multiline B2B e-commerce marketplace empowering buyers and sellers to better manage and grow their business at markets and year-round, IMC now provides the only omnichannel sales and marketing platform that seamlessly connects physical and digital wholesale commerce. ■



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A Boost for Saudi Businesses: IsDB Supports Saudi Exim Bank's Efforts to Strengthen Export Industry



This issue featured during a meeting between the President of Islamic Development Bank and Chairman of IsDB Group, H.E. Dr. Muhammad Al Jasser, and CEO of Saudi Exim Bank Eng. Saad bin Abdulaziz Alkhalb.

"We are an institution that supports development," IsDB President and Chairman of IsDB Group reiterated, adding that the bank will support Saudi Exim bank in achieving this important initiative. "IsDB has experience with several member countries and is happy to support the growth of the Saudi export industry," stated Dr. Al Jasser.

The CEO of the Saudi Exim Bank, Eng. Saad bin Abdulaziz Alkhalb, welcomed the support of the bank to help Saudi Arabia's export industry growth. He highlighted that the experience of IsDB is important to Saudi Exim Bank at every level.

CEO of the International Islamic Trade Finance Corporation (ITFC), Eng. Hani Sonbol, and Mr. Oussama Kaisi, CEO of the Islamic Corporation for the Insurance of Investment and Export Credit (ICIEC) also lent support to the effort of Saudi Exim Bank to help Saudi businesses promote export.

High Point, N.C. – Rug manufacturer Harounian Rugs International is opening a new showroom in time for the Oct. 16-20 High Point Market.

Located in the International Home Furnishings Center space D-431, officials say it's the largest showroom in the New York-based company's 60-year history. With more than double the space of any previous showroom, it allows HRI to showcase its full line in sizes ranging from 6x9 to 9x12, as well as display walls with waterfalls of sample swatches.

Additionally, officials note the location at the intersection of two high traffic hallways with two open sides, creating easy access and flow throughout the showroom space. HRI will celebrate the showroom's grand opening with events and specials throughout market. There will be giveaways, drawings, cocktail parties, plus market specials and discounts on purchases.

For the market, HRI will roll out new introductions along with the current rug assortment of on-trend colors, designs and constructions. The product development direction continues to be performance-driven, with new collections and constructions in Sunbrella yarns, PET yarn and handmade collections woven in New Zealand, Bikaner and Gazni wools.

THE CALL FOR THE TURKISH TEXTILE SECTOR SUSTAINABILITY ACTION PLAN

The Turkish Textile Sector Sustainability Action Plan was announced by Textile and Raw Materials Exporters' Associations under the leadership of Turkish Exporters Assembly (TİM).

With the action plan, the Turkish textile industry aims to further increase its market share in global exports by providing a permanent transformation and complying with the European Green Agreement norms at a high level.

TİM Chairman İsmail Gülle said, "I invite all our industrialists, manufacturers, suppliers, and exporters to a production approach that prioritizes nature and the environment. Let us renew the old infrastructure of our factories, separate the infrastructure of washing and dyeing water, recycle the washing water, expand the technologies that use less water in washing and dyeing, reduce the share of fossil fuels in production as much as possible.

The textile sector, which exported an all-time high of \$6.2 billion in the first half of the year and is the fifth-largest exporter of the world, has moved to be a pioneer in sustainability. The details of the action plan, prepared by the Textile and Raw Materials Exporters' Associations under the leadership of the Turkish Exporters Assembly (TİM) to spread the 'sustainable textile' vision throughout the sector, were announced.

With its action plan, the Turkish textile industry aims to further increase its market share in global exports by providing a permanent transformation and complying with the European Green Agreement norms at a high level. Within the scope of the plan, the textile sector will take concrete steps on many important issues such as wastewater recovery, reducing the energy consumption of the sector, recycling.

"The greatest legacy we will leave to our future generations is a clean world"

TİM Chairman İsmail Gülle, who gave the opening speech at the 'Textile Sector Sustainability Action Plan' meeting, said, "In recent weeks, within the scope of the Sustainability Action Plan consisting of 12 main items, we have announced the message "We produce for the world without consuming the world" and we have encountered a lot of interest. One of the goals we have announced is to create sectoral action plans.

Today, in textiles, which is our leading sector, I am very happy to see the first response of this step and congratulate our sector on this visionary move. Hopefully, this move, led by our textile sector, will encourage all our exporter sectors and our sectoral roadmaps will be completed as soon as possible. Our Sustainability in Industry Science Board will take a critical responsibility in the green transformation process by guiding our sectors in determining and implementing sustainable policies in the industry.

