



MENA CARPET NEWS



**COMING FULL CIRCLE
ON SUSTAINABILITY:
A 100% POLYESTER
CARPET SYSTEMS**

**VOYAGE TO
THE FINALISTS OF
THE CARPET DESIGN
AWARDS 2023**

**SHAW CONTRACT
INTRODUCES
SHIFTING FIELDS
COLLECTION**



Shaw Contract introduces Shifting Fields collection



Shifting Fields is the latest carpet tile collection from commercial flooring designer-manufacturer Shaw Contract EMEA.

Inspired by the constant transitions witnessed in our natural environment, Shifting Fields features three styles of carpet tile designed to work together across the landscape of commercial interiors.

The relationships between land, sky, water and the horizon changes constantly. As these landscapes shift, our natural world adapts. In the age of agile working and the need to design for ever-changing environments, Shifting Fields mimics these transitions to create more balanced and connected environments indoors.

Inspired by nature

Made from Shaw's 100% recycled content EcoSo-

lution Q100 fibre and manufactured at their carbon neutral plant in Sanquhar, Scotland, the new collection is available as a 50 x 50cm carpet tile in three styles – Plains, Landing and Landing Edge.

Style Plains is available in nine nature-inspired colours including Desert, Pristine, Remote, Tide, Evergreen, Coast, Sunset, Stone and Reservoir. Depending on the installation method, Landing Edge tiles, available in six colours, can be used as a standalone feature to create distinctive designs, as a border or as a seamless transition between Plains and Landing tiles on the journey from one space to another. Landing is available in three colours.

Sustainable design considerations

Kerry Deffley, Design Manager EMEA at Shaw Contract says: "Shifting Fields is a collection that can work in a range of environments and offers

the designer options to create subtle transitions in colour and pattern. Colours such as Sunset in this collection also co-ordinate with our other carpet tile collections to create a whole new range of design possibilities.”

Following Shaw Contract’s commitment to ingredient transparency and material health, is Cradle to Cradle® Bronze certified and is available with Shaw’s TaskWorx® backing containing 75% recycled content

Alternatively, the collection can be installed with ComfortWorx® backing which uses 90% post-consumer PET bottles and provides a solution for both acoustic and underfoot comfort.

Shifting Fields is also Indoor Air Comfort



Gold certified for low-emitting products, demonstrating Shaw’s focus on quality and contribution to healthier indoor environments; and is one of Shaw Contract’s carbon neutral collections and is optimised for low carbon.

At the end of their useful life carpet tiles will be reclaimed by Shaw Contract to be recycled through their `reTURN` reclamation programme for customers across EMEA. The tiles can be re-purposed in line with Shaw Contract’s commitment to sustainable products and the circular economy.

Shifting Fields, is available for order now across the UK, European and Middle East markets.

READY TO SUPPORT YOU

challenge us



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

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

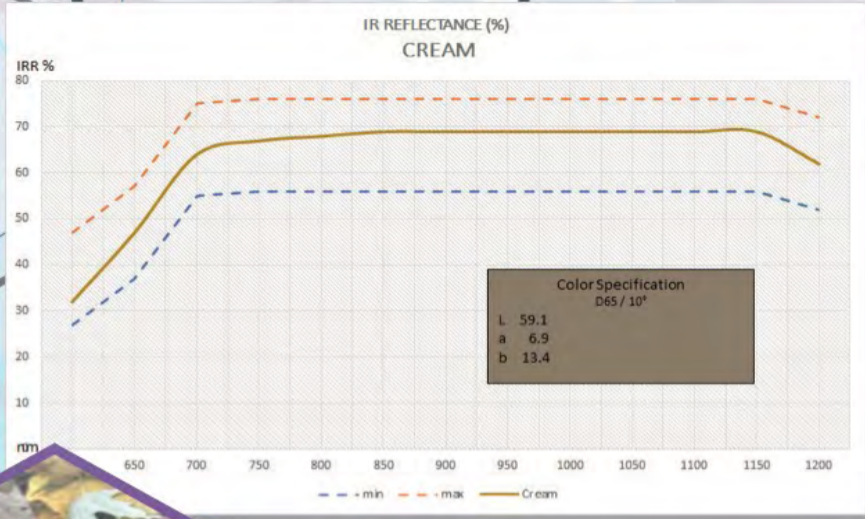
Patterns & Colors must match the environment of a combat area which may include woodlands, urban terrains, deserts, snow or marine surroundings and may include conventional, digital and multicam patterns.

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

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

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

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



print seen at daylight



without IRR Control



with IRR Control



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Interview with Sara ElHoseiny – Export manager At Arab Development Company

Arab Development Company (ADC) a Leading Polyester Yarn Manufacturer in EGYPT



Arab Development Company (ADC) has been established back in 2008 and developed to be one of the leading business entities in Textile Sector. In the earliest; ADC starts by importing yarn and distributing it locally, over the years; ADC has developed its business model to include manufacturing and exporting Polyester Yarn and Polyester Stable fiber.

First of all please let us know about Arab Development Company's (ADC) history and its success story in the textile industry.

ADC business model was agile to include manufacturing Home-Textile Products under private label, our focus on providing quality to our customers gave us an edge to expand and to specialize in Egyptian cotton products, and hence establishing our own Luxurious Bath Textile Brand "Hammam Home" to meet the growing markets.

Hammam-Home is moving on in solid steps in the local market and has lately moved out to the international market, also our production capacities is granting us great flexibility to keep working under a private label.

Our highly qualified export team are delivering our products to our customers everywhere, we are available in Turkey, KSA, Netherlands, Italy, France, Kenya, Libya, Canada, Caribbean Islands etc.

What is ADC's range of products? And specification?

ADC has three main product categories: Yarn with main focus on polyester yarn, air-covered yarn, single & double covered yarn. Recycles polyester staple fiber with the main focus on solid range and Hollow Conjoined Silicon (HCS) range.

Home Textile Products with many sub-categories: Towels, Bathrobes, bath mats, Bed Linens, Sheets, Duvet covers... and more with high flexibility in designs and sizes that fit all needs.

ADC is always focusing on quality standards in both its products and services, this is reflected in having our certificates of management system ISO 9001 and OEKO-Tex for yarn.

How do you evaluate the textile industry in EGYPT in general? You can add any number, export-import figures and statistics and ...

The Egyptian Textile Industry Dates Back To The Time Of The Pharaohs. The Country Serves As A Crossroads For The Middle Eastern Region's Vertically Integrated Textile Industry Of Egypt. Egypt Is Involved In The Entire Manufacturing Process, From Cotton Agriculture Through Yarn, Fabric, And Ready-To-Wear Garment Production.

Textile Production Accounts For 25% Of The Overall Industries, With Home Textiles Accounting For 12%, Cotton Yarn Accounting For 8%, And Other Textiles Accounting For 5%. The Public Sector Dominates The Home Textile Manufacturing Companies In Egypt, Accounting For 50% Of Spinning, 60% Of Hemming, And 60% Of Weaving. 90% Of The Garment Industry Is Owned By The Private Sector.

The textile sector is exporting its products worldwide with a major contribution to both the USA 30% and Turkey 30%, Italy 7%, Spain 5%, Germany 5% and others 23%

It is expected that Egypt will have a bigger contribution ahead as the government is injecting a huge investment in its production lines re-new, in addition, a lot of effort is paid to restructuring the governmental companies in order to give a higher fitness when approaching international markets.

How name percent of your products export to international markets and how many percent use in Egypt's local market? Where are your main export destinations and countries?

ADC has had a big interest in exportation since its establishment, the management board has realized early the importance of expanding internationally as foreign exposure always increases awareness and sharpens the production abilities which in turn reflects on the whole company's performance in the local market and in the international market.

