



MENA CARPET NEWS



**DISCOVER TURKISH
CARPET DESIGN
SECTOR WITH NILAY
SUSULU ...**

**DOMOTEX
CELEBRATES
SUCCESSFUL
COMEBACK**

**WHEN DIGITAL
PRINTER MEET
PCARPET TILES IN
FRANCE !**



Discover **Turkish Carpet Design** Sector with **Nilay Susulu** .



Interview with Mrs Nilay Susulu – Designer & Creative Producer



First, please let us know a bit about your biography and your experience in the carpet industry and carpet design.

I was born in Istanbul in 1987. I studied home textile design in high school and started designing in my high school years by drawing patterns for bridal boutiques and brode factories. I studied Fashion and Textile Design at Balıkesir University and Cinema at Istanbul University.

I am currently pursuing my master's degree at Yıldız Technical University, Department of Turkish Arts Design with a thesis. My freelance design work, which I started in high school, continued during my university years. I did my university internship by designing accessories for Faruk Saraç's collections. As of today, I have been serving the carpet and home textile industry for 18 years.

I worked as a design manager at Dinarsu Carpet. In 2017, I left Dinarsu Carpet and founded my

own company. My client portfolio, which I have known in multinational companies where I have worked for years, started to work with me as soon as they heard of my independence. This customer portfolio is the biggest reason for me to take quick steps in the field of export. I am involved in many hotel, yacht, office, and home projects. Design Life Magazine from Turkey, Wautier Carpet from Australia, and Marine Leather from Italy are the companies that I have partnered with.

We design and organize the production of carpet, fabric and leather products. Apart from being a brand supporter, I established my brands MAISO'NS, MAISO'NS FAIT MAIN and LIMAJUNO HOME. We are producing export-oriented boutiques.

How do you evaluate machine made carpet sector in Turkey in general?

The machine-made carpet industry in Turkey developed very rapidly after the 1960s with the

effect of technology. It continues to develop. The world carpet market counts on Turkey as a contract manufacturer until recently, but with export breakthroughs in recent years, Turkey now addressing the creative global world in Turkish carpet design and we are the leader in design.

The production conditions in the domestic market had a serious turnover even during the pandemic period. This means that carpet, which is one of Turkish traditional culture, did not fall short of its full efficiency service to every point of our living spaces.

The Turkish carpet industry first takes its strength from the centuries-old history of art and culture and serves in the country. With the aura, we get from our own country and our citizens, it spreads freely to the world with its own colors.



What is special about Turkish carpet design and designers?

As I just mentioned, our centuries-old culture is our biggest source of inspiration.

Turkish Culture is one of the oldest in the world. Our ancestors dominated many continents for centuries. They lived in common with many world cultures. This inevitably creates a cultural network. Adds unique values to its structure.

Belonging to such a culture makes Turkish Designers unique along with our spirituality. Many people from all over the world find a piece of their own culture and essence in every piece of work created by Turkish designers.

As of 2023, in the global design world, we will hear the names of Modern Turkish Designers more and more. The year 2023 will be the year when Turkish Designers, powered by their centuries-old past, will reach their peak in the postmodern line.

READY TO SUPPORT YOU

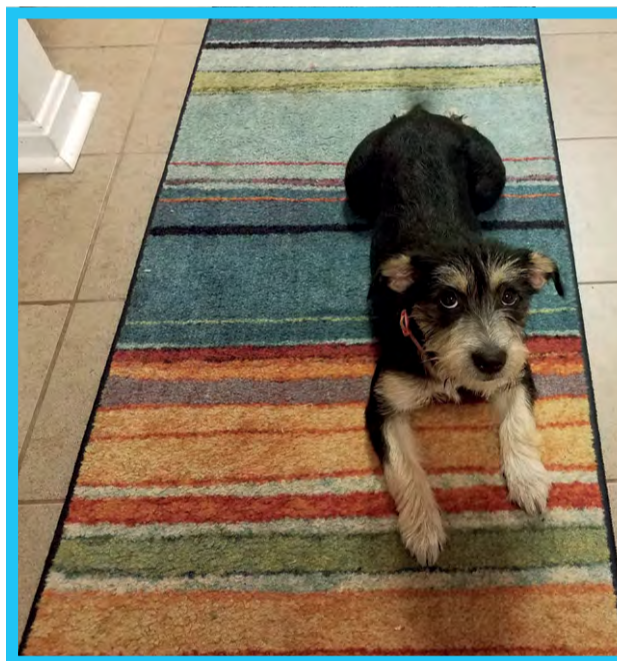
■ TEXTILE PRINTING



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

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

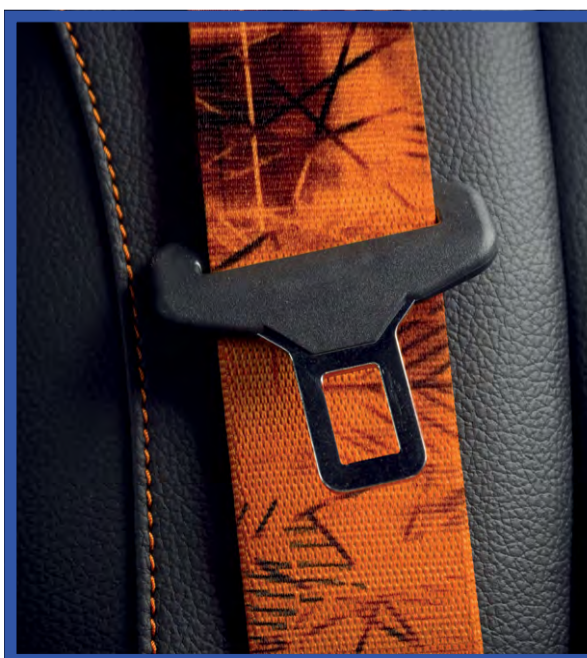
■ FLOOR COVERINGS



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

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

■ NARROW FABRICS



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

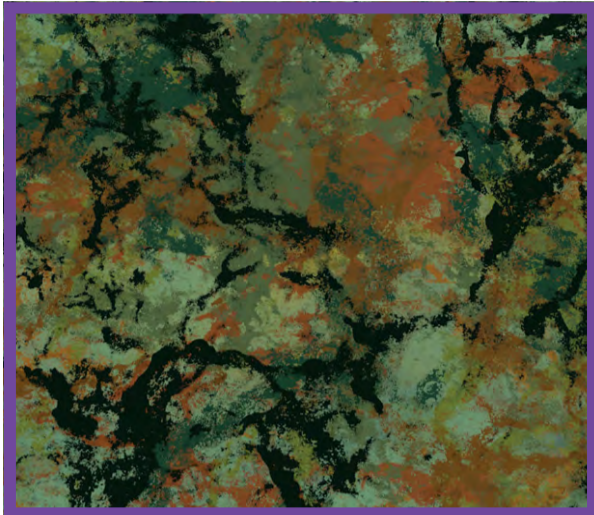
Full range of inks such as acid, sublimation, high energy disperse, automotive grade disperse, pigment and reactive inks is available through various certified suppliers.

