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MENA CARPET NEWS



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**ARTCORE, MODULYSS' LATEST
COLLECTION OF CONSCIOUSLY
CRAFTED CARPET TILES**

Challenges the role and function
of soft flooring once again
INSPIRED BY NATURE | P. 13

REWORX FLOORING

ReWorx flooring received honor-
able mention in three categories:
Circular Design, Materials and
Sustainability | P. 11

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

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

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

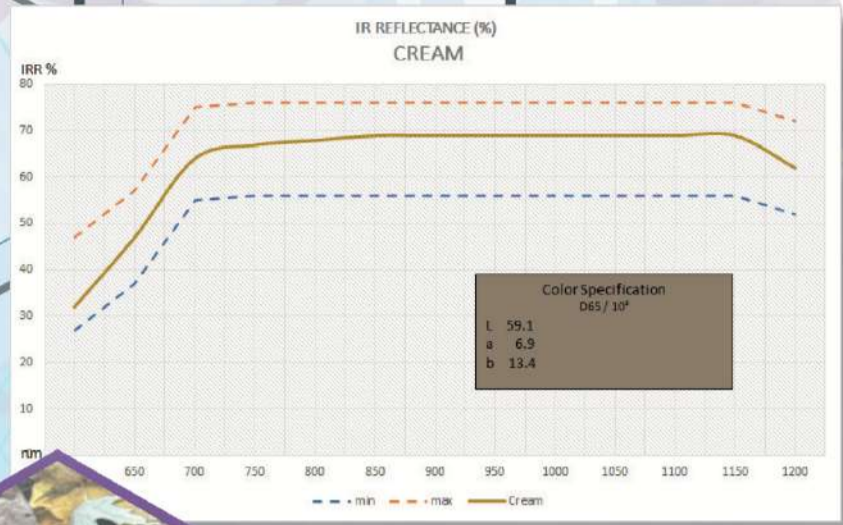
Color Fastness: good to excellent fastness to light, rubbing and washing must be matched.

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



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

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print seen at daylight



without IRR Control



with IRR Control



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Turkish company, Makroser Tekstil specialises in manufacturing digitally printed carpets and over the years has become one of the leading suppliers in the sector.



MAKROSER TEKSTIL'S CARPET PRODUCTION SOARS WITH A MIMAKI TS300P-1800

Turkish company, Makroser Tekstil specialises in manufacturing digitally printed carpets and over the years has become one of the leading suppliers in the sector.

Utilising Mimaki's high-performance TS300P-1800 sublimation transfer printer since 2020, the company has optimised their production potential to meet increasing customer expectations in this growing digital textile carpet market.

Makroser Tekstil has become one of the leading brands in the carpet market with its expanding digital product range and increasing production capacity.

Established in Istanbul at the end of 2016, Makroser Tekstil serves as a raw material supplier in the supply chain, a manufacturer of carpets and home textiles and carries out studies for the development of the digital printed carpet industry.

The company invested in a Mimaki TS300P-1800 sublimation transfer printer in August 2020 and with it gained a significant competitive advantage in the digital printed carpet business.

Alongside carpets, the company also offers other solutions to the carpet industry by producing backing and other materials. Makroser Tekstil's co-founder, Talha Guldeste explained, "As a company of 250 employees, we have positioned ourselves as a comprehensive manufacturer in the supply chain.

We started to produce intermediate goods and materials that we use in the production of digitally printed carpets ourselves, and then sell them on to other carpet manufacturers."



Acting as both a seller and a supplier, Makroser Tekstil has an approximate monthly output of 150,000 square meters of final product and sells about 70-80,000 square meters of intermediate goods per month. "Our market has four main pillars, including chain market groups, export, e-commerce and our own retail network.

We have gained serious momentum in the sales of our final products in recent years, and we attach great importance to our sales and marketing processes, in addition to production, so to increase our profitability. We are currently exporting 35-40% of our production, and our branding and e-commerce activities show that we are making significant improvements," said Guldeste.

Makroser Tekstil has become a leader in digital printing carpets and other solutions for the Turkish and international market.

A NEW ERA OF CARPET PRODUCTION

Talha Guldeste's area of expertise is in digitally

printed carpets, a market that he has seen remarkable growth in over recent years. Observing the wider industry, Guldeste said; "Digitally printed carpets have succeeded in getting ahead of woven carpets with their ease of use, low cost, and plenty of colour and pattern options.

The consumption habits of our society have changed. Previous generations used to buy thick woven carpets and use them for 20-30 years, as an insulating material in homes. However, due to the widespread urbanization and natural gas infrastructure, the need for carpets to insulate the home has disappeared.

We are now in a period of faster consumption, and low prices have increased the interest in these products, alongside them being much easier to maintain. The carpet now stands as a decorative element in homes and living spaces, to be changed seasonally or to match with the interior design."

OPTING FOR A MIMAKI TS300P-1800 TO

REACH TOP TIER QUALITY

Makroser Tekstil decided to invest in a Mimaki TS300P-1800 sublimation transfer printer back in August 2020, with the aim to strengthen their position in the digitally printed carpet market. "The investment in the TS300P-1800 has enabled us to have the capacity to respond quickly to e-commerce orders," Guldeste commented. "Product quality is the main criterion in the supplies we provide to both online and retail outlets.

We made this investment because we saw that we would increase our quality and customer satisfaction in the carpets we print. The Mimaki printer met our expectations, providing the results we wanted from the very first print after installation." Considering the increased demand, Guldeste aims to further boost their printing capacity with investment in several more Mimaki printers.

Guldeste noted that the quality and consistency of the colours and patterns they see in digitally printed products, no matter how much time has passed. "We have not seen differences between patterns, whether they have been printed once or a thousand times.

Knowing that we'll be able to print in the same colour and quality each time, we are able to meet the increasing quality expectations of our customers, while freeing us from the need of keeping stock in this process."

Efficient printing was also a key consideration as the company looked to up the speed of production, Guldeste added, "Along with consistent

quality, the safe operation of the machine, ease of use and maintenance were also incredibly important to us, and we were conscious of how problems, such as print head clogs, could hinder our work. The TS300P-1800 is a tireless machine.

Mimaki's core technologies allow for uninterrupted printing and have made managing multiple printers with a single operator and computer so much simpler, saving the company both time and money.

We have not encountered into any problems, even when the machine is running 24 hours, allowing us to respond quickly to demand and ultimately giving us greater profit in the long run."

In addition to the printer itself, Makroser Tekstil uses original Mimaki ink in the printer, which has helped the company optimise its ink consump-

tion. "While it is necessary to use 4 ml to print 1 square meter of paper with a similar ink, we can easily do the same with 2 ml of Mimaki ink.