In addition, we are commissioning the Green Line within ALO TİM. Our companies will receive the answers to their questions about green transformation on an industry-by-sector basis from our expert teams under the roof of TİM and Union. It is always harder to be a pioneer, to be first in a field. Our textile and raw materials sector became our first sector to take the action within the framework of our sustainability action plan with a great vision today.

"We should see sustainability as an opportunity, not a risk"



MICROCHIP CARPETS MASJID AL NABAWI AL ARABIYA

Microchip carpets were introduced at Masjid al Nabawi (Prophet's Mosque) in Madinah, Saudi Arabia, by the General Presidency for the Affairs of the two holy mosques.

As we all know, The General Presidency for the Affairs of the Prophet's Mosque is intensifying efforts to prepare the Prophet's Mosque to welcome visitors and worshippers. Several innovations have been introduced to succeed in this plan.

Previously, in June, Automatic Robot sanitizer was introduced to help distribute the Holy Zamzam water throughout the Mosque.

Now, the Prophet's Mosque Affairs Agency renewed

the old carpets of the Mosque with high-tech microchip carpets. These carpets are reportedly intensively purified, sterilized, and cared for around the clock.

The carpet used in the Prophet's Mosque is a high-quality carpet that belongs to the Saudi Arabian luxury carpet range.

They have a unique characteristic in which there is an electronic chip on each carpet that reads by RFID. So it is linked to an electronic system that contained information about the rug, such as its manufacture, use, location, washing times, counting time.

Not only that, but the chip is also capable of counting the numbers of carpets and identifying each sample



individually by printing the data of the item in a digital coding "barcode." It will allow tracking the mats with ease and containing the detail of the carpet movement processes inside and outside the Mosque.

Many visitors and worshippers in Masjid Al Nabawi compelled the Agency to pay special attention to the carpet there.

It is given special care following the periodic plans as implemented by the Department of Disinfection and Carpets.

These efforts are part of the developmental work provided by the Prophet's Mosque Affairs Agency to improve the service within Masjid Al Nabawi to all visitors and worshippers.

COVER Connect New York Boutique Rug Show Set for September 25 Debut

Coinciding with the long-awaited return of real-life design-world events, this hotly anticipated fair brings a select group of dynamic rug companies together from across North America and beyond. Scheduled to take place September 25-27, at The Altman Building, in Manhattan, the month that the world's premier buyers traditionally look to source rugs in New York, COVER Connect New York is the first show dedicated to handmade rugs the city has seen for some time!

Exhibitors are:

Anadol Rugs / Battilosli / Caravan Rugs / Creative Matters Inc. / French Accents / Knots Rugs / Lapchi / New Moon / Rug & Kilim / Samad / Sumaq Alpaca Tamarian

Curated and hosted by COVER magazine, the exhibitors have been carefully selected to ensure a wide variety of production and styles will be available to buyers under one roof. COVER Connect New York will bring to Manhattan premier

production from Nepal, India, Turkey and Afghanistan: the most sought-after traditional, transitional and contemporary rugs in an exclusive, intimate setting. Visitors can expect to discover the latest design developments, be the first to see a fantastic range of brand-new collections, and be able to source a rug for every requirement. Plus, with so many of us operating remotely for too long, it offers an excellent opportunity to revive business ideas, connect with colleagues and network with peers, as well as being the ideal place to make brilliant and beneficial new contacts in-person.

"We very much miss the intimacy of finely curated shows in New York. The ability to reconvene with our clients in this setting is super welcome, and COVER's central relationship to our industry truly enhances this connection." — Lapchi

"We look forward to meeting our existing client base to show them our newest developments and would also love to meet new clients who have never had the chance to touch our super soft alpaca rugs." — Sumaq Alpaca

"New York City is arguably the epicenter of the North American rug industry and also the world of design, fashion, art, and a lot of the other worlds that function alongside rugs and interiors. This makes the city an ideal setting and the Fall is a great time to be merchandising and making plans for the closing of one year and the starting of another." — Tamarian

12 EXHIBITORS, 3 DAYS, UNLIMITED STYLE

Exhibitor and New Jersey-based Samad has been busy preparing for the event. "As we emerge from the pandemic, we are expecting to see customers from all over the States coming to visit COVER Connect New York this September.