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

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

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

SPECIALITIES



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

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

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

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

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4- How do you draw a new and creative carpet design suitable for the market?

First of all, our only technically unchanged rule is manufacturability. When we say manufacturability, it means that the composition mathematics of all the materials of the carpet design is well settled. Balance is very important in design. Color balance and material diversity balance should all be considered in detail but should be used as a whole.

The style of the pattern should add integrity to the quality of the yarns. You cannot show the classic very dense patterns with thick fibers. If you give practice of collapsing to patterns intensely, you will destroy the perception of integrity. Creativity does not mean drawing attention by doing the untested boldly. It is often possible to make creative designs by blending natural lines with fashion and trendy colors.

What is the differences between carpet design for the domestic market, and designs for the international export market?

Patterns adorned with their own cultural colors and motifs are indispensable for domestic market designs, not only for Turkey, but for all countries.

Export companies do not go beyond natural fibers and colors. I can tell the best example with Sisal carpets. Sisal equivalent carpets in the Turkish market are adorned with various accessories produced in traditional colors. Sisal carpets in the export channel certainly do not go beyond the texture of soil and wood.

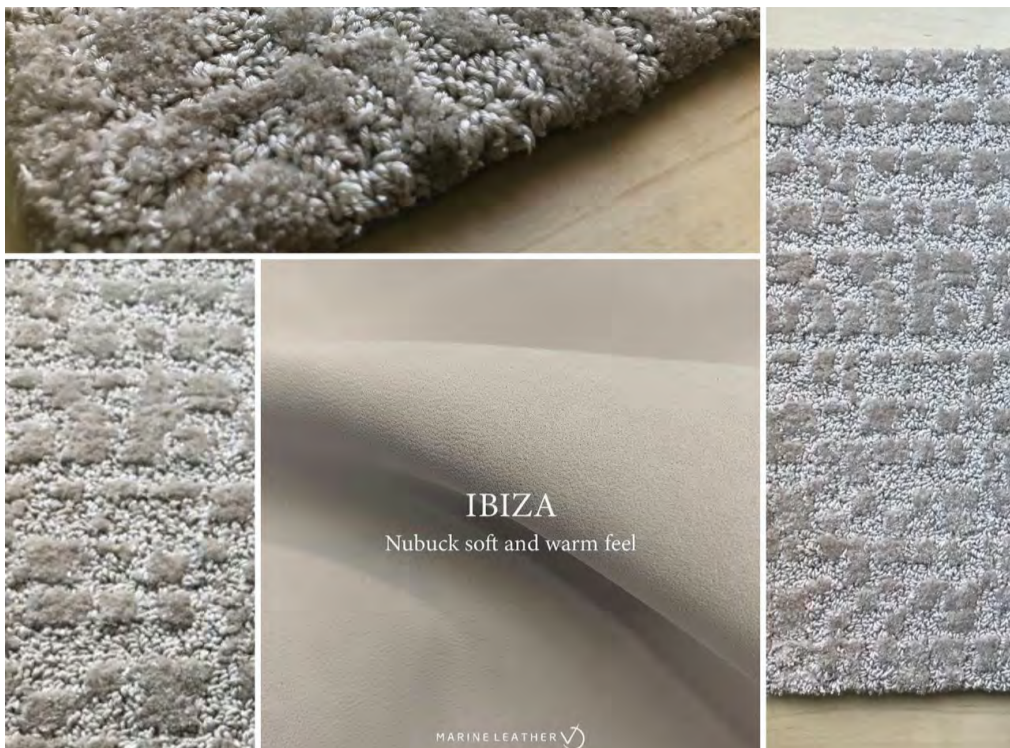
Many students are interested in being professional carpet designer, how we can be a creative carpet designer?



- The person concerned should definitely train himself in his field,
- Should index his life and ideas to the global design world,
- Be open to criticism, be able to make constructive criticism,
- Must follow and adapt to technology,
- Should be interested in art and history and travel for cultural studies,
- Follow and participate in professional organizations.
- Not too much, it should work in a balanced and planned way.

What is the difference between carpet design for tufting carpets, digitally printed carpets and machine-made carpets?

Tufting carpet is a carpet technique that weaves the carpet on a tensioner of any size with a gun (hand tuft) or machine (Auto tuft). Yarns such as wool, viscose, and Tencel are preferred in tufting carpet textures. Yacht



carpets, hotel carpets, and home carpets are produced by tufting weaving and boutique productions. offers daily solutions. Tencel yarn is generally used in yacht carpets due to its recycling and water-repellent properties.

Digitally printed carpets are produced by printing on pile carpets and fabrics. The plain white woven pile carpet is printed with a million-colour quality spray method. In the fabric-to-carpet printing (transfer print carpet) method, the pattern is first printed on paper. The six non-slip bases is placed on the fabric and passed through the press. They are subjected to the garment process according to size.

The machine-made carpet technique is also launched with the name of the machine. Carpet weaving machines like Vandewiele can be produced in maximum 8 colours. Fibres such as acrylic, viscose, and polyester are used in weaving.

What are the copywriting terms and conditions rules in Turkey? Is it enough to protect your idea and designs? How is the process of registering your carpet designs in Turkey?

In Turkey, each brand acts in line with its own lines in terms of patents and rights. I think the situation in the foreign market is legally sufficient within the borders of the domestic market, and the situation in the foreign market shows some flexibility. In this case, I have the feeling that international patent institutions will be insufficient.

The registration process in Turkey is evaluated from a general table, such as the originality of the design and its non-similarity. In companies with high production capacity, it is done with each collection work. Each pattern is registered with its designer.

Please add other information to the interview if you like

Carpet is my love, my passion that contains all the meaning of my life that I cannot give up no matter what I do.

All my sectoral initiatives so far are steps taken to add value to the carpet community.

Accordingly, I would like to tell you about my education and art initiatives other than design.

As Art Design Academy Turkey, which I am the founder of, we have created a school in Turkey with our education model. We have created a nev-

er-ending education platform with all our design-related students by doing something that has never been done before, with tailor-made and corporate-specific training, the materials we share and the opportunities we offer.