We have reduced our ink consumption by 30%, all while maintaining our print quality. As well as saving on cost, Mimaki's inks are certified to be harmless to human health and environmentally friendly and made incorporating them into our production line a clear choice", added Guldeste. "Mimaki has made a great contribution to our growth plans in the coming period thanks to the printing technology.

With it at our disposal, we feel encouraged and able to grow in our current market as well as to enter new application areas."



SWISS KRONO creates a milestone for wood recycling in Poland



Up to 100,000 cubic metres of forest wood can be replaced by recycled raw material after the launch of a modern wood recycling centre at the SWISS KRONO plant in Zary. The plant will receive pre-cleaned raw material free of sand or nails, which will be used by one of the largest factories in Poland to manufacture new construction, furniture or floor panels.

In the second half of 2023, a wood recycling hub is planned to be commissioned at the SWISS KRONO plant in Zary.

It's a milestone towards environmental protection and a circular economy – says Jędrzej Kasprzak, the commercial proxy of SWISS KRONO. - Ultimately, up to 50% of the raw material in the production of our building and furniture panels will come from recycled materials, as has been happening all over the world for several years now.

Recycled raw material of full value will come to Zary from specialised recycling companies (which sort out used furniture, floors, windows or demolition wood and pre-treat it to remove nails and sand). In the SWISS KRONO plant, it will be thoroughly cleaned on a new, automated line. All "foreign matter" such as metals, plastics and stones will be removed. The wood material will be then transformed into technological woodchips to be used in the production of panels, and the recovered raw material in the form of metals or plastics will be returned to the Selective Collection of Municipal Waste (PSZOK) for further processing and

use.

Thanks to this investment, we will create new jobs, help the environment and lower the cost of producing our panels. Moreover, companies which will segregate wood waste for us will also benefit," assures Jędrzej Kasprzak.

Poland already has several wood recycling lines, but the one being built in Zary is based on state-of-the-art solutions developed in recent years in Europe. It has been designed especially for SWISS KRONO. Its capacity is as much as 30 tonnes of raw material per hour.

- The installation will be completely clean, enclosed and emission-free, and therefore its operation will not affect local residents in any way, adds Jędrzej Kasprzak.

- Chipped post-consumed wood will be stored in an enclosed silo on the premises of the plant.

MILESTONE INVESTMENT

The investment in the recycling line is ahead of the trend for recovering post-consumed wood. This has not yet reached Poland. Although at PSZOK points Poles can return bulk waste, i.e. furniture or woodwork, free of charge; however, this is still a small-scale activity.

By building our line we are giving a clear signal to the recycling industry in Poland that we will soon be ready to accept large amounts of post-consumed wood that is currently lying on heaps," says

Jędrzej Kasprzak. - They can increase selective collection of this type of waste from households and prepare it for recycling because we will accept it and make new boards from it. Unfortunately, at present such recycled raw material, after obtaining special permits, has to be imported because there is not enough of it in Poland. We hope that this will change.

RECYCLED WOODCHIP TO REPLACE WOOD FROM THE FOREST

The logistics processes involved in supplying recycled raw material to the SWISS KRONO plant will not generate much transport traffic. This will remain at a similar level as before, as post-consumed wood will be partially replaced by raw material from the forest - up to 100,000 m³ of roundwood per year.

Recovery and reuse of used wood are necessary if we want to protect our forests and limit overexploitation of our natural resources - argues Tomasz Rola, Management Board Representative for Environmental Management System and Occupational Health and Safety at Swiss Krono.

- By processing used wood, we eliminate many problems: we reduce the amount of stored waste and the costs incurred for its disposal. We also will secure an additional source of raw material, the shortage of which is becoming more and more evident – and not only in the panel industry.