For many of our clients this may be their very first buying trip in over 18 months. We have been working on several new highly decorative, yet highly affordable hand-knotted collections and we foresee a pent-up demand for new styles and colors."





PERSIAN RUG MAKERS EYE NEW MARKET IN JAPAN AS U.S. SANCTIONS BITE

By Hiroyasu Takayama

Iran's Persian carpet industry is creaking under the weight of U.S. sanctions and the coronavirus pandemic. But its craftsmen may have found a way to innovate their way out of trouble -- weaving miniaturized versions of the traditional rug as substitutes for Japan's ubiquitous "zabuton" floor cushions.

Iranian carpet weavers have seen their sales roughly halve in the last few years as rivals in India and Turkey look to grab market share.

"We sell 60 percent of our products to Japan because economic sanctions ban us from exporting them to the United States, which used to be our biggest market," explained Mohammad Jafari, a 43-year-old weaver at Zollanvari, a long-established carpet company in Tehran.

Jafari and other Zollanvari artisans were putting the final touches to a scaled-down version of a Gabbeh rug, a traditional variety of Persian carpet. Measuring roughly 40 square centimeters, or about the size envisioned for a zabuton cushion, the color scheme is reserved, unlike the brightly colored products exported to the United States.

"The product is the polar opposite (of the carpets exported to the United States)," said Jafari.

While Persian carpets were exported to more than 30 countries, Japan was the top destination from March to May this year,

Iran's Mehr News Agency reported.

The Iranian rug industry has been at the mercy of relations between Washington and Tehran.

Exports to the United States topped \$300 million a year with the thawing of tensions following a nuclear agreement Iran reached with the United States and other major countries in 2015. But exports to the United States have been banned since Washington withdrew from the deal in 2018 under the previous administration of Donald Trump.



Photo taken on June 22, 2021, shows Zollanvari's Mohammad Jafari smoothing out a scaled-down version of a Gabbeh rug, which has been fitted to the size of a Japanese "zabuton" floor cushion. (Kyodo)

"Sales and the number of craftspeople (at Zollanvari) have fallen by more than half," Jafari lamented.

The outbreak of the COVID-19 pandemic has only added to the weavers' plight. "Buyers from abroad have been unable to come," said Ali Jahan, 55, who owns a carpet store in Tehran. "The number of foreign customers has dropped to zero from 50 or so per month," he said.

The hand-weaving of carpets in the home had been an important source of work for women in rural villages in Iran. But the steep fall in the volume of work has cast a shadow over the future of the traditional industry.

Iranian carpets are woven from wool and



silk and originated in a nomadic culture. They are said to have been woven on the Iranian Plateau since ancient times and are now popular items for European and U.S. consumers. The Ardabil Carpet exhibited at a museum in London is considered to be the best example of the craft.

Rival carpet makers in India and Turkey are keenly observing the current crisis besetting Iranian producers.

In Srinagar in northern India, which is home to the Kashmir carpet, a maker welcomed the U.S. sanctions on Iran as it meant "an increase in our customers."

In Turkey, a senior official of the Istanbul Carpet Exporters' Association, although aware of the situation in Iran, said Turkey's production capacity "is limited because the number of weavers has dropped due to the modernization of rural regions."

Despite the current difficulties faced by Iranian makers, the Persian carpet retains strong brand power, partly because UNESCO designated it as an intangible cultural heritage of humanity in 2010.

Persian carpets will even be on show in Kyoto's famous Gion Festival next year. They will be used as part of the decoration on a giant float that will roll through the city's streets for the first time in nearly 200 years.

Woven by women, the Persian carpet has developed through a long history of appreciation by Iranian buyers, said Amir Solemanieh, 42, owner of Miri Collection, a Persian rug shop in Tokyo that arranged the procurement of the new carpets for the float. ■

KYODO NEWS

IRANIAN BLIND ARTISTS WEAVE CARPET OF TOKYO 2020

Three blind artists from southeastern Iranian province of Kerman wove a carpet which shows the logo of Tokyo 2020 Paralympic Games to show their interest to Iranian Para athletes. The carpet has been hand-woven by Behrouz Akbari, Zohreh Yazdani and Moein Kordzadeh with round-the-clock efforts in 25 days, according to a provincial report on Monday.

The three blind artists did so under the supervision of a master weaver, Shirin Sheikh-Mozaffari. The hand-woven carpet

was unveiled upon arrival of Iranian javelin thrower Saeed Afrooz in Kerman. Afrooz, who is from Kerman Province, won gold medal at Tokyo Paralympics after shattering men's F34 category world record. ■



EXQUISITE CARPET PATTERNS RESTORED IN KERMAN

A panel of Iranian cultural heritage experts has restored 20 delicate carpet patterns, which date from the Safavid to Pahlavi eras.