In 2023, we are signing important project partnerships with foreign software companies. In this way, each of our students will be able to practice their profession outside the borders of Turkey. Our only requirement for registration is to be at least a high school graduate.

Another initiative we have put into practice in 2023 is our brand promotion films and documentary works.

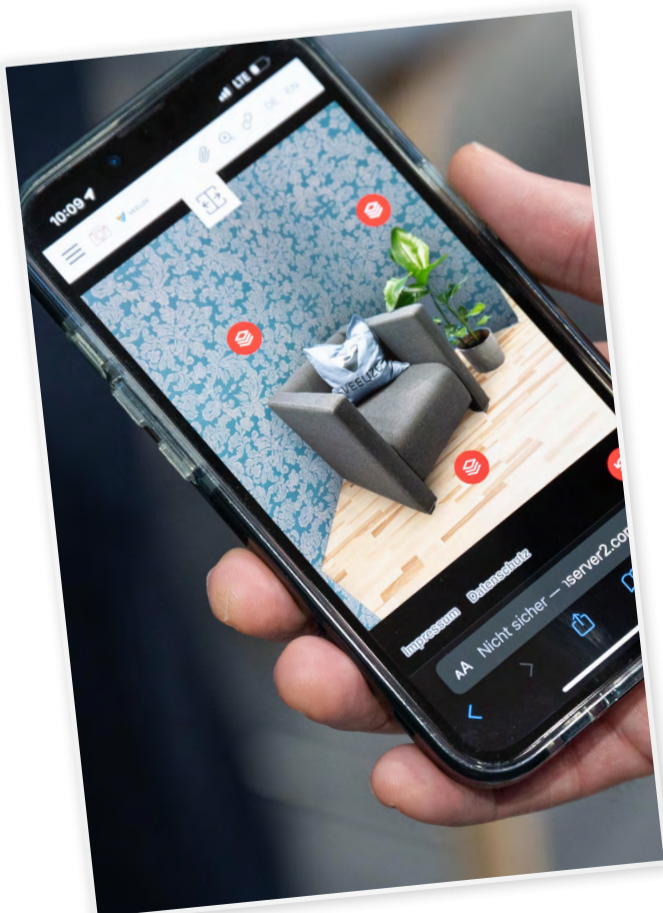
Due to my job, I travel frequently in and out of the country. In every city I'm in for business, we shoot documentaries about the carpet and rug culture and traditional arts. I started my brand film work by shooting the films of my own brands.





DOMOTEX celebrates successful Comeback

AFTER HAVING TO CANCEL DOMOTEX TWO YEARS IN A ROW DUE TO THE PANDEMIC, DOMOTEX 2023 PROVED ONCE AGAIN THAT IT REMAINS THE INDUSTRY'S MOST IMPORTANT TRADE, INNOVATION AND TREND PLATFORM. DURING THE FOUR-DAY WORLD'S LEADING TRADE FAIR FOR CARPETS AND FLOOR COVERINGS, TRADE VISITORS, AROUND 69% OF THEM FROM ABROAD, WERE ABLE TO DISCOVER NEW INNOVATIONS AND TRENDS AND MAKE NEW BUSINESS CONTACTS WITH MORE THAN 730 EXHIBITORS IN EIGHT HALLS.



After four eventful days, DOMOTEX 2023 closed its doors on Sunday. Sustainability, internationality and visitor quality were the hallmarks of this year's event. Exhibitors, visitors and organizers all agree: DOMOTEX 2023 was a resounding success.

"We are overwhelmed by the positive response as well as the energetic spirit of this year's DOMOTEX. The atmosphere in the halls is so super – exhibitors and visitors alike are delighted to finally come together again at their industry trade show to meet face-to-face, exchange ideas, make new contacts and close deals," says Sonia Wedell-Castellano, Global Director DOMOTEX. "What also pleases me is that the quality of visitors at the show is outstanding. After all, the decision-maker share is 80%. Those who come to DOMOTEX come with very specific intentions."

As a "must-attend" event, Michael Roithner, central buyer for floor coverings and carpets at POCO Einrichtungsmärkte GmbH, uses DOMOTEX to meet existing and potential suppliers in the shortest possible time – this time especially those he has not been able to visit in the last two years. As determined by a visitor survey audited by FKM, around half of the decision-makers place orders with exhibiting companies during their stay at DOMOTEX. Even during the current show, two-thirds of trade visitors said they would visit the next DOMOTEX in Hannover in January 2024 again.

Exhibitors delighted with high attendance & visitor quality

On the exhibitor side, the first DOMOTEX in three years also clearly exceeded expectations. "We were pleasantly surprised by the number of visitors we welcomed to our stand after the pandemic. We did not expect such a lively turnout this year due to the difficult world situation. For DOMOTEX 2024, we would like to see an even stronger event with a united flooring industry," reveals Niklas Håkansson, Managing Director of Välinge.

Jelena Đugum, Director of the Croatian Chamber of Commerce is sure that "the results of this year's DOMOTEX will give a tailwind to the Croatian wood industry." Positive feedback also from Lydia Bober, Head of Marketing & PR at SELIT Dämmtechnik GmbH: "For us it was the right decision to be here. The contacts we make at DOMOTEX are very valuable for us."

A spirit of optimism also prevails in the RUGS exhibition area. "Our customers have been isolated for a long, long time. It's very important for us and our colleagues to be here, shaking hands and showcasing our products," says Reza Rejaye, general manager of Reza's Oriental & Modern Rugs. Oriental Weavers has also been waiting a long time for DOMOTEX to return, reports Yasmine Khamis, President of Oriental Group, "We are super excited to be here. We already had a great day on the first day of the show." For her, DOMOTEX is "a place where everyone comes together: Customers, suppliers, competitors, everyone."

Sustainability is a common thread running through the exhibition halls

At DOMOTEX 2023, the special show THE GREEN COLLECTION and the conference program DOMOTEX on Stage under the guiding theme FLOORED BY NATURE formed the heart of the event - this is where the megatrend of sustainability was staged and discussed. The special area was particularly popular with architects, interior designers and buyers, as Joachim Stumpp, Managing Director of raumprobe, confirmed. Visitors to the materials show were particularly impressed by "the variety of materials on dis-

play and the associated possibilities for sustainable design." Ina Nikolova of Berlin-based architects KINZO was also enthusiastic about the special show: "DOMOTEX 2023 presents so many important topics in one area and provides essential impetus - including in the conference program - that I can integrate into my own work."

The sustainable focus was also reflected in the exhibitors' product offerings. The guiding theme fit very well with the focus of the Münsterland-based company ter Hürne, emphasized Managing Director Bernhard ter Hürne. "We welcome the value-based orientation of DOMOTEX, which emphasizes living-healthy flooring solutions."