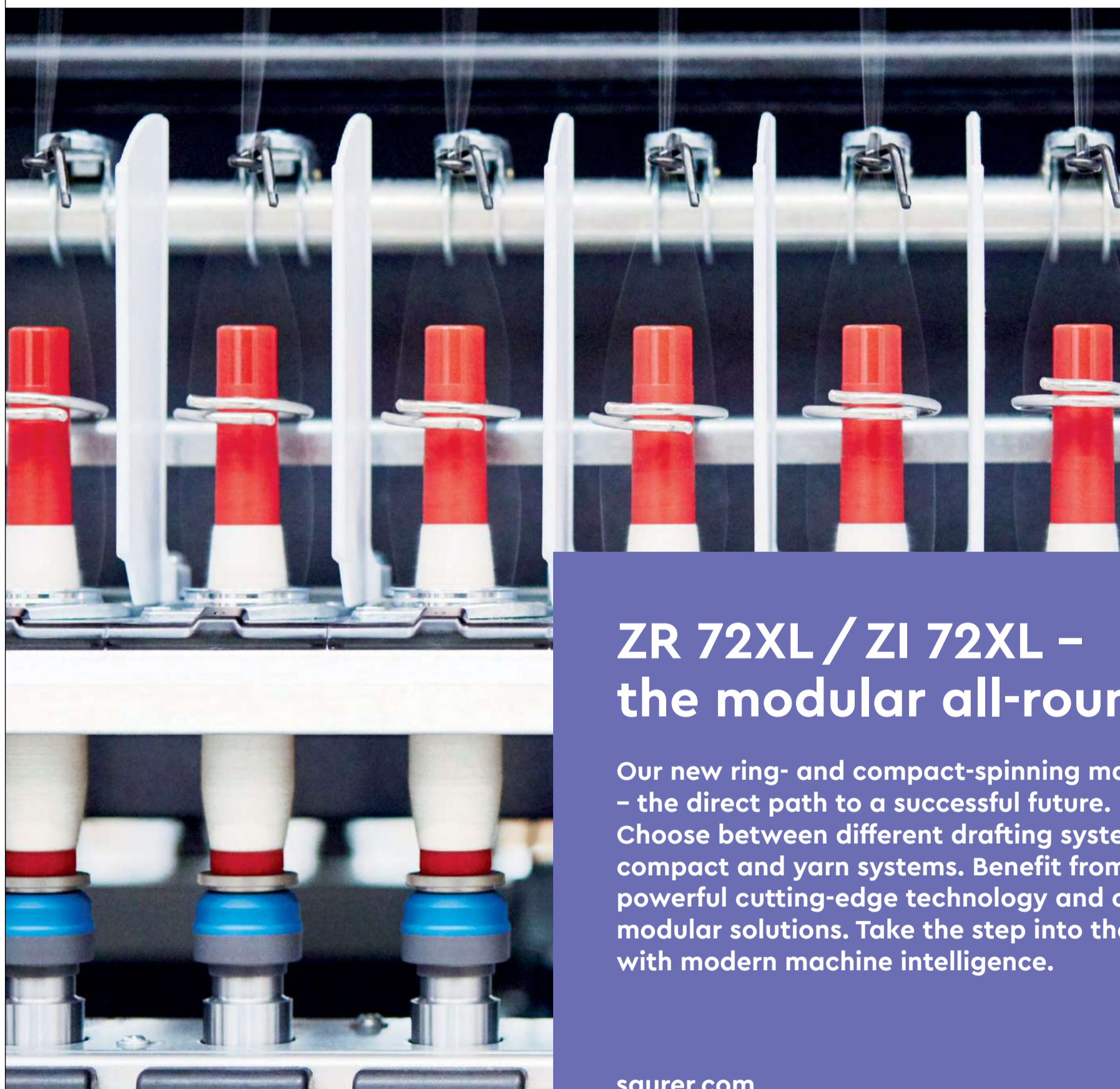
CLOSED CIRCUIT

Recycling wood is a rational measure to support a circular economy, but it can also be profitable for producers. The supply of wood from forests is disproportionate to the needs of the market and its prices are constantly increasing. The availability of sawmill by-products, which are used to make panels, is also limited.

The industry has to compete for sawdust and edgings with the energy sector, which buys huge quantities of them to generate energy from biomass subsidised as RES. Wood recovery and reprocessing is therefore not only justified from an ecological point of view, but is also necessary from an economic point of view.

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Shaw Contract names “Best of Region – Middle East & Africa” winners

17th Design Awards
programme

Mena Carpet News



Shaw Contract names “Best of Region – Middle East & Africa” winners in its 17th Design Awards programme

Now in its 17th year, the Shaw Contract Design Awards programme is a chance to recognise the spaces that inspire new ways of living, working, learning, and healing through the design lens.

Our 2022 Design Awards programme had almost 600 entries submitted from 44 countries around the world. All projects entered proceeded to the first stage of judging; where an elite panel of industry design leaders collaborated in each region to select the first ever “Best of Region” winners in the history of the Awards.

UAQ FTZA Headquarters, Dubai, United Arab Emirates by The NIU Studio

The Judges said: “This project displays craftsmanship of form, a very thorough project narrative, and the finishes and furniture blend well and naturally. A very accomplished design.”

Pharma Innovator, Dubai, United Arab Emirates by SAY Studio

The Judges said: “Great selection of fittings, and clear wayfinding through this project, and a pioneering project in the region, achieving the WELL Health and Safety rating.”

African Guarantee Fund, Nairobi, Kenya by Symbion Kenya Limited

The Judges said: “With a biophilic approach to

design to improve wellness and promote sustainability, the palette chosen blends well to successfully bring the outdoors in, and it has a real sense of place. We want to give this a special mention and recognise its ambition in Eastern Africa.”

The “Best of Region – Middle East and Africa” Judging Panel consisted of:

Karen Miller – Head of Interior Design, Gulf Consult – Kuwait; Adriana Graur – Design Director, dwp – Dubai, UAE, Zodwa van Toner – Lead Designer, INC Solutions – Johannesburg, SA, and Peter Mishreky – Design Manager, Al Tayer Stocks – Dubai, UAE.

Overall in the 2022 Awards, 37 projects were selected as Best of Region winners across the following judging panels: Best of Asia, Best of Australia & New Zealand, Best of Canada, Best of Greater China, Best of India, Best of Latin America, Best of Middle East & Africa, Best of UK & Continental Europe, and Best of USA.

Each Best of Region winner will now proceed to the next stage of judging, where a panel of international Design luminaries will award our Best of Globe winners. Best of Globe winners will be announced October 2022.

ABOUT THE PROGRAMME

Each entry was reviewed to select the projects that represent the very best of design from each region, using the following criteria:

- Design process – clarity surrounding the design intentions and execution
- Holistic thinking – creating a space for all types

of users for today and in the future
– Sustainable thinking – for people and planet

Shaw Contract’s vision is to celebrate the optimism of design, and its ability to influence our everyday lives. Together, we continue to create experiences that make a positive impact for people and the planet. For more information please go to shawcontract.com

Other Best of Region winners globally: Asia

- Citi Wealth Hub by Ministry of Design Pte Ltd | Singapore
- GAME FREAK Office by CANUCH Inc. | Japan
- Hilton Singapore Orchard by Avalon Collective | Singapore
- Microsoft office by UNION ARCHITECTS | Vietnam
- Nestle Jakarta by M. Moser Associates | Indonesia
- Dandelion by MJA Studio | Australia
- EY Melbourne by Gensler | Australia
- IGO by Rezen | Australia
- Parmelia Hilton by Cox Architecture | Australia
- The Central/ Naumi Hotels by Undercurrent Studio | New Zealand

Canada

- Bill and Helen Norrie Library by LM Architectural Group | Canada
- CBRE by Shearer Design | Canada
- Central Park Presentation Pavilion by II BY IV DESIGN | Canada
- Geddes/Zimco by Kasian Architecture, Interior Design and Planning | Canada

Greater China

- Fund Office, 55th Floor, East Tower, Guangzhou by Guangzhou Inspiration Group | China
- Guangzhou Yu Zhu Harbor by JAMES LIANG & ASSOCIATES LIMITED | China
- Hang Lung Group by iDA Workplace | China
- The Executive Centre by Fiona Hardie ID | Hong Kong
- Zonkd by Space Matrix | China

India

- Bain Capital by M Moser Associates | India
- Browserstack by Space Matrix Design Consultants Pt Ltd | India
- Nvidia by DSP Design Associates | India
- Standard Chartered Bank – RMZ EcoWorld by M Moser Design Associates | India
- TAJ Lakefront – Bhopal by JOI-Design | India

Latin America

- Hotel NODO by OARQUITECTOS | Chile
- Perkins&Will Estudio Monterrey by Perkins&Will | Mexico
- PwC by Athie Wohnrath | Brazil
- Sede Insole Energia by Mobio Arquitetura | Brazil
- Viasat by Pita | Brazil

UK & Continental Europe

- Bloc by Bruntwood Works | United Kingdom
- McCann Offices by Corvin Cristian Studio | Romania
- RaiseLab by Label Experience | France

USA

- Crystal Clinic Orthopaedic Center by HGA | United States
- Sheraton Denver Downtown Hotel by Gensler | United States



INDIA CARPET EXPO

Country - Bhadohi Carpet Expo Mart, India Date - 15-18 Oct 2022



India Carpet Expo is one of the largest Handmade Carpet Fair in Asia which serves as a unique platform for the buyers to source the best of handmade carpets, rugs and other floor coverings under one roof. I

t is held bi-annually with a view to showcase the Cultural Heritage of Indian Handmade Carpets & Other Floor Coverings and Promote the Weaving Skills of Indian Weavers to the visiting overseas carpet buyers.