"The carpet patterns [being kept in Kerman province] had suffered many damages over time... fortunately are now completely repaired by a team of experts who carried out the work in two months," the deputy provincial tourism chief said on Monday.

Mojtaba Shafiei stated making carpets, rugs and other handicrafts have rich histories in the southern province.

"Kerman has a long history in the field of carpets and handicrafts, and there is no doubt that there are many historical documents in this field that need to be repaired and protected."

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.

The big and sprawling Kerman province has been a cultural melting pot since antiquity, blending Persians with subcontinental tribe dwellers. It is home to myriad historical sites and scenic landscapes such as Bazaar-e Sartasari, Jabalieh Dome, Ganjali Khan Bathhouse, Malek Jameh Mosque, and Shahdad Desert to name a few. ■





HEIMTEXTIL PRESENTS DESIGN FORECAST FOR 2022-23 WITH NEXT HORIZONS

With 'Next Horizons', Heimtextil has presented its design forecast for the new season 2022/23 - Deep Nature, Hyper Nature, Beyond Identity and Empowered Identity. The new trend themes take sustainability and resource conservation in the heart of their approach.

The international trade fair for home and contract textiles, organised by Messe Frankfurt, is scheduled from January 11-14, 2022 in Frankfurt.

Three international design agencies form the Heimtextil Trend Council. Together, they develop a well-founded global vision of the coming interior trends. Alongside the Heimtextil Trend Council, Heimtextil management has established a trend forecast for the coming season and presented it live via an online conference today, the organisers of the event said in a media release.

Trend Council members Anja Bisgaard Gaede from SPOTT trends & business from Denmark who is directing all trend activities this season, Anne Marie Commandeur from

Stiljinstituut Amsterdam and Kate Franklin and Caroline Till from London studio FranklinTill shared their insights into the future of the industry.

The Next Horizons are not a fixed goal or a finish line – they are mindsets. These are made up of long-term thinking, accepting that the best way to impact the world is simply not to. "Paradoxically, we have begun our transition to sustainability by addressing the problems within our manufactured system instead of transforming our approach to not create waste or imbalance. Transforming our nexus begins with accepting our economies are embedded within nature. The composition of design should be accessed, made and recirculated in tune with a long-term and circular mindset and simply not create waste. The Heimtextil Trends 22/23 Deep Nature, Hyper Nature, Beyond Identity and Empowered Identity explore these new mindsets for Next Horizons," the release said.

With Next Horizons, Heimtextil is breaking new ground and, for the first time, making trend information fully available in a digital

format. The brand-new online platform of Heimtextil introduces the trends richly illustrated via colours, short films, bespoke imagery, key designer features and a soundtrack.

Curated by Futures Agency FranklinTill, The Future Materials Library was launched in 2020 and is now available online. This collection of exciting interior material innovations from around the world celebrates radical designers, innovative manufacturers and environmentally conscious producers who are helping to turn the current, linear system of production and consumption into a circular model. Thus, the new library provides an excellent sourcing and research tool for progressive manufacturers.

Deep Nature explores the ecosystem's strategies: it's the legacy and future all at once. Deep Nature is a long-term transformation and relearning process which gives the ability to rebalance the natural world for a regenerative future. The colour scale for Deep Nature has a harmonious and soft expression used for untamed patternmaking. Mouldy, herbal tones and delicate tones of blue and rouge create a calm, tonal, and earthy approach.

Hyper Nature is about reconnecting to nature through technology. The theme is a digital facilitator of nature's blueprint, fusing technology and nature for a protopia state and creating a better tomorrow step by step. Responsive materials, technical fibres, fluid patterns and microscopic structure describes materials and textiles for Hyper Nature. Bioscience brings inspiration to colours of both bright and lucid and blurred nuances of green and grey. Reflections and artificial light create new perceptions of nature-based colours. Coral, salmon and light raspberry are highlights.

Beyond Identity addresses the future with hopeful messages and soft and powerful defiance toward existing norms, leaving identity in flux. For the world of home interiors and textiles, Beyond Identity works with recycled synthetic fabric, vintage silk and satin, natural-coloured textiles and new cellulose-based textiles. They are formed via the uncontrolled colouration process of a pastel-coloured look resembling the constant flux of identity.