DOMOTEX 2024 - greener, stronger, united

"We have absolutely struck a chord with our key theme this year and the new special show. My team and I are looking forward to further expanding THE GREEN COLLECTION at the upcoming DOMOTEX 2024," announces Sonia Wedell-Castellano. "We will continue to expand our collaborations with industry experts such as TFI, offer wholesalers a presentation area, refocus more on contract furnishers and architects, and so on. In short, our concept will ensure that DOMOTEX 2024 remains the hub for carpets and flooring that there is simply no way around."

Many exhibitors have already confirmed their participation for 2024 - including ter Hürne, Windmöller, Neuhofer, Merinos, Oriental Weavers





Interview with Julie Beauperin – Presidente at Atelier La Demesure
By: Mena Carpet News

When Digital Printer Meet Carpet Tiles in France!

Please let us know more details about Atelier La Démésure, its history and its success story.

My business partners and I worked few years in the textile floor covering industry and printing process for carpets. Three years ago, we slowly got bored with standard and traditional carpets. I personally found that the tertiary sector (where the carpet tile is hardly recommended) lacks of creativity and originality. The deal was to be technically able to produce 100% bespoke designs and patterns on carpet tiles to offer to the designers and architects limitless possibilities.

However, not so easy to print tile per tile (to permit a perfection connexion at the joins) and first of all, guarantee perfect colour fastness.

After some months of development, we found the perfect process to start communicating and selling this new brand: Atelier La Démésure

Which kind of Carpet and flooring do you produce in Atelier La Démésure?

We print on white Polyamide 6 carpet tiles with several standard sizes (50x50cm / 100x100cm / 50x100cm...). Our standard backing is made of



recycled PVC and we have the possibility to print on other carpets (Bitumen or fiber backing for example).

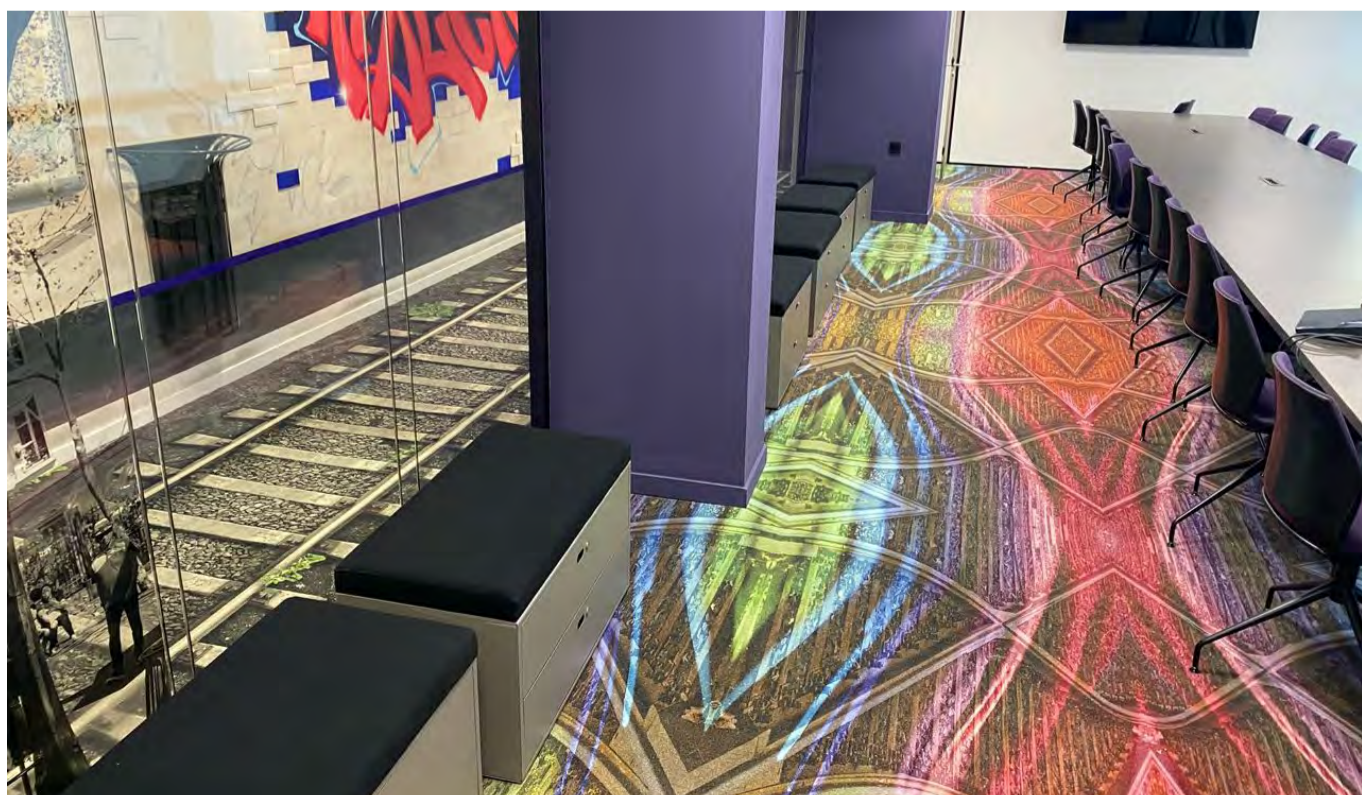
Our Brand has been created in December 2019 and is located in the North of France. We have now more than 200 designs in our collection and styles, of course, the possibility to create any bespoke design our customer needs.

How was the pandemic affect your market?

Really GOOD !! As most of the building in France is equipped with carpet tiles, during the pandemic we created a special 'prevention collection' on tiles as well (arrows of direction, a reminder of the distance security...) we delivered to many companies like L'Oreal, Danone, HSBC, Crédit Agricole, Klesia... To be honest the design inspi-



Photo Courtesy: Atelier La D mesure



ration was less 'sexy' than we can propose but It helps companies to adapt the offices just by changing some carpet tiles on the floor.

How do you evaluate 2023 for the carpet and flooring market?

The market is moving. in my opinion, spaces (offices) are smaller but the esthetics is more and more important. We don't want the same furniture, decoration, and flooring as the neighbor now. Today, Personalisation is more and more requested, and that's the area where digital printing has incredible solutions with millions of designs and colors.

Any minimum quantity for production, the reactivity for samples (we launch every bespoke development in 2 days), reactivity for production (Digital printers for carpet and flooring are very flexible with high capability), no limit for creativity, limited waste in production and ... are some of the other benefits of flooring digital printing machinery.