The 1st India Carpet Expo was organized in the year of 2001 and in this series total 42 shows have been organized till March 2022. Carpet Export Promotion Council organized this fair twice in a year.

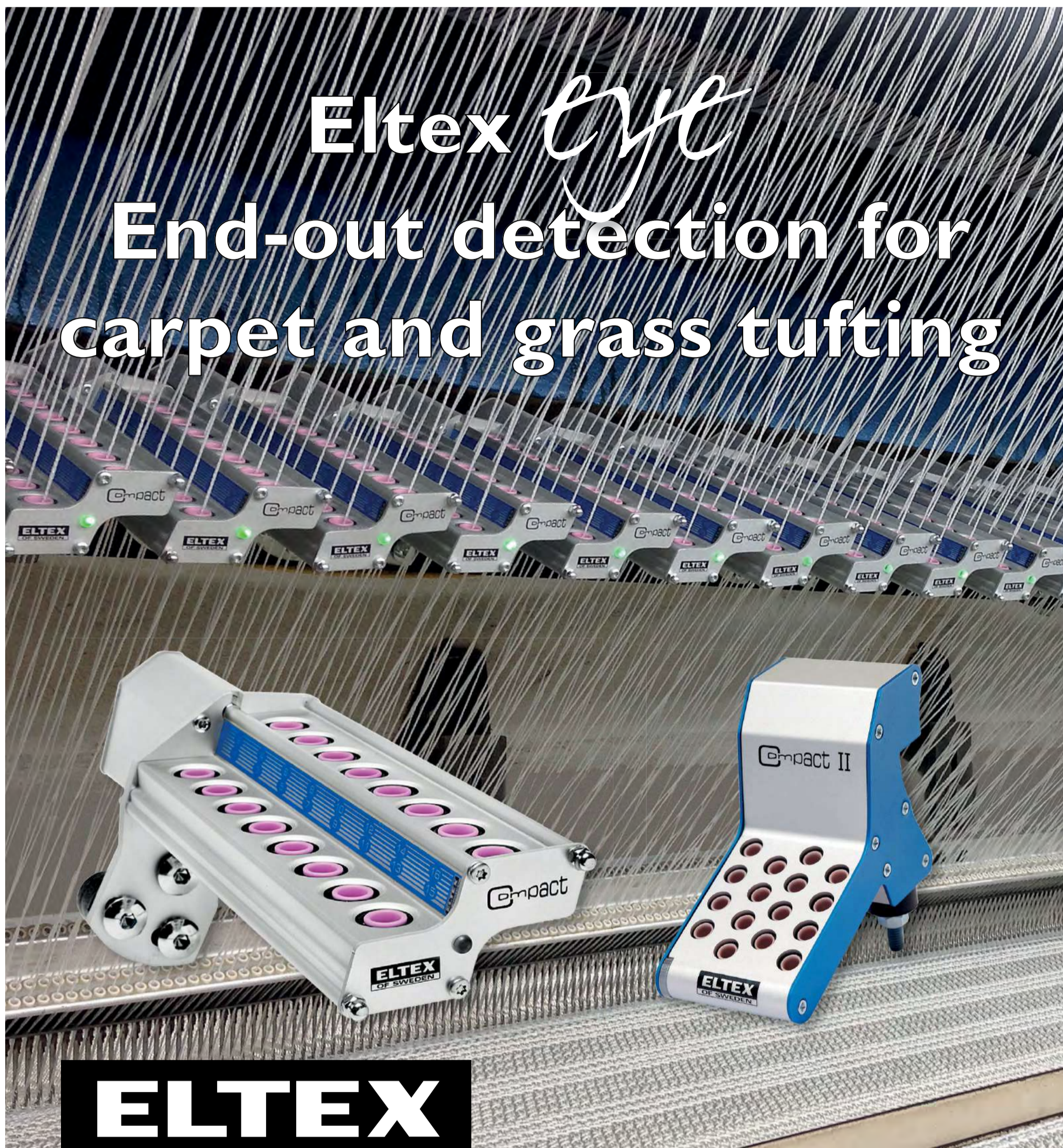
The fair is sponsored by Ministry of Commerce and Ministry of Textiles, Government of India. Every year approx. 300 exhibitors display their exclusive Handmade Carpets mainly from Bhadohi, Mirzapur, Varanasi, Panipat, Jammu & Kashmir, Jaipur, Bikaner area.

India Carpet Expo is a B-2-B event solely focused on overseas buyers. Carpet Export Promotion Council invite overseas buyer from all over the world. In last fair approx. 400 buyers registered themselves and visited.

CEPC offers attractive complementary packages to the selected buyers from approved countries as per the norms of Government of India.

Eltex *eye*

End-out detection for carpet and grass tufting



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OF SWEDEN

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ReWorx™ Flooring Honored with Fast Company's Innovation by Design Awards

ReWorx flooring received honorable mention in three categories: Circular Design, Materials and Sustainability.



Shaw Industries announces that its ReWorx™ flooring has been recognized in Fast Company's Innovation by Design Awards for 2022, which honor the designers and businesses solving the most crucial problems of today and anticipating the pressing issues of tomorrow.

This newly introduced hybrid flooring offers the warmth and cleanability of a soft surface, with the durability of a hard surface and is designed to meet the performance and sustainability needs of a wide range of commercial properties.

Made with 100 percent PET fiber, ReWorx flooring incorporates an average of 61 recycled post-consumer plastic bottles per square yard and is fully recyclable back into new ReWorx flooring at the end of its first life on the floor.

Through Shaw's Environmental Guarantee, the product can be picked up at no charge to the customer using the company's re[TURN]® Reclamation Program to be recycled into the next generation of ReWorx flooring, continuing the cycle of landfill diversion.

ReWorx flooring will be available from Shaw's Patcraft, Philadelphia Commercial and Shaw Contract brands by the first quarter of 2023 and is Cradle to Cradle Certified® Bronze (v3.1) having been assessed for material health, product circularity, clean air and climate protection, water and soil stewardship and social fairness.

"We have been committed to designing safe and circular products according to Cradle to Cradle® design principles for more than 20 years," notes Shaw Industries President and CEO Tim Baucom. "We're a customer-centric organization, and ReWorx exemplifies our long-term commitment to helping those customers design spaces for people and the planet and demonstrates how sustainability and innovation are inextricably linked."

Kellie Ballew, vice president of global sustainability and innovation, adds, "Shaw launched the world's first PVC-free, recyclable carpet tile, EcoWorx, in 1999. We saw an opportunity to meet customers' design, performance and sustainability needs in a completely new way."