Empower Identity is about creating sustainable cultural connections, renewing artisan sources of inspiration in a collaborative way. Empowering Identity encourages forming new connections between heritage cultures and future generations. Recycled and heritage textiles combined with textile craft techniques as tufting, embroidered appliqué and cross-stitch are in focus in Empower Identity. Primary colours resemble their colour pigment origins to support the heritage expression of the theme. Sparks of coral and a greyed lilac accompany these primary tones. Multi-coloured usage is key. ■

TURKEY'S CARPET EXPORTS TO TURKMENISTAN DOUBLE IN FIRST 7 MONTHS

Turkey's carpet exports to Turkmenistan have doubled in the first seven months of this year, Turkish Trade Ministry sources told Trend News Agency.

Turkey's export of carpets to Turkmenistan soared to \$2.58 million in the January-July period, up by 102.3 percent compared to the first seven months of last year.

In July 2021, Turkey's export of carpets to Turkmenistan rose to \$397,000, which is 112 percent more than in July 2020.

The product's export by Turkey to world markets increased by 41.5 percent on annual basis up to over \$1.8 billion in the first seven months of 2021. Additionally, Turkey has generated \$3.14 billion in carpet exports in the last 12 months. ■



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ALL YOU NEED TO KNOW BEFORE BUYING RUGS

Comfort, warmth, and decorative interest are all provided by carpet and rugs. They can serve as floor art as well as a frame for arranging furniture and defining places.

Rugs can be divided into different categories considering their material or weaving system. They can be made of natural fibers, such as wool or synthetic fibers, including polyester and polypropylene.

In terms of weaving methods, rugs can be Hand-Knotted, Hand-tufted, Hand-loomed, or Machine-loomed. Rugs are one of the most significant components in a home, so choose the one you love, connect with, and want to see for a long time. In the following essay, there are some tips and guides that help you buy your desired rug.

SIZE

Choosing the proper size that will physically fit the intended space is undoubtedly one of the essential considerations for rug buyers. A rug covering every square inch of an area does not appear attractive, while a too small rug may appear uncomfortable and even cheap.

As a result, you must accurately measure your desired room's dimensions to avoid regret after purchasing the rug.

The size of the rug you choose will depend on whether you want to fill the space or create a seating area; for filling the room, the larger, the better.

Otherwise, when creating a sitting room,

the furniture layout that will go on top should be taken into account. Take a painter's tape and draw the size you want to buy on the floor where you would place it to see whether it fits nicely. This is a fantastic way to avoid making sizing mistakes. Also, remember to provide enough space to open the doors without touching the rug.

However, choosing the right carpet size is not just about that. The overall room dimensions, the furniture, the area function, and the appearance you're trying to achieve all play a role in determining the appropriate size of your rug. Here are some general guidelines to help you select the proper size considering where to place the rug.

Living Area: In a living room, a rug should be placed in the middle of the room, centered beneath the coffee table, and picked with the furniture arrangement in mind. Seating in the living room can be set up in various ways, including four legs on the rug, four legs off the rug, or two front legs on the rug.

Dining Room: The rug used in the dining room should be larger than the table, taking into account the distance that chairs are pushed back to prevent chairs from bouncing on an uneven surface.

Bedroom: Choosing a rug that extends 18 to 24 inches beyond each side of the bed will give your feet a smooth landing every morning. Consider any furniture at the foot of the bed when choosing the rug's length: The piece's four legs should either fit on or off the carpeting.

PATTERN & COLOR

If you're going to spend a lot of money on a rug, go with a classic pattern like those found in vintage and antique carpets. Modern carpets can look fantastic in a space, but they will need to be replaced when they go out of style. Area rugs with bold patterns can make your space unique, but their design should not be completely hidden when putting furniture on top of them.

Floor color, the furniture, and the space function are factors that determine the rug's color. It is generally better to choose the rug color opposite to floor color, light-colored and dark-colored rug for dark and light floors, respectively.

Besides, rug color should complement the furniture colors. It should also be noted that rooms covered by darker colors of rugs will give the feeling of a more intimate but smaller space. On the other hand, the lighter color of rugs makes the area look wider.