Currently, ADC export operations exceed 45% of its total turnover during 2021/2022 which is considered as a success story with respect to all shipping constraints and pandemic issues that the whole world have exposed to during the last



period because of the COVID-19 and lately Russian-Ukrainian war.

ADC main export destinations are in Turkey, Italy, Netherlands, KSA, Kenya and Caribbean Islands and the expansion plan is looking more for Africa, the Middle East as well as EU countries.

As a textile expert, how do you evaluate the polyester yarn market and new investments globally and especially in Egypt? What are the pros and cons?

The global demand for the Textile Yarn Market was valued at USD 11.9 Billion in 2019 is expected to reach USD 16.0 billion in 2026 with an anticipated growth rate of 4% between 2020 and 2026.

Textile is one of the basic needs of the human population. The textile industry is witnessing a remarkable demand, especially in Asia Pacific regions due to high population rates. The adoption of new trends globally and the introduction of new fabrics are some of the major factors driving demand for textile yarns.

Although the Egyptian government is focusing on lifting-up textile industry by providing subsidies and customs facilities, the polyester yarn trade balance is showing 23% deficit in 2021, this means that the Egyptian market yet has an investment opportunity for local and foreign investors.

How do you evaluate Egypt's government support for the textile industry? How government can help Egyptian textile manufacturers?

Egyptian Government is putting a lot of effort to support the textile industry and to grow export figures within their current country growth plan, a bundle of facilities are designed to support the expansion of investments such as (but not limited to) defining further industrial areas, grant some facilities for having required land equipped with infrastructure, many loans initiatives from CBE, on the other hand; other bundles of facilities are given to support export target through direct export subsidy and/or customs systems to grant importation facilities for export purposes.

More and above; Egyptian Commercial Service (ECS) offices are spread worldwide and are focusing on studying attracting business opportunities, supporting Egyptian exporters and supporting the government in concluding free trade agreements with different countries.

Production and consumption of polyester yarn and fibre in the last decade grow fast. What are the reasons for this?

Generally, Textile industry is related to an increase in population that reflects in a direct increase in

demand for Yarn and Fiber (with all their related categories). this affects directly the fabric/apparel industry and also has a direct effect on all affiliate industries such as home textiles, bedding fabrics, furnishing, carpets and others.

Growth in consumption is mainly based on considering polyester yarn as less costly alternative, it affects the efficiency of the cost equation for producers and hence can deliver a quality product at a convenient price.

Contribution of polyester yarn in the different textile branches enhances the composition of many products in terms of appearance and usage, It is widely used in suspenders, shirts, skirts, children's

clothing, silk scarves, cheongsam, ties, handkerchiefs, home textiles, curtains, pyjamas, bows, gift bags, sleeves, fashion umbrellas, pillowcases, pillows, etc. It is most often used to produce textiles that require GRS certification or used together with other types of yarn to manufacture core spun yarn or blended yarn.

Let us know about your latest products, research and development, new investment and ...

ADC is already has retained a remarkable reputation between its customers and its competitors, Currently, ADC is concerned with expanding in applying new sustainable and eco-friendly polyester yarn full production line to provide practical sustainability and cleaner production solutions that help to reduce the loss of energy, and of course, increases ADC production capabilities.

Adding the new production line will increase its monthly production capacity by almost 15%.

ADC is also putting focus and investment in marketing its retail home textile product line branded "Hammam-Home" locally and internationally, ADC is contracting new capacities to fulfil all its sales plans, Also, We are working on a solar energy substitute in our new factory that will also have polyester recycling production line.

Do you know how many companies are active in the polyester sector in Egypt?

Egypt ranked as the 10th country importing polyester yarn worldwide with 2.9% contribution in 2021 with a market concentration of 0.38 which means that the market is competitive and is open for more import operations from other producers.

Although local consumption is exceeding local production, Egypt is trying to push on exporting such products. Egypt's exports represent 0.1% of world exports for this product, it's ranking in world exports is 33, export concentration is 0.47.

At the end you can add any other information that you think is interesting for readers in EMEA region and a better interview.

Our Company ADC is now looking for all possible chances with the emerging countries in EMEA regions, we are looking for expansion across borders not only by marketing our products abroad but also by looking into investment/integration opportunities.





SAPPHIRE HOUSE: A GEM INSPIRED

AUTOGRAPH BY MARRIOTT HOTEL

THIS PROJECT FEATURES:
A CUSTOM DESIGN INSPIRED BY DIAMONDS, RUBIES, SAPPHIRES
AND EMERALDS
THE BUTTERFLY DESIGN FROM HIGHLINE EXPRESS CULTURES



The neo gothic building housing Sapphire House in Antwerp, Belgium, has been welcoming guests since the 16th century. In that period, the place was called The Great Ruby and in fact, this Autograph by Marriott hotel is located at Antwerp's most precious heritage; the first global exchange, where people from all corners of the world met to trade goods, experiences and ideas.

With the gemstone trade specifically, Antwerp brought luxury to Europe. And nowadays, every diamond travels through Antwerp at least once.

The design direction: Diamonds, rubies, sapphires and emeralds

The creative team of the transformational process was led by architect Debby Wentink from HUGO interieurvormgeving. According to the

brief handed over to the team, and in perfect line with the Autograph by Marriott concept, the interior of this luxury boutique hotel had the overall objectives of inviting guests to connect with the rich history of the building, engaging with its pioneering spirit and indulging in its brilliance.

Preliminary architectural research revealed that the historical walls and ceilings consisted of four main colour schemes embracing beige, red, blue and green. Back in time, these four colour stories were designed to perfectly match The Big Four; namely diamonds, rubies, sapphires and emeralds which make up some of the most precious stones. Debby explains: "Combining Antwerp's remarkable gemstone heritage with the revelation of these historical colour choices, the interior design of the hotel simply had to be gem inspired."

The extended research was made to ensure that the storytelling and visual concept would honour the heritage of the location, the building itself and the city of Antwerp. That was how the team found out that the monumental part of the hotel used to be named The Great Ruby, an extraordi-

nary fact which only confirmed that the chosen design direction was the right one!

A gem inspired colour palette

The gem inspired colour palette already unfolds when guests are welcomed in the sapphire blue reception area which leads to the ruby red restaurant designed to reflect a collaborative marketplace. This vibrant heart of the hotel is a perfect meeting place elegantly connected to the lobby that exudes a more relaxing atmosphere with its subdued beige colour scheme. The historical state room represents the emerald with green, luxurious velvet sofas and chairs.

The design story: Exactly like nothing else

Like all Autograph Collection by Marriott hotels, Sapphire House is carefully designed to be exactly like nothing else. Debby explains: "Maybe you can imagine that the monumental and historical elements were both a blessing and a curse? Our design aimed at weighing the pros and cons to create a hotel that would embrace the inherent craft and authenticity of the building. During the concept development it was our main goal to capture and celebrate the historic character and grandeur of this landmark to create precious memories of Antwerp for every single hotel guest."

Debby further elaborates that one of the ways to balance the characteris-

tics of the present and the past was specifying very soft and tactile materials as markable contrasts to the harder historical materials and architectural frames.

The carpet as an acoustic helper

Because of the building's monumental status and history, the design team wanted the floors to reflect materials from those eras. However, having stone floors all over would be an acoustic challenge. Especially because the team wasn't allowed to mount anything on the walls and ceilings. Therefore, carpet was specified as an effective acoustic solution also creating the crucial warm and luxurious atmosphere.

The carpet as a storyteller

With two carefully specified carpet patterns; one bespoke carpet design and the Butterfly design from the Highline Express Cultures collection, all carpets represent the character of the hotel.

The design of the carpets adorning the entrance areas and floor -1 is custom made in cooperation with wallcovering company Glamora. Their wallcovering is used for reflecting the grand voyage of trading through time and place by letting memories and emotions slip into the travellers' minds as they conjure up images of countries and places, they might have visited themselves.