Ballew continues, "EcoWorx ultimately be-

came our first Cradle to Cradle Certified product and the first flooring product in the world to achieve this rigorous product standard. Today, almost 90 percent of the products we manufacture are Cradle to Cradle Certified. ReWorx continues that legacy and illustrates the power of great teams coming together from throughout the company -- keenly focused on our customers' current and future needs and perpetually seeking inventive ways to design products with people and planet in mind."

The Innovation by Design Awards competition, now in its 11th year, features a range of blue-chip companies, emerging startups, and hungry young talents. It is one of the most sought-after design awards in the industry.

Shared Brendan Vaughn, editor-in-chief of Fast Company, "A common theme among this year's Innovation by Design honorees, which range from healthcare interfaces to autonomous driving technology, is permanence. The products that leaped out to our editors and judges went against our quick-fix consumer culture, while also manifesting a more inclusive vision of design."

To see the complete list of Fast Company Innovation by Design winners, finalists and honorable mentions, visit www.fastcompany.com/innovation-by-design/list.

To learn more about Shaw's efforts to put people at the heart of its sustainability efforts, what the company calls sustain[HUMAN]ability®, visit www.sustainHUMANability.com.



Cefla Finishing Business Unit launches the new website dedicated to ceramic decoration

Www.ceflafinishing-ceramic.com is the new Cefla Group website dedicated to ceramic surfaces decoration. An evocative virtual space conceived to describe the new ceramic borders in the design field and the cutting-edge solutions by Cefla Finishing Business Unit.

Cefla Finishing has been working for 60 years in the industrial finishing surfaces sector – with seats all over the world.

With more than 300 types of machinery, Cefla Finishing designs and produces coating machines. Furthermore, it is specialized in digital printing for surfaces such as ceramic, wood, plastic, metal, glass and inert materials. Innovation is at the core of Cefla Finishing's solutions in every specific field.

In 2016, Cefla Finishing took over a company specialized in the design and production of industrial multi-pass and single-pass digital printers. They merged the well-established experience in the ceramic field with Cefla Finishing's technology.

The new Cefla Finishing website highlights Cefla Finishing's accomplishments in ceramics innovation. These cutting-edge solutions aim to meet the needs of a more and more demanding market. Ceramic decorators are accountable for processing sustainability.

Furthermore, decorators must adapt to this new market, offer a vast selection of colors, luxury finishes, tailored products and just-in-time deliveries.

With new technologies, ceramics applications for interior design break every pattern, expand creative possibilities and bring to life suggestive environments. For this reason, the user's UX on this new website has

been conceived as a whole new sensory experience in this kind of setting.

A virtual reality that displays sparkling colors, unusual decorations, dreamy atmospheres where you can lose yourself for a moment. A space that reflects ceramics potential, finally free from tile limits. Vertical surfaces with new dimensions -from large slabs to mosaics – are permeated with ceramics.

The innovative aesthetic of the homepage shows the endless number of decorative options. But visiting the section dedicated to processes and technologies makes you realize the revolutionary use of ceramics in design.

Cefla Finishing has designed multiple cutting-edge processes, thinking over the traditional methods for ceramic decorations. Our technological asset – the result of decades of experience in the surfaces' finishes field – has been exploited.

Together with our partners who produce inks and coatings, Cefla Finishing has developed original processes and solutions. Consolidated methods have been thought over and improved – new methodologies enhance quality, efficiency and sustainability.

It is asserted by those companies that decide to invest in innovation with Cefla Finishing's solutions. This is Uptiles case, a business specialized in ceramic decoration with its headquarter in Spezzano (MO – Italy). Thanks to Cefla Finishing digital printing, Uptiles managed to triple productivity and meet the customers' need for customization.

Uptiles Production Director, based on the case study:

"The major benefits of Cefla's productive offer are an increased productivity – that doubled and tripled, compared to past results – and added color bars in the machine. This helped us to reach a color gamut, and a greater color space that is close to low temperature digital printing".

Cefla Finishing suggests three cutting-edge processes for ceramic decoration: Low Temperature, High Temperature and Solid Color.

Low temperature digital printing is extremely versatile and allows us to meet every customization request, without minimum production quantities. Furthermore, this technique opens the doors to a range of colors that goes far beyond traditional ceramic inks. Thanks to the low temperature drying process, it is possible not to alter colors and cut production costs. Superficial finishes ensure customization from high gloss to deep matt.

High temperature digital printing goes beyond new horizons. With Cefla Finishing, customization invades the borders of the "third firing" traditional method. An optimized and extremely productive technique characterized by high definition images and the expressive vitrifiable colors' power.

Gloss superficial finish enhances precious pigments' brightness such as gold, platinum and luster. Solid-color has been completely thought over so that it can remove every imperfection, boost up the range of colors and improve productivity. The color can show itself in all its power and turn each room into an experience to live.

Artcore, modulyss' latest collection of consciously crafted carpet tiles

Artcore, modulyss' latest collection of consciously crafted carpet tiles, challenges the role and function of soft flooring once again **INSPIRED BY NATURE**

Artcore is built to shape and transform spaces like never before, offering limitless possibilities for creativity and artistry.

Modular in every way, Artcore pushes the boundaries of what soft flooring can do.

It gives you the power to shape and define the spaces we live and work in, allowing your intuition and intention to run free.

It offers an opportunity to rewild the interior world, creating unique patterned transitions that reconnect us with nature, restoring balance and wellbeing.

DESIGNED FOR CREATIVITY

Artcore is inspired by the transitions seen in nature - the space between two states, where a material or an environment changes from one thing to another. The way a forest turns into a meadow. The way the city gives way to the country. The boundary where tree bark becomes covered in moss.

Inspired by these natural transitions and the concept of biophilic design, Joris created four patterns to play with, allowing you to create an entirely unique, completely bespoke floor design.

Aesthetics aside, the product itself has been

technically developed with wellbeing and circularity front and centre. Choosing the highest standards in light reflectance values and acoustics, the Artcore collection has also been created with 100% ECONYL® yarn and ecoBack or comfortBackeco backing.

Designer Joris Peutz has been creating exquisite soft flooring for twenty years. Looking to the world around him with an artist's eye for form and function, he created Artcore from his take on nature itself.

BRINGING THE OUTDOORS IN

At modulyss®, we design differently, because we know that there's more to our environment than meets the eye. It's how we live, work, heal, learn and create. Artcore was made to bring elements of the natural world into interiors, reconnecting us with the uplift in wellbeing that comes from time spent in nature.

In creating it, we realised our ambition to design soft flooring based on the principles of biophilic design. Artcore evokes a feeling of being in nature, enhancing mindfulness and paving the way for problem-solving and idea generation.