Creative Design is a vital item in the Carpet sector, how do you follow carpet and flooring market trends to create the best carpet designs for your customers?

Of course, we create new collections every 2 months, and 65% of our projects are designed by our creative and experienced design team with bespoke patterns for our customers. At the moment 95% of our sales are for the local market in France but we start being present in some countries like England, Belgium, Spain, and Portugal. We also evaluate the Middle East and Africa Market which is really rich in creativity on floor covering. A future objective of course.

What is Atelier La D mesure's policy and plans for improving sustainability in final products?

It is really important ! The backing of our carpet tiles is recycled and we work with recycled yarns as well. most of our deals for 2023 is to print on recycled carpet and carpet tiles.



WOOL CARPETS SPREAD POST-COVID



Written by **Sudesh Kissun**

Wool carpet manufacturer Bremworth says Covid-19 has helped accelerate a trend towards more natural fibres.

The company, which moved away from the use of synthetic materials two years ago and embraced the production of wool carpets, says research shows that consumers now favour wool carpet much more strongly than at any time in the past three years.

Speaking at Bremworth's annual meeting last week, board chair George Adams said the listed company now has the foundation needed to rebuild wool's share of the flooring market and grow its business.

"While headwinds created by Covid-19 have constrained the macroeconomic operating environment, they have also helped to accelerate trends towards more natural fibres," says Adams.

"Price is no longer the dominant driver of purchase decision, and a growing segment of consumers are rethinking their use of plastics and their impact on the environment," he claims.

"In the short time since Bremworth began its transformation, the company has made significant progress in repositioning the brand and bringing consumers along on our journey towards becoming New Zealand's leading, natural fibre flooring producer."

Total revenue for financial year 2022 reached \$95.5 million compared to \$111m the previous year. Non-wool carpet revenue accounted for \$19m of the reduction in revenue.

Woollen carpet and rugs revenue remained unchanged at \$73m: NZ revenue rose \$4.4m or 15%, while in Australia revenue was down \$5m as the company moved away from high-volume commercial business to focus on premium residential customers. Net profit for the year rose 29% to \$2.2m.

Adams says Bremworth now has a clear growth strategy to grow the wool flooring market, grow its share of the market, expand its presence and use design-led innovation to remain competitive.

But Covid presented a challenging operating environment.

Over the past year, the pandemic added further constraints to the manufacturing sector and Bremworth's supply chain, particularly trans-Tasman shipping timeframes, he says.

"We are now seeing capacity return to the logistics industry.

"These delays likely saw consumers switch to alternatives. Like other businesses, inflationary pressures have manifested within our labour, materials and freight costs. Our approach to mitigating the impact of these cost pressures has been to insulate ourselves through the development of premium and design led products – where price is less important to the consumer than performance and value. In addition, we took a laser focus on our distribution and administration costs and reduced them by \$3m across Australasia.

"And globally, demand for wool and wool prices remain at historically low levels, which make for a more challenging operating environment for our wool buying division."

Meanwhile, chief executive Greg Smith told the meeting that the wool carpet sector was witnessing a global renaissance.

"While life continues to adapt to the Covid pandemic, we are also witnessing a global renaissance, a return to nature and natural fibres, and a recognition of our individual impact on the environment," says Smith.

"There is growing consumer awareness that the environmental cost of plastic is too high.

"Bremworth is positioning itself as an advocate at the forefront of long-term change," Smith says.

"As part of this evolution, we are developing products today that can be safely returned to the environment from which they came, and the results from the past year reassure us that our messages are resonating with consumers and the market is increasingly recognising the value that we offer."



LOCAL CARPET MANUFACTURER INCREASE TUFTING CAPABILITIES

Newhey Carpets Limited, a commercial carpet designer and manufacturer, are raising their game after investing £300,000 on a second Graphics Tufted machine.

Family owned Newhey Carpets, who are approaching their 50th year in business are investing in the new machinery due to increased demand for the product. This Graphics Tufted product uses the same high quality wool rich pile yarns as Colortec and Axminster and although design flexibility is limited to stripes and small geometric patterns, it's ideal for areas such as hotel guestrooms.

Emma Norman, Marketing Manager, says: "Graphics Tufted provides a low cost alternative to the more costly Colortec or Woven products. If we are to grow as a company it was essential the investment was made with

the demand for the product being so high, we need to be able to fulfil customers expectations."

Newhey's tufting capabilities started in 2002 when they installed their first Colortec machine. In 2008 they invested in the world's first 4m wide hot melt carpet secondary backing line closely followed by the installation of their first Graphics Tufting machine in 2010. By 2012, 10 years after installing the first Colortec machine, Newhey had introduced a fourth and are now considered as one of the UK's leading manufacturers of carpet for the hospitality and leisure sectors.

Newhey's client base include Accor Hotels, Rezidor, InterContinental Hotel Group, Marstons & Greene King.

Smart solutions for Egyptian textile Industry

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Laila El Gammal & Nayla El Tawil