In the lobby, the design team aimed at creating a soothing interior that combines historic details with modern sensibilities. The lobby is set in soft hues and clean lines that allow the historic character to shine through. Modern ruby and diamond toned décor in sleek lines and soft fabrics create a welcoming setting for relaxation.

The Butterfly carpet design in diamond-coloured tones creates a lush yet natural backdrop to the room and a sense of spatial depth. Furthermore, it symbolises comfort and lightness, which are

the exact features guests are looking for in a luxury boutique hotel lobby, according to Debby.

About our collaboration, Debby says: "We prefer to work with Ege Carpets because of their extensive amount of collections and designs, the variety in their designs and the possibilities to adjust the designs in colour, size and form. Being the specialist, Ege Carpets offer their expertise after listening to our ideas. Processing our designs into drawings and samples – and getting them for evaluation fast – stimulates the process and results in various distinctive projects."



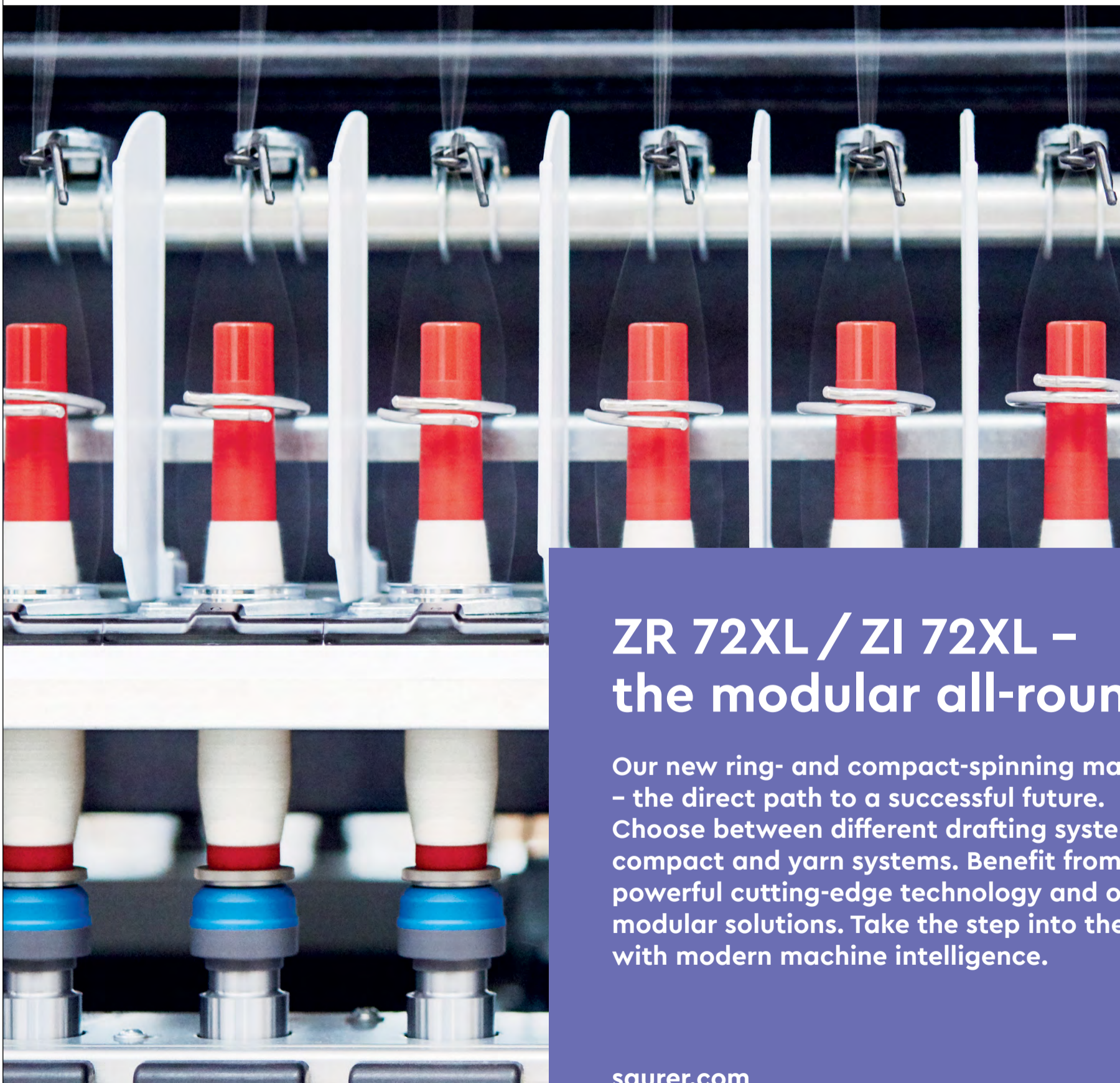
Our studio has established a longtime cooperation with Ege Carpets, that should say it all.

- Debby Wentink, architect at HUGO interieurvormgeving

“

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VANDEWIELE team is delighted to welcome its customers again on the next edition of the DOMOTEX exhibition, in Hannover GERMANY.

TEXTILE SOLUTIONS TOGETHER

VANDEWIELE has always acted as technological leader and innovative player in the textile machinery industry.

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

Vandewiele will show many carpets woven on the RCE+ and the high speed RCF with Fast Creel. Less waste, higher productivity and quick color changes combined with an ergonomic machine are keywords of the modern Vandewiele weaving machines. Ecology and Ergonomy at their best. In handlook carpet qualities, the visitor can see many samples in reed 1000, 1200 and 1500 dents per meter with an even improved back, thanks to the new integrated jacquard technology. This makes cleaner color switches and weave structures with special floating possible.

In the category of "cut-loop samples", which nowadays is very popular, the rugs made on Vandewiele USF Universal Shaggy Cut Loop will astonish



every visitor.

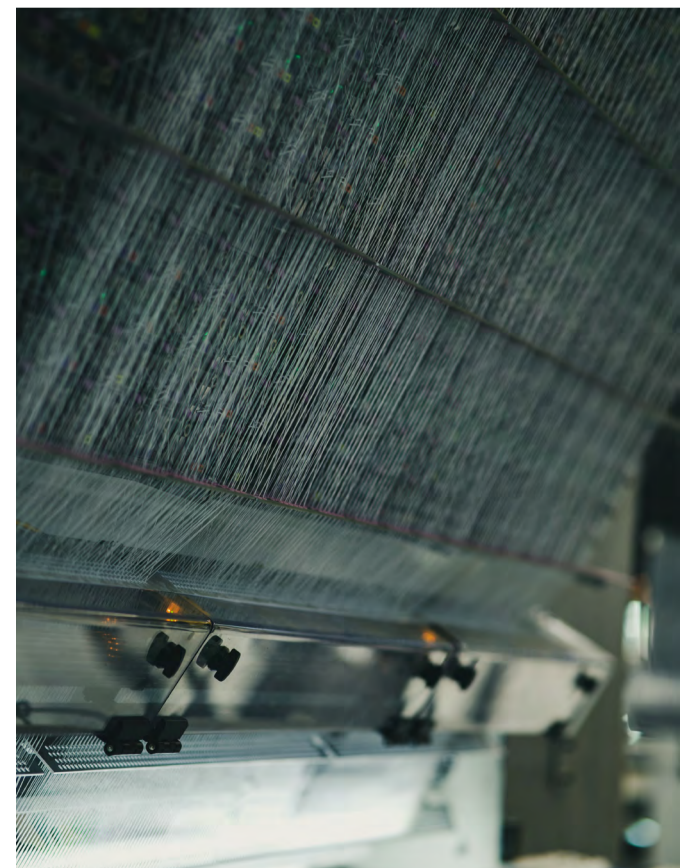
Vandewiele is also on the Domotex exhibition to prove once more that they are your partner, for advice and service, and for development of new carpet qualities.