[CLICK HERE TO SEE MORE](#)

ARTCORE

CLIBT WITH NATURE

F

TURKISH CARPETS AND KILIMS STATISTICS

By: Republic of Turkiye – Ministry of Trade, 2022

Weavings with a pile face, cut at the same height or at different heights from place to place, embossed, are called “carpet”, by knotting in different ways with a different pattern thread on the warp threads, passing a few rows of weft threads between them and compressing them.

The sectoral importance of the carpet, which is traditionally defined as pile textile surfaces produced by weaving, and today by weaving or tufting (sewing threads on flat floor fabric), has resulted in it forming one of the important product groups in world trade.

The carpet trade in the world is examined in three main groups: hand-made carpets, machine-made carpets and tufted carpets. While handmade carpet exhibits a production structure based on labor intense and motifs developed through historical-cultural heritage; machine-made carpet has a production structure that can be considered as capital-intensive.

MACHINE CARPET PROFILE OF TURKIYE

Machine-made carpet is considered as a sector that should be emphasized due to its capital-intensive nature in parallel with technical textiles. The majority of Turkiye’s machine-made carpet production is carried out by companies located in Gaziantep. Other intense production centers can be stated as Istanbul and Kayseri.

MACHINE CARPETS FOREIGN TRADE OF TURKIYE

Exports

Turkiye machine-made carpet exports are among Turkiye sectors that have been increasing for many years. Machine-made carpet exports increased

from 2011 to 2014. However, in 2015, it decreased by 14.7% in value compared to the previous year and amounted around 1.7 billion dollars.

In 2020, while the Covid-19 pandemic spread all over the world, the machine-made carpet sector managed to reach around 2.2 billion dollars with an increase of 4.8% compared to the previous year. It is noteworthy that machine carpet is one of the sectors that increased exports in 2020, when the effects of the Covid-19 pandemic were felt the most. By 2021, machine carpet exports increased by 21,9% compared to the previous year and reached 2.7 billion dollars.

When Turkiye machine-made carpet exports are evaluated regarding importer countries, as can be seen from the table below, Turkiye most important market is the United States of America with an amount of 1,09 billion dollars and share in Turkiye’s export of 23% in 2021.

The total share of the first 15 countries in Turkiye’s machine-made carpet exports is around 75%. When we look at Turkiye’s machine-made carpet exports on a country basis in 2021, Bulgaria draws a great attention as the country with the highest increase. In 2021, Turkiye’s machine-made exports to Bulgaria increased by 913.9% and reached a value of approximately 66 million dollars.

IMPORTS

Turkiye’s machine-made imports have been following a fluctuating course over the years. In 2020, it decreased by 19.9% compared to the previous year and was realized at the level of 16,4 million dollars.

In 2021, Turkiye’s machine-made carpet imports increased by 48,5%

Machine-Made Carpets Exports of Türkiye

Country	2019	2020	2021	Change (2020-2021)	Share
USA	624.908.181	886.450.357	1.090.410.499	23,0%	39,8%
UAE	64.252.041	65.678.139	147.207.553	124,1%	5,4%
Germany	115.317.329	126.338.290	144.497.511	14,4%	5,3%
Iraq	95.521.048	73.455.897	102.390.426	39,4%	3,7%
Egypt	73.393.728	73.380.797	82.769.219	12,8%	3,0%
UK	45.278.013	54.673.651	75.867.795	38,8%	2,8%
Libya	84.428.140	39.105.267	75.682.134	93,5%	2,8%
Bulgaria	5.692.812	6.499.810	65.900.014	913,9%	2,4%
Canada	25.348.054	29.500.156	53.105.984	80,0%	1,9%
Israel	30.729.820	27.726.651	47.878.467	72,7%	1,7%
Kazakhstan	26.171.261	31.473.399	47.756.740	51,7%	1,7%
Kuwait	27.871.267	24.377.923	34.277.190	40,6%	1,3%
Poland	26.313.155	27.784.100	33.740.676	21,4%	1,2%
Sweden	21.097.397	21.066.825	30.878.192	46,6%	1,1%
Romania	24.505.904	22.562.720	30.570.143	35,5%	1,1%
Top 15 Countries Total	1.290.828.150	1.510.073.982	2.062.932.543	36,6%	75,4%
Total	2.143.561.835	2.246.561.006	2.737.645.118	21,9%	100,0%

Source: Ministry of Trade

Machine-Made Carpets Exports of Türkiye

Years	Value (Dollar)	Change by Years
2013	1.890.625.138	-
2014	2.025.816.070	7,15%
2015	1.728.059.206	-14,70%
2016	1.640.286.162	-5,08%
2017	1.856.632.360	13,19%
2018	1.924.725.335	3,67%
2019	2.143.562.474	11,37%
2020	2.246.561.006	4,81%
2021	2.737.645.118	21,86%

Source: Ministry of Trade

World Machine-Made Carpets Exports (1.000 \$)

Country	2019	2020	2021	Change (2020-2021)	Share (2021)
Türkiye	2.143.592	2.246.593	2.737.762	21,9%	30,8%
China	1.461.847	1.582.281	1.896.637	19,9%	21,4%
India	798.146	788.951	1.119.777	41,9%	12,6%
Belgium	612.589	524.387	646.870	23,4%	7,3%
Netherlands	248.126	222.922	308.640	38,5%	3,5%
Germany	219.791	224.084	268.816	20,0%	3,0%
USA	192.616	196.213	214.828	9,5%	2,4%
Egypt	50.659	150.945	194.561	28,9%	2,2%
Poland	108.445	96.154	109.670	14,1%	1,2%
UK	139.666	116.145	101.309	-12,8%	1,1%
Sweden	73.467	68.915	86.801	26,0%	1,0%
France	95.015	72.788	83.606	14,9%	0,9%
Spain	75.800	67.851	82.340	21,4%	0,9%
Bulgaria	6.918	9.419	73.798	683,5%	0,8%
UAE	62.172	69.585	71.113	2,2%	0,8%
Top 15 Countries Total Imports	6.288.849	6.437.233	7.996.528	24,2%	90,0%
Other	1.155.721	1.028.702	883.864	-14,1%	10,0%
TOTAL	7.444.570	7.465.935	8.880.392	18,9%	100,0%

Source: TradeMap June 2022

World Machine-Made Carpets Imports (1.000 \$)