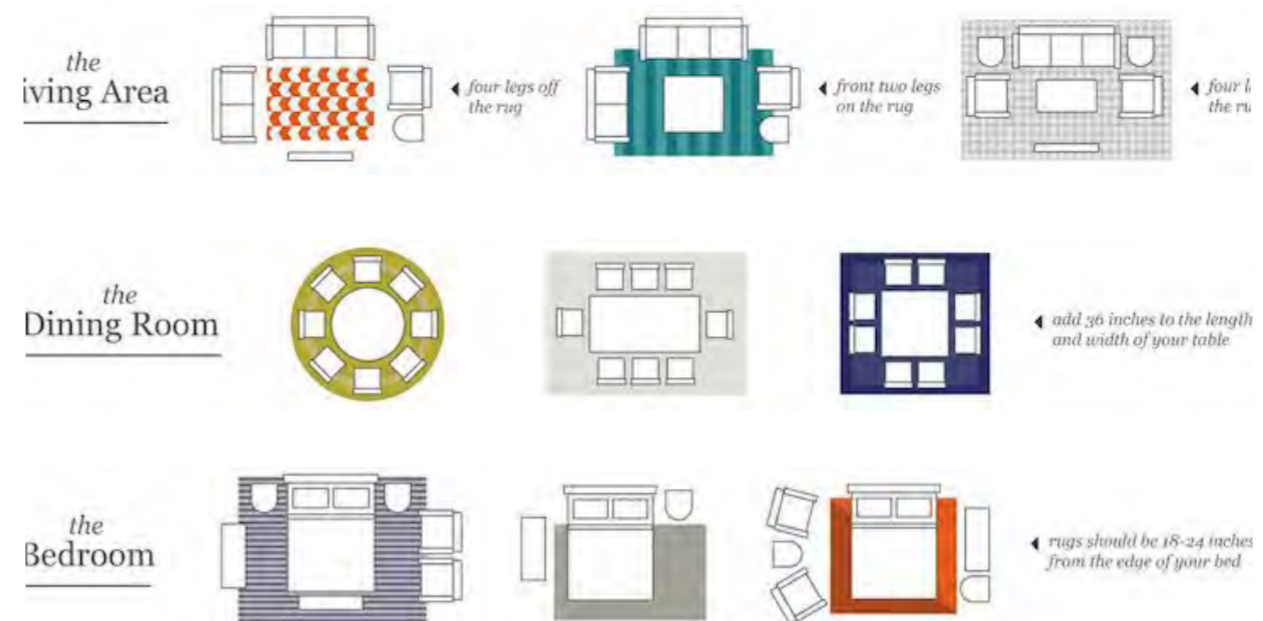


Photo: Joss & Main

LIFESTYLE

Another essential factor that you should consider while buying rugs is your lifestyle. For instance, if you have babies or pets, you should better not buy light-colored rugs. Instead, an easy-to-clean rug with a dark color is a better choice for you.

Moreover, buying trendy or conventional rugs depends on your taste in changing the appliance. For example, if you change your furniture frequently and follow decoration trends, you should buy trendy rugs. Other-

wise, conventional rugs are a suitable choice for those who do not change their home decoration a lot.

MATERIAL

The material that a rug is made of determines its properties, such as durability, resistance, and cost. Rugs are made of a variety of materials, including soft cotton, synthetic polyester, or polypropylene.

Natural fibers are environmentally friendly and among the most cost-effective materials for rug manufacture. Rugs made of natural fibers are more expensive than those made of synthetic fibers. Synthetic fibers provide numerous advantages, including greater stain resistance, ease of care, and fade resistance.

Resilience is a measurement of how effectively fibers bounce back after being crushed by heavy furniture. Rugs having high resilience should be used when placing underneath heavy furniture or in high-traffic places.

Properties of different fibers used in rugs are mentioned below.

CONCLUSION

Rugs are one of the most significant parts of home decoration and play an important role in accentuating the look of the space.

There are various types of carpets in terms of shape, pattern, and material, making it hard to buy a suitable rug. Size, color, design, material, the location that you intend to place the carpet, and also your lifestyle are some factors that will guide you to choose your rug correctly. ■

| Fiber | Properties |
|---------------|---|
| Cotton | Easy to clean Durable Soft feel Wide range of colors Good for High-traffic areas |
| Wool | Soft feel Durable Static-resistant Stain resistant Resilient Good for High-traffic areas |
| Jute | Soft feel Suitable for Low-traffic areas |
| Silk | Soft feel High luster Suitable for Low-traffic areas |
| Polyester | Easy to clean Great for living areas |
| Polypropylene | Easy to clean Moisture and mildew resistant Good for outdoor use Best for low-traffic areas |
| Nylon | Strong and resilient Ideal for high-traffic areas Wide range of colors |





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