Naturally, also the highest carpet qualities

This year's edition also focusses on new tufting developments at the Vandewiele booth. Cob-

ble-Vandewiele's Dynamic Loop technology on Myriad allows quick loop pile height switches at high production output, even with extreme differences in pile height. The Colortec qualities in polyamide and wool will show high-definition design carpets in 1/10", 1/7" and 5/32" and naturally also plain carpet qualities and artificial grass samples will be on the booth.

Vandewiele is looking forward to exchanging



ideas with their customers and partner, on this meeting point where everyone in the carpet business will be present. Various samples, carpet tile qualities, and new carpet yarns developments wait for being discovered.

Our BCF Extrusion department is focusing towards energy saving and easy handling. Both you find combined in our latest developments:

- SECO system which is giving a perfect color separation without the need for pre-intermingling.
- INCA system which gives superior tangle knot regularity and the highest savings towards air consumption for BCF intermingling in the market.

Savio is launching the newest SAVIO automatic winder Proxima Smartconer®
The new winding machine Proxima Smartconer® is setting the benchmark in Savio automatic winding.

We have combined the name Proxima with Smartconer®: it stands for a high-tech winding machine, capable of perfectly adapting to de-

mands of Connectivity, Industry 4.0 and Industrial Internet of Things.

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

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

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

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



heat-setting solution.

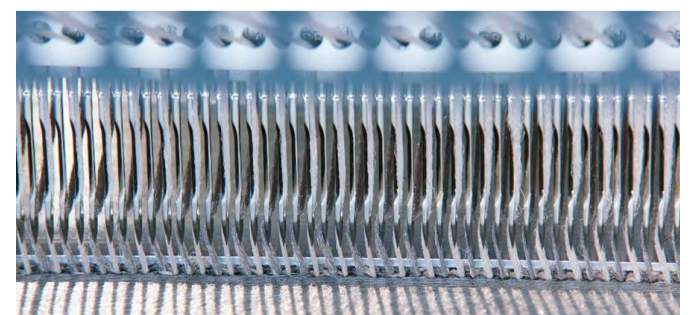
This triple-layer heat-setting process provides an unequalled level of evenness and a highly homogenous fixation characteristic to the yarn, as well as stain resistance or enhanced bulk. The DHS3 line offers a high energy saving process in a reduced floor-space.

To complete their range, SUPERBA is also presenting their B403 automatic winder.

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

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

Looking forward to meeting you all again over there!





THESE ARE THE FINALISTS OF THE CARPET DESIGN AWARDS 2023

THE CARPET DESIGN AWARDS (CDA) WILL BE PRESENTED AT DOMOTEX FOR THE EIGHTEENTH TIME. THE FINALISTS OF THE INTERNATIONALLY RENOWNED COMPETITION FOR FIRST-CLASS CARPET DESIGN ARE NOW SELECTED!

Under the direction of Jamie Metrick, Managing Director of Elte, a jury of international experts from the design and carpet industry selected the most convincing designs in eight categories.

A total of 191 carpet designs were submitted worldwide for the Carpet Design Awards 2023. Of these, 24 entries reached the final round of the competition.

Design, quality and craftsmanship

The prestigious awards – presented in collaboration with COVER and HALI magazines – celebrate contemporary carpet design and reflect the innovations and trends within the industry. In selecting the finalists, the jury paid particular attention to the design, quality and exquisite craftsmanship of the handmade rugs.

In selecting the finalists, the jury paid particular attention to the design, quality and exquisite craftsmanship of the handmade rugs. "What

I love about the awards is that they push the best of the best artisans to continue innovate and bring something new to the market each year," reveals Jamie Metrick, head of the jury and elaborates further: "I was really impressed by the range and diversity of candidates that made my shortlists. There is a great mix of producers, wholesalers, retailers and designers up for awards this year."

Carin Terins, also a member of this year's CDA jury and Chief Purchasing Officer as well as Creative Director at RugVista Group AB, was particularly pleased with the creativity and quality of the submissions: „This was not an easy choice! There is a lot of interesting designs and information to consider.“ Three exclusive examples of each category made it to the finals. They will be on display in Hall 2 throughout DOMOTEX.

Honouring sustainability

In 2023, the category "Sustainability Award" will be introduced. With this new award, the CDAs want to take into account the growing impor-

tance of sustainable design and ethical carpet production.

Carpet designer and jury member Nani Marquina supports the inclusion of the new category, stating: „All of us, who are dedicated to product design, have to keep sustainability very much in mind. It has practically become an obligation, a necessity.“ Since the competition's inception, the categories have been constantly refined and adapted to the latest industry trends and values.

EUCA Award honors carpet importers

During the Carpet Design Awards, the European import trade for handmade oriental carpets will also be honored. The EUCA Award has been presented by the European Carpet Importers Association since 2007 and is being awarded for outstanding achievements in this field for the 15th time.

Time to celebrate together

All winners of the eight CDA competition categories and the EUCA Award will be announced at a ceremony on the second day of the fair, 13 January 2023 at 6 p.m. at the Carpet Design

Awards exhibition area in hall 2, booth C34.

"For the first time since 2020, we can once again experience the Carpet Design Awards ceremony live at DOMOTEX in Hannover. We look forward to celebrating the most beautiful handmade carpets with everyone," explains Sonia Wedell-Castellano, Global Director of DOMOTEX Events worldwide.

The finalists - who will win?

Category 1: Best Studio Artist Design | Original small scale production design from an artist or designer

Lady in Rug, House of Rubber | Amsterdam (NL)

Shore, Tania Johnson Design | Twickenham (UK)

Omaggio a Maria Lai: Legarsi alla montagna, Joias | Tortoli (IT)

Category 2: Best Modern Design Superior | Original contemporary designs showing optimum use of materials

Preeti Ammanan, Saraswati Global Pvt Ltd | Jaipur (IN)

Rainbow, Jaipur Rugs | Jaipur (IN)

Ourika Valley, Bazar du Sud | Marrakech (MA)

Category 3: Best Modern Design Deluxe | Original contemporary design showing optimum use of materials

Green Agate Ltd., Ashtari Carpets bvba | Antwerp (BE)

Hudson Black and White, Knots Rugs | London (UK)

M/M (Paris) for TAN(China), TAN(China) | Beijing (CN)

Category 4: Best Transitional Design | A new rug that interprets traditional designs for a contemporary audience

Kubla,onyx, New Moon Rugs | Wilmington (US)

Hmong, Manglam Arts | Jaipur (IN)

Talisman Hand-knotted, Wendy Morrison Design | Musselburgh (UK)

Category 5: Best Flatweave Design | Original rug design demonstrating the flatweave technique

Flow, Studio Potato | Istanbul (TR)

Tulu, Manglam Arts | Jaipur (IN)

Gondolas, Selam Carpet & Home | Istanbul (TR)

Category 6: Best Collection | Contemporary Traditional or Transitional design collections demonstrating a common theme

Supergraphics Collection, Cadry's | Sydney (AU)

Kangan Arora - Cosmic Check, FLOOR_STORY | London (UK)

Trails Collection by Sebastian Herkner, M2Rugs | Hamburg (DE)

Category 7: Best Interior | A high-end customization project or rug installation represented by high-quality images

Emily Forgot - Modular (Amity), FLOOR_STORY | London (UK)

Knots Rugs x Shelter, Knots Rugs | London (UK)

One Hundred Birds, One Hundred Flowers, Wendy Morrison Design | Musselburgh (UK)