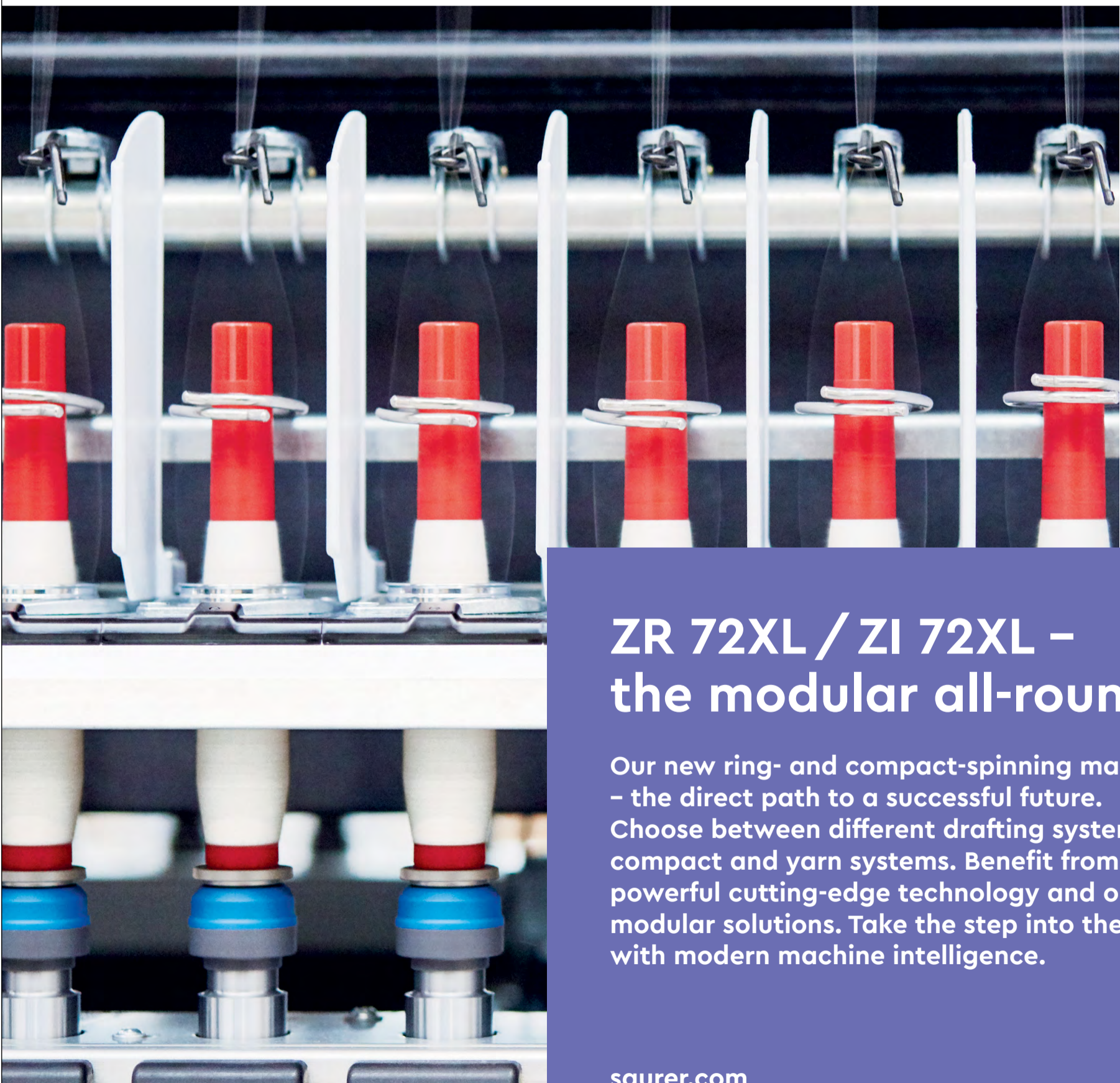
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Carpets Inter

Single-use drinking water bottles are a significant contributor to the global war on plastic waste and are having a huge impact on our Earth's ecosystems...



Did you know:

- It takes about three times as much water to produce a 1-liter bottle, than the 1 liter of water it holds. This means that three liters of water is used to manufacture a single water bottle that holds 1-liter of water...!
- Only 1 in 5 plastic bottles are ever recycled
- Plastic water bottles can take between 400 and 1,000 years to decompose
- Bottled water costs over 1,000+ times more to produce than tap water
- Most tap water is more heavily tested and regulated than bottled water
- In many taste tests, tap water was preferred over bottled water

Question:

How many single use water bottles does it take to make 1 square meter of high-performance PET Fiber cushion carpet backing?

Answer:

Our proprietary EcoSoft® PET Felt cushion back recycles over 50 single-use 550ml. water bottles into manufacturing 1 Square Meter of EcoSoft® back carpet tile.

To date Carpets Inter have already recycled over 746 Million PET bottles into EcoSoft®, diverting them from potentially polluting our planet...

Be a part of this mission!

EcoSoft® is made from 80% post-consumer material reengineered from millions of discarded single-use drinking water bottles, plus 5 to 10% post-industrial recycled PET. This environmentally friendly backing not only meets all the stringent performance criteria required for modular carpet, but consistently out performs conventional PVC, bitumen and other hard backed modular carpet tiles, as well as urethane cushion back in terms of durability, underfoot comfort, acoustical propensity and indoor air quality for wellness.

Sustainability Carpet

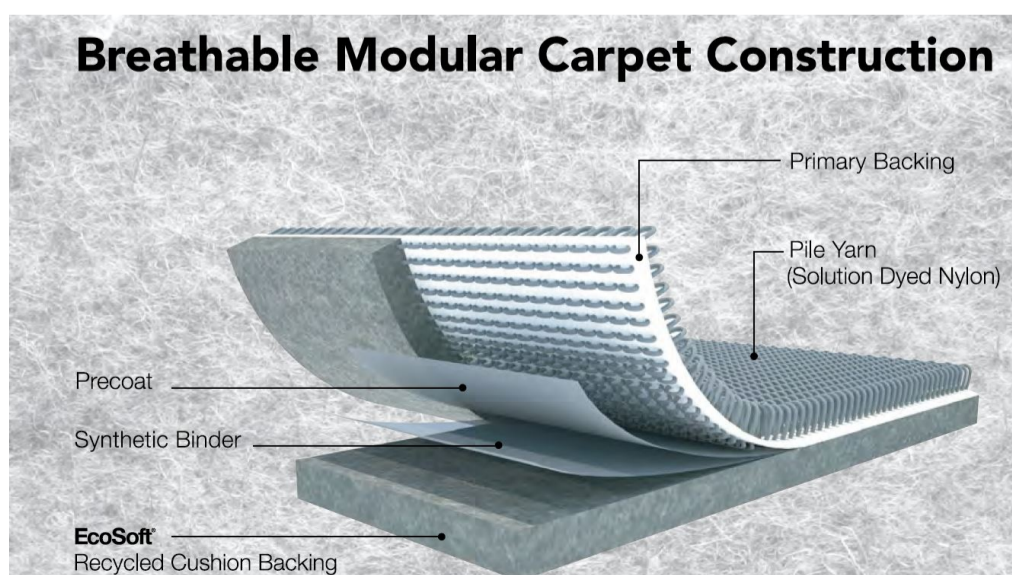
- ✓ 100% Recyclable
- ✓ Compliance to Indoor Air Quality by Carpet and Rug Institute monitoring program
- ✓ Low Volatile Organic Compounds (VOCs) into the air improve workplace health & safety
- ✓ NSF 140 - Sustainable Carpet Standard
- ✓ ECS - Australian Environmental Certification Scheme
- ✓ LEED - Leadership in Energy & Environmental Design
- ✓ SGBC - Singapore Green Building Product

General Specifications

Performance	
End Use Classification	: BS EN 1307 Class 33 - Heavy Commercial
Caster Chair Index	: BS EN 985 > 2.4
Dimensional Stability	: BS EN 986 < 0.15%
Electrostatic Propensity	: AATCC 134 < 3 KV
Colorfastness to Light	: ISO 105 B02 min L6
Flammability	
Hot Metal Nut	: BS 4790 Low Radius
Radiant Panel Test	: ASTM E648 Class 1
Smoke Density	: ASTM E662 < 450
Surface Flammability	: ASTM D 2859 Passes
Acoustic	
Sound Absorption	: BS EN ISO 354 NRC 0.30 or higher (Superior Noise Reduction)



Breathable Modular Carpet Construction



EcoSoft Outstanding Features

- > Performance Enhancement
- > Superior Dimensional Stability
- > Cushioning Effect reduces Leg Fatigue
- > Reduces Carpet Fiber Crush, Wear and Tear
- > Superior Sound Absorption - Twice any Hard Backing
- > PVC and Bitumen Free
- > Environmentally Friendly, No Fiberglass Used
- > Uses Post-Consumer Recycled Content
- > 100% Recyclable

In view of the superior properties outlined above, carpet tiles with EcoSoft® backing are the ideal choice for intensive use locations, including airports, convention, public building offices, education facilities, retail stores and most heavy traffic locations.