Country	2019	2020	2021	Change (2020-2021)	Share (2021)
USA	1.733.569	1.873.542	2.595.449	38,5%	30,7%
Germany	486.595	523.338	613.100	17,2%	7,3%
UK	299.748	265.969	344.452	29,5%	4,1%
Japan	310.340	290.878	333.590	14,7%	3,9%
France	253.162	219.670	292.782	33,3%	3,5%
Saudi Arabia	300.654	207.429	258.037	24,4%	3,1%
Canada	178.072	181.662	249.727	37,5%	3,0%
UAE	112.071	97.547	228.247	134,0%	2,7%
Netherlands	140.115	130.180	200.581	54,1%	2,4%
Iraq	282.662	258.681	191.416	-26,0%	2,3%
Poland	85.367	152.517	183.264	20,2%	2,2%
Belgium	125.160	124.608	161.117	29,3%	1,9%
Australia	109.588	116.351	152.321	30,9%	1,8%
Sweden	103.548	98.255	137.789	40,2%	1,6%
Russian Federation	98.646	91.018	120.240	32,1%	1,4%
Türkiye (47th)	20.419	16.402	24.259	47,9%	0,3%
First 15 Country Total Imports	4.619.297	4.631.645	6.062.112	30,9%	71,7%
Other	2.135.211	1.936.698	2.388.288	23,3%	28,3%
TOTAL	6.754.508	6.568.343	8.450.400	28,7%	100,0%

Source: TradeMap June 2022

compared to the previous year and in value its amounted to 24 million dollars.

When analysed on a product group basis, Türkiye's major import products are listed respectively as machine woven carpets, other carpets and floor coverings and felt carpets.

In 2021, Türkiye's imports of machine-woven carpets increased by 51%, and realized approximately 15.6 million dollars, other carpets and floor coverings increased by 40.8% and realized approximately 6.6 million dollars, and lastly felt carpets increased by 54.5% and realized approximately 2 million dollars.

As it can be seen table below, in Türkiye's machine-made carpet imports the top three countries placed as China (16.7%), Egypt (14.7%), India (14.5%) constitute 45.9% of Turkey machine carpet imports.

In 2021, Türkiye machine-made carpet imports from China increased by 77.7% and exceeded 4 million dollars, from Egypt increased by 382.4% and realized approximately 3.6 million dollars, and lastly from India increased by 43.6% and realized around 3.5 million dollars.

Among the top ten countries from which Türkiye imported the highest amount of machinemade carpets in 2021, while Poland had the biggest decline with a decrease of 82.9%, the highest increase in Türkiye's import was Saudi Arabia with an increase of 4191,9%. The top ten countries to which Türkiye imported the most machine-made carpets in 2021 accounted for 95.3% of Türkiye total machine carpet imports.

WORLD MACHINE-MADE CARPETS TRADE

World machine-made carpet imports increased by 28.7% in 2021 compared to the previous year and amounted to 8.4 billion dollars.

According to year 2021 Trademap statistics, USA, Germany, UK, Japan and France are the prominent countries in world machine-made carpet imports. It can be seen that the top 5 countries in question dominate 49.5% of the world's machine-made carpet imports.

Türkiye is on the leader position in exports of machine-made carpets. The leading countries in world machine-made carpet exports are Türkiye, China, India, Belgium and the Netherlands. Türkiye alone is the leader in the world, holding 30.8% of the market. China, which comes right after Türkiye has a market share of 21.4%.

LOVE COLOURS TOO?

HERE'S HOW TO USE THEM!

Featuring 56 eternal colours developed by Margrethe Odgaard and examples from the Eco concept, including our most sustainable collections to date

By Mette Frydensbjerg Jacobsen



Are you in love with colours but still holding back a little, afraid to risk the safety and recognisability of the grey and beige shades? Following a few simple rules when selecting and combining colours, there's much more to gain than lose when it comes to the perceived wellbeing and atmosphere of your room.

Want to learn how colours can create stimulating environments? Read on to find out how becoming aware of the desired energy level of your room will help you make the perfect colour choice whether you're designing a public or private space.

In addition, I'll give you all the tips and tricks you need to know while showing several powerful examples of what to achieve with coloured carpet. All of it based on our 56 colours by textile designer and colour alchemist Margrethe Odgaard.

WHY ARE WE AFRAID TO USE COLOURS?

Research has shown that colours strongly influence the way we perceive our surroundings. And Margrethe feels convinced that people who tend to be afraid of colours because of their emotional influence are still affected by colours. She elaborates: "We're part of a culture with a huge desire for control and it can be difficult to control our feelings – also in relation to colours. Therefore, people are sometimes afraid to use them because what if they become overwhelming or create too many emotions in the room?"

These questions of losing control make us go for grey tones because they're much more subtle and neutral and not really playing with light in the same dangerous way that makes it go crazy."



HOW TO WORK WITH COLOURS

With her sensuous approach to carpet colours, Margrethe Odgaard aims at creating poetry in the floorscape. A professional colour hunter, Margrethe turns to nature as the primary source of colour inspiration and uses natural minerals which she turns into paint as the foundation for the process of development.

According to Margrethe, psychologists have documented, that living, breathing colours do more than appeal to the senses; they also boost memory for scenes in the natural world and thus enhance our sense of connectedness with our surroundings.

THE 56 COLOURS BY MARGRETHE ODGAARD

The fact that our carpet yarn is completely regenerable was inspirational to Margrethe who wanted to create colours that're sustainable in an equal manner. Therefore, she focused on developing colours that don't hold a given time in them but are able to move from one generation to another and have visual appearances strong enough to endure different trends.

Natural colours correspond well to one another and are easy to combine because each colour in

nature holds details of other colours to a certain extent.

– Margrethe Odgaard, textile designer and colour alchemist

Inspired by the beauty of natural minerals, Margrethe has created a range of colours that're subdued and dusty as opposed to bright and bold – there's a few of those but the main palette consists of discreet tints and shades as well as mixed colours. Like in nature, the exact colours can be difficult to define as they're nuanced and complex and besides that, they respond to their surroundings. Therefore, they'll appear differently during the day and create various experiences following the shifts in light sources.

THESE COLOURS ARE DEVELOPED TO:

- Be thoughtful and poetic
- Be compatible with other colours and materials
- Bridge the gap between neutrals and colours
- Hold a built-in timelessness and thereby sustainability

FOUR COLOUR GROUPS

The palette consists of coloured neutrals, neutrals, social colours and diva colours. With this distinguishment between various colour types, Margrethe points out that colours bring different



dynamics to the room.

In a colour decision making process, she therefore recommends considering the specific qualities of colours and not only relying your choice on your subjective opinion. According to Margrethe, it's all about creating supporting and nourishing environments, and your ultimate colour therefore depends on your desired energy level.



1. THE NEUTRALS

The neutrals are the colours with least possible chroma or saturation. This group embraces the whites, the greys and the blacks and the neutral shades are all considered safe and emotionally silenced.