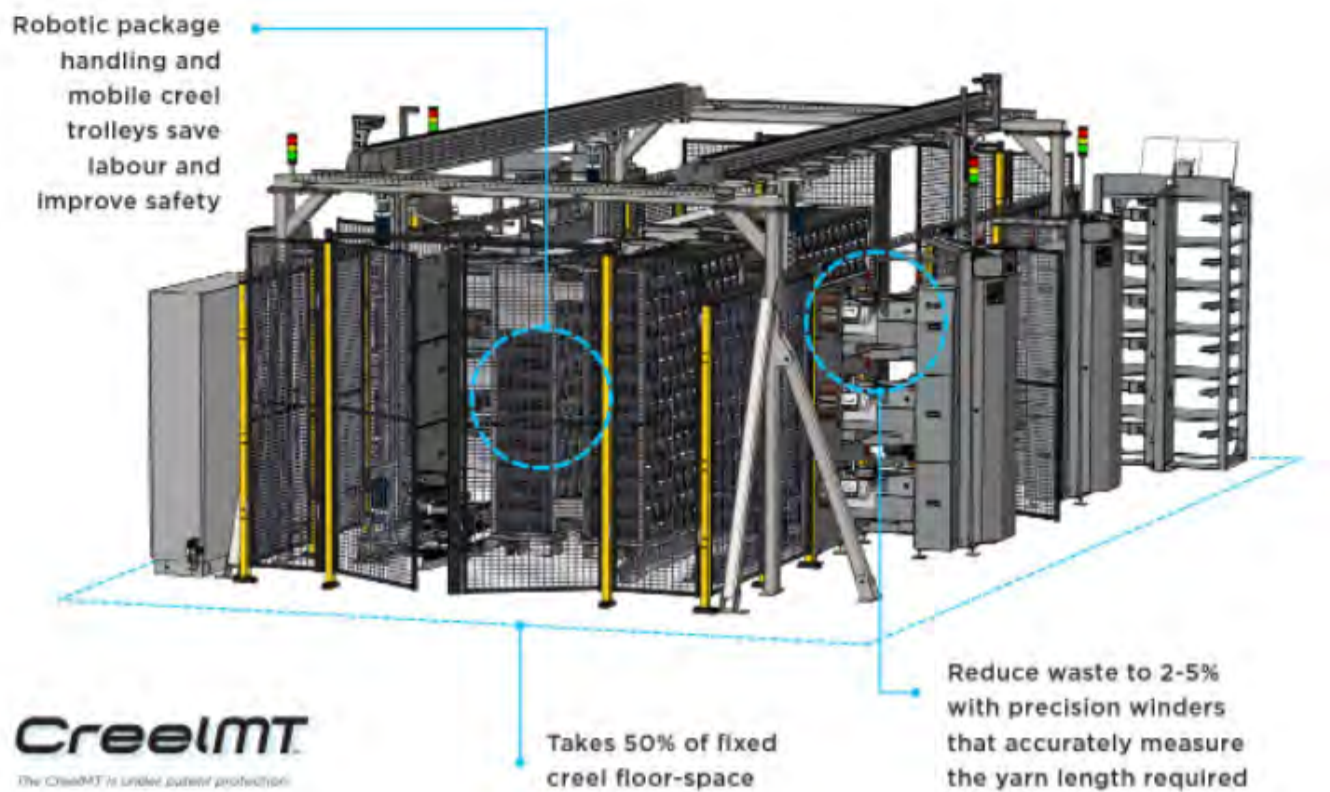
Category 8: Sustainability Award | A rug that is produced with a low carbon footprint or/and that incorporates ethical practices

Typewriter Collection, MUM's | Helsinki (FI)

Diamond Root Rug, Diamond Carpets | Agra (IN)

Taufa, Jaipur Rugs | Jaipur (IN)





CREELMT:

REVOLUTIONISING

TUFTED CARPET

MANUFACTURE

Modra Technology's recently launched CreelMT is an automated mobile yarn creeling system, designed to revolutionise the way tufted carpets are manufactured.

Machinery to produce tufted carpets has been in existence for over 100 years, with this machinery evolving radically over that time as new technologies have emerged. However, the creel behind a tufting machine has not kept pace with the great advances in tufting machines, remaining fundamentally the same over the past century.

For modern tufting machines with yarn control at each needle position, the conventional creel is a compromise, creating a bottleneck to the capabilities of these more modern machines.

But now, all that has changed! Modra Technology's CreelMT solves these big problems and can be completely customised to meet customer requirements. The revolutionary new CreelMT is an automated mobile creel that incorporates winding, robotic package loading and a yarn blow through system, leading to:

reduced labour
less waste,
quicker change over time, and
an allowance for shorter run sizes.

At Modra, we have a passion for engineering and technology. With more than 30 years of experience in the textile industry, we continue to seek strong solutions to big problems. Out of that passion and experience, the new CreelMT was born.

Persian Rugs by GharGhar



Home décor brand GharGhar, known for sustainable, artisanal contemporary rugs, cushions and other accessories that are inspired by art, culture and heritage have launched a new collection of awe-inspiring Persian rugs that will instantly elevate any room!

Highlights of these Persian rugs by GharGhar include the Forum Rug, the Persia Rug, the Noruz Rug, the Kirman Rug and the Kashan Rug. These digitally printed and embroidered PET dhurries come in vibrant hues such as rust, teal, red, black, beige and multi-coloured. They can be customised as well.

This one-of-kind range sets the mood and enhances the atmosphere of any space with its striking designs and hues. This collection is breathtaking and exudes a strong personality. The rugs showcase distinctive workmanship and a unique aesthetic. The distinctive range comprises contemporary carpets in unique patterns that render a sophisticated yet humble touch to any space.

Coming Full Circle on Sustainability: 100% Polyester Carpet Systems

Automotive carpets are typically multi-layered systems that can be challenging to recycle. By introducing a carpet made of 100% polyester, Autoneum now opens up new opportunities for vehicle manufacturers to meet their ambitious sustainability targets.

The innovative carpet systems are fully recyclable, thus paving the way for an improved and more sustainable end-of-life recycling of electric vehicles. In addition, the high content of recycled PET as well as the zero waste and less energy-intensive production process further improve the carbon footprint of Autoneum's new monomaterial needle punch and tufted carpets.

In light of ever more stringent emissions regulations towards a greener and electrified mobility, vehicle manufacturers are placing increasing importance on the sustainability performance of individual components across the entire product life cycle.

Autoneum's new environmentally friendly carpet systems made of 100% polyester feature a high content of recycled raw materials.

Their zero waste and latex-free manufacturing process also significantly reduces CO₂ emissions as well as water and energy consumption.

Additionally, by offering a fully recyclable carpet system, Autoneum is already supporting customers in an area whose importance for an improved sustainability performance of cars will increase even further in future: the end-of-life recycling of electric vehicles.

While the interior of cars with combustion engines is usually shredded together with other parts -mainly the vehicle body -, thus making the reclaiming of textile products



such as carpets practically impossible, e-cars open up new perspectives for end-of-life recycling.

Since the battery has to be removed at the end of vehicle life in order to be recycled or disposed of properly, the demand for easy-to-dismantle products, especially carpets, for the interior of electric vehicles is increasing.

However, such easily removable components not only facilitate access to the battery, but they can also be individually recycled at the end of product life, enabling car manufacturers to tap into previously unexploited sustainability potential.

With its sustainable 100% polyester carpet systems, Autoneum is at the forefront of this development, offering customers today the fully recyclable components they need to achieve their sustainability goals tomorrow.

Autoneum's fully recyclable carpet systems ensure a closed material loop and are thus

tangible proof of the Company's long-term commitment to improving the sustainability performance of its products and manufacturing processes.