DOMOTEX asia/CHINAFLOOR comes back to Shanghai in July | China loosens COVID19 restrictions

China announced recently a nationwide loosening of COVID19 restrictions. The announcement comes as a positive sign on the future of the exhibition industry and was met with enthusiasm both by organizers and participants. The main new loosened up measures, involve less testing, no extensive lockdowns, and no quarantine in centralized centers for patients with mild symptoms. The relaxation of rules constitutes the most sweeping changes since the pandemic started three years ago, clearly marking a return to normality in the very near future in China.

At the same time, the global trade and what involves imports and exports in the flooring industry is also heading towards a speedy recovery. DOMOTEX Hannover will take place 12-15 of January 2023, after two long years of absence, and more than 100 Chinese exhibitors will take part in person. "This is a clear sign of liberalization of the global trade. We believe that the second half of 2023 will mark a strong rebound in international and domestic activities in a safer environment", stated Mr. David Zhong, President of VNU Exhibitions Asia, Ltd, co-organizer of DOMOTEX asia/CHINAFLOOR. This is also why the organizers have decided that for 2023, DOMOTEX asia/CHINAFLOOR will take place 26-28 of July, at the National Exhibition and Convention Center in Shanghai, bringing back the high-quality event to the flooring industry.

In the 2023 edition that marks the 25th year of consecutive DOMOTEX asia/CHINAFLOOR shows, new and well-loved highlights and events will be complementing the industry's biggest gathering in the Asia Pacific region. Z-Space, is the newest DOMOTEX asia/CHINAFLOOR showcase, bringing all aspects of multi-dimensional spaces in the spotlight by covering various categories of the floor-wall-ceiling concept. The Hosted Buyers Program will introduce once again both onsite and online quality buyers to some of the top flooring manufacturers from the region. The hosted buyers that will opt for the onsite option will be enjoying free accommodation in Shanghai along with a VIP status at the exhibition, among other benefits. Finally, the China Flooring Industry Summit Forum, will be held once again, with 23 renowned experts and outstanding entrepreneurs as speakers. Their presentations and discussions will be attended by high ranked professionals representing more than 200 flooring companies in China among others.

In the past three years, due to China's strict epidemic prevention policy, apart from the restrictions encountered in international and domestic travel, all com-

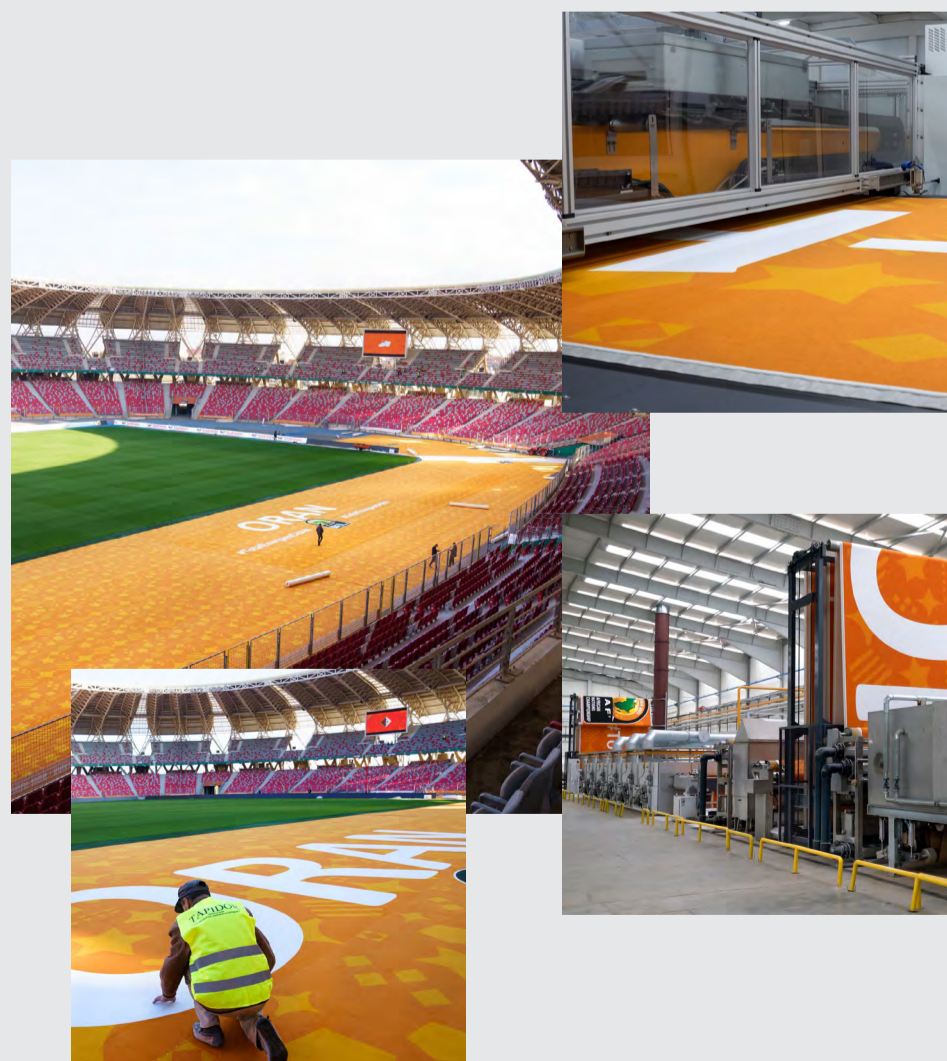


mercial activities in the region took a big hit as well and were stagnant during that time. With the adjustment of the governmental policies, the long-term accumulated demand in the China market will become very obvious in the months ahead. DOMOTEX asia/CHINAFLOOR is there to facilitate the constantly increasing flooring industry demands and surge in the market, and will continue to be the most suitable

business platform in the Asia Pacific region.