2. THE COLOURED NEUTRALS

The colour infused neutrals represent the coloured whites, the coloured greys and the coloured blacks. All of them hold a look and feel of sophisticated elegance and offer a beautiful activation of the light in the surface.

3. THE SOCIAL COLOURS

Brown and dusty shades are defined as social colours, which means that they're considered to be friendly colours that complement and elevate other colours and materials.



4. THE DIVA COLOURS

The saturated bright colours create vibrant and pulsating dynamics like a diva filling the space with a song.

Tips and tricks you don't want to miss

- Choose a colour for what it brings to the room and not only because it's your personal favourite
- Choose a colour from the colour group matching your desired energy level
- To start embracing colours in your interior design, you can create a

smooth transition by focusing on coloured neutrals and social colours

- Choose colours inspired by the sensory qualities of natural minerals to ensure a timeless choice

- Don't look at a colour individually. A colour is always part of a context (space, furniture, light etc.) when it's out there working its function

- Cold colours address your mind

and stimulate the ability to think and focus. Warm colours address your body and physical energies more directly and focus on wellbeing and presence

Colour examples

With the colour palette by Margrethe Odgaard, you can create poetry in the floorscape. In other words: through your colour choice

you're given a positive feeling to carry with you as you move on.

You might not be aware of this, but the ambience lives within you and affects your general state of mind. Below, you'll find two examples showcasing how various carpet colours change the entire energy level and room atmosphere.



A. Neutral colour with low impact

Eco Pro wall-to-wall carpet in moonstone grey. Moonstone is a feldspar, rock-forming mineral used in jewellery. The cut gemstone has a whitish glow like the moon.

COLOUR EXAMPLE 1



B. Coloured neutral with mild impact

Eco Pro wall-to-wall carpet in olivine. Olivine is a greenish and important mineral group believed to be the main component of Earth's upper mantle. Olivine can vary from green to yellow, brown and black colours.



C. Social colour with grounding impact

Eco Pro wall-to-wall carpet in alabaster beige. Alabaster is the name of two calcareous minerals. The mineral is fine-grained, whitish or marbled. Familiar as plaster for sculptures and in the calcium carbonate version used for religious objects and sarcophagi.



D. Diva colour with invigorating impact

Eco Pro wall-to-wall carpet in cobalt green. Cobalt green refers to two families of green inorganic pigments. Cobalt green is also called turquoise green or zinc green and is a green with a cool tinge.



A. Neutral colour with low impact

Eco Rustic carpet tiles in graphite grey. Graphite is an element that can occur, for example, when very hot magma veins pass through coal seams. Graphite forms scaly crystals and often has a blackish-silver metallic appearance. The word graphite comes from the Greek for "to write".

COLOUR EXAMPLE 2



B. Coloured neutral with mild impact

Eco Rustic carpet tiles in terra green. Green soil, "creta viridis" or "terra viridis" is a natural weathering product of varying composition, reflected in the many shades of green in which the pigment occurs.



C. Social colour with grounding impact

Eco Rustic carpet tiles in light sienna. Sienna is an earth pigment and in its natural form it's golden brown and known as "raw sienna". Along with ochre and umbra, it was one of the first pigments used by humans in cave paintings, for example.



D. Diva colour with invigorating impact

Eco Rustic carpet tiles in carmine red. Carmine is a red dye extracted from cochineal. It's a bright red colour with a cool undertone, but warmer than crimson/carmoisine.

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Discover the Benefits of Vinyl Flooring

Are you choosing flooring for a commercial, healthcare, hospitality, or retail setting? If so, you know that there are several factors that must be balanced. Design, maintenance, cost, safety, and durability are considerations for any public space. While numerous different types of flooring are available, today's premium vinyl flooring is the only option that performs well in each of these areas.

INFINITE DESIGN POSSIBILITIES

Design is one of the most important attributes of flooring, yet often it's dismissed as a secondary concern. We've all visited spaces that feel cold and institutional; many times the fault lies with flooring that is generic and impersonal. Fortunately, today's better vinyl floor tile providers are able to offer a wide range of choices.

Colour, texture, and pattern can create just the right look for your enterprise. Whether you want the warm look of bird's-eye maple, the industrial feel of hammered aluminum, an artistic mural, or a custom pattern, a good flooring company will work with you to achieve the design you want.

For example, your corporate logo could be a featured design element, placing company branding front and centre. Receive spa guests in a room featuring the sunny blue sky; lead store customers through a pink cow-patterned aisle; greet night club patrons with a wavy ocean dance floor, or bring the natural appeal of cork, wood, or bamboo to your waiting room or showroom. Talk to a floor tile designer about the visual communication inherent in some designs.

Parallelograms, for example, create a feeling of organization and efficiency, while chevrons help to focus attention in a particular direction.

MAINTENANCE, DURABILITY, AND SAFETY

Of course, for any type of flooring, maintenance,



durability, and safety are very important. Versatile vinyl floor tiles are known to be extremely easy to maintain. Today's no-wax products are stain-resistant and are easily cleaned with a damp mop, soap and water, or disinfected with standard cleaning solutions.

Better vinyl tiles have several layers of construction and are built to withstand heavy traffic. Whether you expect hundreds of dancing feet, small children, customers, patients, or even weighty rolling loads, vinyl is one of the most durable of floor coverings. Most companies offer a warranty, with some lasting as long as ten years.

In any public space, safety is paramount. Many types of vinyl are slip-resistant. Some newer products even feature a microscopic glass bead surface that is the latest innovation in helping to prevent slips and falls.

OTHER BENEFITS

Cost is always a factor, and here, too, vinyl comes out on top. When you factor in the longevity of the floor covering, the costs of maintenance, and the initial investment, it's easy to see that even custom-designed premium vinyl compares favourably to any other type of flooring.

In addition, there are other advantages. For example, some vinyl flooring is engineered with micron-sized silver particles in the top layer to help inhibit the growth of bacteria and fungus. This can be extremely useful in a healthcare or educational setting.

And finally, some vinyl flooring has "green" features such as recyclability, recycled content, or LEED certification for indoor air quality, as outlined by the Canada Green Building Council.

<https://www.lsifloors.com/>



Carpet making and metalworking machinery from a factory closure



Ending
Thursday 29 September



Viewing date
Tuesday 27 September



Location
Münchenbernsdorf, DE



2015 Van de wiele AWi01 Carpet weaving machine

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Startbid: €15,000.00

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2001 Van de wiele AWM51 Carpet weaving machine

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2000 Van de wiele AWM51 Carpet weaving machine

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2001 Xetma Optima PS. Shearing machine

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1995 Mertens & f. MTREM2.0 Carpet weaving machine

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Benninger Supertron. Warping machine

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