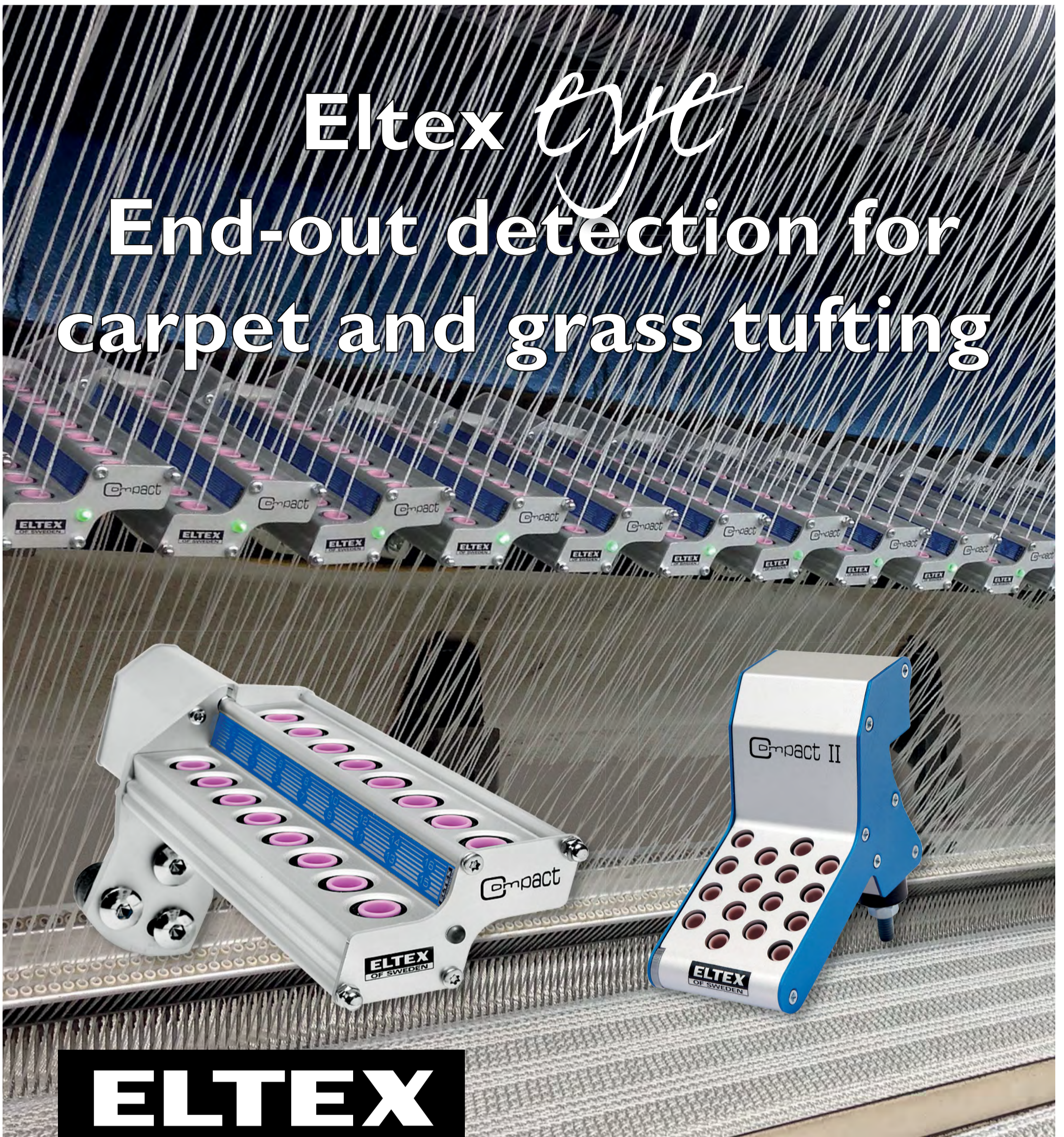
The 100% polyester carpets build on the existing lightweight and particularly sustainable Autoneum Pure technologies: the carpet surface, for example, is made of Di-Light or Relive-1, while Hybrid-Acoustics PET is used for the decoupler.

Thanks to Autoneum's innovative alternative backcoating (ABC) process, which uses a thermoplastic adhesive instead of latex, the production of the new monomaterial needle-punch and tufted carpets also requires significantly less energy and no water at all.

Autoneum's sustainable tufted carpet system made of 100% polyester is already in development for an electric model of a German vehicle manufacturer that will be available in Europe and Asia

Eltex *eye*

End-out detection for carpet and grass tufting



ELTEX

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Abrasion and micro-scratch testing of wood and laminate surfaces

Solution

- Martindale for Wood, 2- or 5-station
- Specimen mounting plate, 3M Scotch-Brite abradant and holder, spindle and spacer, 4 N or 6 N

Benefits

- Standards-driven repeatable testing for abrasion
- Consistent quality
- Scratch and micro-scratch resistance
- evaluation for natural and man-made



surface materials



Requirement

The use of natural materials has long been a unique selling point across many consumer product lines. Real wood is seen as having particular value in terms of quality and luxury in furniture and vehicle design as well as many components in very diverse industries.

In addition to test standards focusing on struc-

tural safety to functional performance, an additional important consideration is how a wood finish will look throughout its life in service. Natural products may have advantages in terms of visual or tactile appeal but in most applications, durability must also be guaranteed to match their manufactured alternatives.

In use, surfaces such as table-tops and flooring will be subjected to various types of wear and

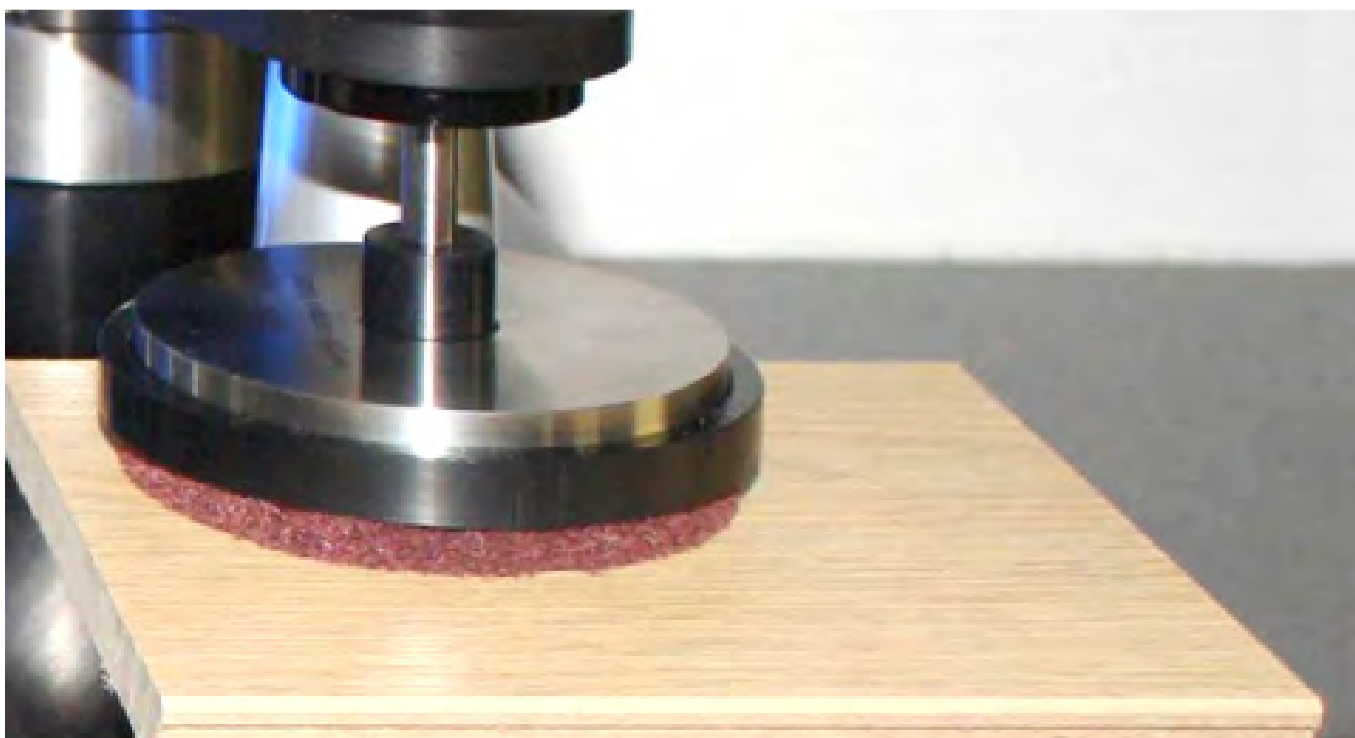
tear—most notably, abrasion—resulting in a deterioration in surface appearance.

Global brands in both solid wood and laminate products implement micro-scratch and general surface abrasion testing to a range of standards. International standards and tailored internal test methods enable these companies to ensure a consistent level of quality independent of manufacturing location.

Solution

The Martindale abrasion tester was further developed for use on wood in collaboration with Institut für Holztechnologie (Institute for Wood Technology) Dresden, Germany. Its use is specifically required in test standard PD CEN/TS 16611: Furniture. Assessment of the surface resistance to microscratching.

As abrasion is defined as the surface wear caused by rubbing with another material, the principle of abrasion testing is to 'rub' the test sample surface with an abrasive material, under certain conditions.



Iranian crafters weave carpet in honor of Qatar World Cup

Artisans from Semirom county, central Isfahan province, have woven a carpet celebrating the 2022 World Cup, which is currently underway in Qatar, the county's tourism chief has said.

For almost eight months, artisans of this county worked days and nights to weave the carpet, Saeid Soleimanian explained on Wednesday.

The carpet has been created with all the efforts and creativity of the artisans to convey the message of eternal peace and friendship of Iranians to the world, the official added.

There are 1080 cross knots and 1660 longitudinal rows in this carpet, which measures almost two meters by two meters, all silk, and 60 color variations, he noted.

There are also maps of the 32 selected countries and pictures of world-famous players included in the design, along with symbols representing the countries participating in the event, he mentioned.

Several exhibitions of Iranian handicrafts and traditional arts as well as carpets are held on the sidelines of the Qatar World Cup.

In October, deputy tourism minister Maryam Jalali said that the exhibitions, which are organized by Iran's Ministry of Cultural Heritage, Tourism and Handicrafts,



The Martindale implements circular motion to provide multi-directional rubbing, delivering results more representative of the actual end-use than other methods in the market, which scratch the surface in a straight line only. The motion is that of multiple 'Lissajous figure' curves, created as the tester cycles through the rubs.

Despite the complex motion of the Scotch-Brite™ abradant pad on the sample, the tester itself is easy to use – ensuring consistent and repeatable results. TestWise Touch software provides a simple-to-use touchscreen for optimum efficiency.

Quick set up of tests is enabled by a standards-driven interface, where the user is guided explicitly through the process, thus requiring minimal training. Once the test has been completed, the surface of the sample is visually inspected and graded for level of damage.

A range of sample thicknesses may be tested, making the Martindale capable of testing thin, decorative High-pressure Laminate (HPL) through to deeper, solid wood specimens such as countertops. A Specimen Mounting Plate (SMP) and an interchangeable spacer deliver test space flexibility.

would host spectators and tourists and create a space where Iranian traditional art can be seen with Iranian symbols.

A variety of cultural, artistic, and handicraft works are on show in these exhibitions, along with the latest scientific and technological achievements.

"The goal is to showcase the great achievements of the Iranian people, as well as the attractions and events related to football, to counter Iranophobic statements," she mentioned.

Back in August, the spokesperson of the Ministry of Industry, Mine and Trade Omid Qalibaf announced in addition to handicrafts exhibitions, Doha will also host five more Iranian exhibitions in the fields of food, furni-

ture and chandeliers, decoration, construction materials, clothing, Islamic fashion, hotel and catering, and technical and engineering services.

These exhibits will be held in collaboration with Iran's Trade Promotion Organization of Iran (TPO) as well as Iran's embassy in Doha, the official added.

In addition to introducing Iran's export goods to Qatari businessmen, the exhibitions will include business meetings between Qatari and Iranian businessmen, he explained.

Although the Iran football team became the first Asian team to book their place in the major competition, it failed to qualify for the knockout stage.

THE PERFECT HOME OFFICE RUG

HOW TO CREATE THE BEST WORKING ENVIRONMENT

After two years of increased to complete working from home, many people have now set up a permanent place to work at home. Those who have the opportunity have chosen a corner,



a room or even a floor for productive hours.



Image:Nikolay Kazakov



Image:Nichlas Hoel Hvesser

In most cases, this area at home was spontaneously converted and previously served another function or lay idle. It was not uncommon for a mindful evaluation and redesign of the space to be neglected in the sudden change. If you now want to consciously (re)design your workspace at home, here are some tips on choosing the right rug.

What should not be neglected alongside functional desks, ergonomic seating and appropriate hardware equipment is the feeling of well-being. Those who furnish not only a functional but also an inviting workplace are more likely to come back to it and feel directly more comfortable during their time in the home office.

GO WITH THE SEASONS WHEN FURNISHING YOUR HOME OFFICE

To ensure variety and at the same time keep up with the demands of the seasons, it is also a good idea to redecorate a little at least twice a year. In between, of course, you can also bring a breath of fresh air into the home office with matching decorations. While tables and hardware do not have to be changed, it is a good idea

to buy smaller items such as rugs and chairs in two sets.

SET UP YOUR HOME OFFICE PERFECTLY FOR THE WINTER

The workplace can be made cosier in winter, for example, by furnishing it with a fluffy rug at the feet and an upholstered shell chair. The chair should keep draughts away from the back so that at least the lower back does not get cramped. A cosy rug at the feet also offers comfort in contrast to the cold, digital surfaces of the modern working world. Warm feet make for a better overall feeling of well-being, especially when sitting for hours without moving causes the circulation to run down and you freeze more quickly.

WARM FEET FOR A HEALTHY POSTURE AT THE DESK

Keeping your feet warm on the floor can also have a positive effect on your posture and prevent back pain and neck tension. Especially those who make regular use of a standing



Image: Villa Mainblick / Moser

desk will appreciate a comfortable surface. In addition, the more voluminous the rug, the more small, unnoticed balancing movements are performed in the body when standing on it, which keep the spine and the entire musculature active.

SUMMER FURNISHINGS FOR THE HOME OFFICE



Image:3Designedly



Image:Fotostudio Casa GmbH



Image:Thomas A. Berger



Image:Simon Cook Agencies

When the temperatures rise in summer and you start to sweat even while sitting, you should also adapt the equipment of your workplace at home. A light office chair with an air-permeable backrest can help. Additionally, rugs made of Tencel, wool or viscose help to regulate the indoor climate.

REGULATING INDOOR AIR WITH SUITABLE RUGS, EVEN FOR ALLERGY SUFFERERS

These materials absorb excess moisture from the air and release it back into the room when it is too dry. This makes it easier to work even on muggy or extremely dry heat days. Not to be forgotten, dry indoor air can also be caused by air-conditioning systems, so it makes sense to

equip air-conditioned rooms generously with rugs made of regulating materials. The sustainable tencel fibre is particularly suitable for allergy sufferers due to its structure.

HOME OFFICE OUTSIDE WITH HIGH-QUALITY OUTDOOR RUGS

If you are lucky enough to have a workplace with a direct connection to a balcony or terrace, you can include this feature in the perfect design. Not only is air circulation certainly easier, but indoor and outdoor areas can also be visually linked by suitable rugs. A high-quality outdoor rug, which is also suitable for indoors, is particularly suitable here. Here you will find an overview of our outdoor rug models.

Tip: Place the same outdoor rug indoors and outdoors so that the transition to the outdoors is visually supported. As a practical side effect, the home office appears more airy and those who have the possibility can also set up outside to work in suitable weather conditions. A high-quality outdoor rug can withstand any weather, should be UV-resistant and protect the feet from the heat or cold of the floor covering. The use of an indoor/outdoor rug makes particular sense near the balcony or terrace access, as higher loads often occur in the adjoining room as well, whether due to foot traffic or sunlight.

EXTEND THE LIFE OF YOUR HOME OFFICE RUG

Be careful with chair legs on rugs as they can leave impressions. While wool has a certain recovery capacity, impressions cannot be removed once they have formed, especially on fine viscose or Tencel rugs. The nature of these fibres allows for the absorption and rapid transport of moisture into the fibre interior, but causes them to become brittle as well as irreversibly swell if liquid is spilled on the rug. Regular vacuuming minimises the build-up of dirt. In any case, make sure you follow the appropriate care instructions for your particular model. You can download our carpet care instructions anytime if you need them.

CHOOSING THE PERFECT RUGS FOR YOUR HOME OFFICE

It is therefore advisable to select the rug not only according to its appearance, but also with regard to the load it will be exposed to in your own home office. For chair legs, we recommend furniture glides in all cases. If you use a sitting ball or stand a lot at work, perhaps even without shoes, you can also opt for less resilient viscose rugs with an elegant glossy look.

Chair leg marks, on the other hand, are lost particularly well in high-pile rugs made of polyester or cosy wool models. If you have an adjoining balcony or terrace, water-repellent polypropylene rugs are particularly suitable as flat outdoor



Image:3Designedly

models. Our polypropylene and PET rugs are super resilient and show hardly any signs of chair legs, which also makes them perfect for indoor use when the load demands it.

SET COLOUR ACCENTS FOR A GOOD MOOD IN THE HOME OFFICE

When choosing the right rug for the home office, you can go for strong colours. This way, the work area can be visually separated from the rest of the living area and a visual trigger is set to get you in the mood for work. As a splash of colour on the floor, a cheerful rug immediately puts you in a good mood in the home office without attracting attention during video calls. If, on the other hand, you are looking for more concentration, it is best to go for muted tones and uniform patterns. Flat, hand-woven wool rugs bring a bit of naturalness and calm to the screen.

IMPROVE VIDEO CALLS ACOUSTICALLY WITH SOUND-ABSORBING RUGS

But it is not only visually that rugs and carpets can make for a more pleasant working experience at home. Many models have a strong sound-absorbing effect, which improves the sound quality of both video calls and telephone conversations. Perhaps the neighbours, home office "colleagues" and other housemates will

also be pleased to hear less echo from the study, especially in tiled rooms or with high ceilings.

SOUND-INSULATING CARPETS FOR CONCENTRATED WORK

The following applies: the denser the pile of a rug or carpet, the more sound it absorbs. In addition, many of our models are reinforced with the kymo SUPERSONIC acoustic felt backing, which not only improves the dimensional stability of the rug, but also reinforces the sound-absorbing properties of all materials. It is not for nothing that the Royal Swedish Opera has fully equipped its sound room with our floorwear.

This way, sound is absorbed by the rug instead of reflecting off the floor and walls, which mitigates already imperfect sound quality and noise, especially in Voice-over-IP applications, and thus protects concentration. The other video conference participants will also benefit from this effect.

No matter what work you do, a beautifully designed environment has a positive effect on well-being and productivity. The kymo team hopes you have fun decorating and will be happy to advise you on the perfect rugs for your home office at any time!



Image: Thomas A. Berger

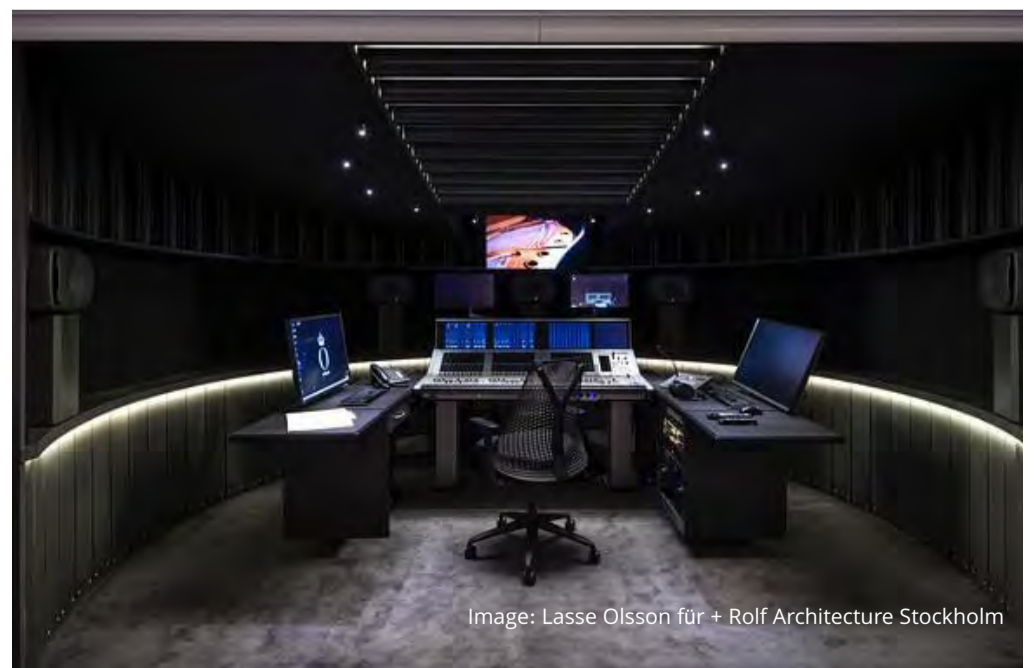


Image: Lasse Olsson für + Rolf Architecture Stockholm

Zenova Carpet transfer to the clean energy

Environmental responsibility lies deep in our hearts, and we are environmentally conscious all the way through. We are not only green in the product itself - but also in our sustainable and in-



novative production processes.

Zenova Carpet transfer to the clean energy after installing and operating a new solar plant which will save 70% of factory needed power in order to reduce carbon footprint contributes and enhance the environmental sustainability.



Ahiska Turkish women learning carpet weaving at a training course in Elazığ, Türkiye. (AA Photo)

BY DAILY SABAH WITH AA

Türkiye offers skill development courses to Ahiska women

Ahiska Turkish women, who came to Türkiye with their families seeking temporary protection from the Ukraine-Russia war, are becoming settled in the accommodation center in Elazığ. Some 500 women among them receive vocational training in workshops and learn clothing technologies, carpet weaving and hairdressing courses five days a week.

The Ahiska Turks, who were evacuated from Ukraine with the initiatives of the Ministry of Foreign Affairs, continue their lives in peace and security with the facilities provided by the state in the Aşağı Demirtaş Temporary Accommodation Center under the coordination of the Elazığ Governorship.

One of the trainees, Fatma Mirseliyeva, mother of four, expressed her gratitude to Türkiye and thanked the course "for making possibilities for her to contribute to her family."

Azize Çağalova, a mother of five, was also thank-

ful to Türkiye for these opportunities. She said: "Such opportunities are a hope for our survival. Our teachers are taking good care of us. God bless them. We feel at home," she shared.

Şenay Kılıç, a master trainer at the Public Education Center, also stated that their aim is to make Ahiska Turkish women gain professional skills.

Sedat Şeflek, deputy manager of Aşağı Demirtaş Temporary Accommodation Center, pointed out that the state has been carrying out serious studies for Ahiska Turks since May.

Such vocational courses are offered to accustom them to life in Türkiye and to enable them to benefit from job opportunities. Those who complete their training are given certificates and are provided with employment in various business lines, Şeflek added.



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