DOMOTEX asia/CHINAFLOOR 2023 is the place to be for all professionals, visitors and exhibitors, planning to access and expand their business to one of the world's largest flooring, real estate and construction markets.

Another Mega Project By TAPIDOR Algeria



The stadiums of Algiers, Oran, Constantine and Annaba in the colors of CHAN_2022 with a carpet designed and manufactured by TAPIDOR. Fantastic project realized with Tapidor Company ideas, a high-quality workforce, and a Colaris digital printer from ZIMMER AUSTRIA.

ALL-OUT LUXURY AT THE ELVETHAM

At The Elvetham, which is located in Hampshire, UK, the presence of history manifests itself in the captivating beauty of the estate and its surroundings. The Elvetham is suffused with over a century of history and England's tales are woven through its ancient oaks and parklands. It's the site where Eadric the Wild plotted against William the Conqueror in the 11th century, where King John gathered his noble in readiness for war with France in 1205 and where King Henry VIII fell in love with Jane Seymour, just to mention a few.

While only parts of the medieval house remain, its ancient spirit has been translated into the modern amenities of a luxury hotel. Consisting of 43 bedrooms within the main house and a total of 91 bedrooms including the adjacent court building, The Elvetham offers a one-of-a-kind hospitality experience in which the breathtaking atmosphere is kept alive through elegantly designed and carefully crafted premium quality interior.

Turning the past into the future

The transformation of this luxurious country house hotel was led by design director Sindri Matharu from Jastar Capital who recently acquired the historic property in corporation with her brothers Jay and Taran. They immediately realised that although the estate has always been popular for weddings etc., the interiors had not been prioritised for many years and therefore it desperately needed updating to match the grand exterior.



Sindri explains: "With historic properties, up-keep is always a challenge as well as making sure there's the right balance of old and new. The indoors are very grand and can be quite cold due to the high ceilings and use of wood details, so carpet was definitely important to add some warmth and comfort to the rooms and corridors, although during the renovation we discovered some beautiful original tiling underneath the public areas' old carpet. Due to this, we decided to highlight them and opted for runners and rugs for the ground floor instead."

A delicate custom and premade design mix

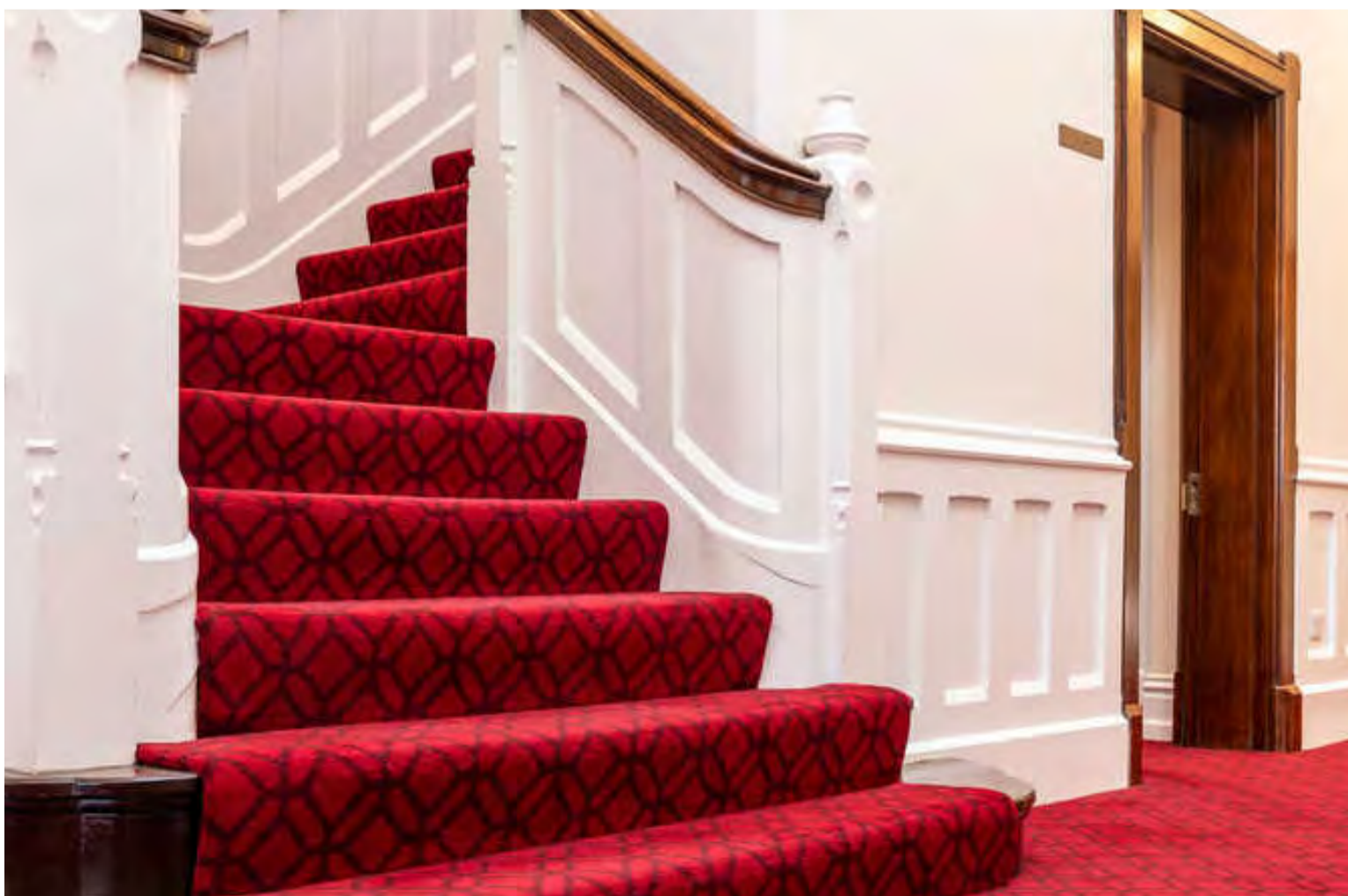
The indoors are very grand and can be quite cold due to the high ceilings and use of wood details, so carpet was definitely important to add some warmth and comfort to the rooms and corridors.

“ - Sindri Matharu, design director at Jastar Capital

When it comes to the design of the 2,000 m² carpet specified for this project, Sindri explains: "The design process was tougher than expected, especially as I was still residing in New York at the time, having only seen the property once in person! In the end, I used the beautiful octagonal ceilings as inspiration for the custom Colortec designs and chose the colours based on the original tiles that we uncovered. For the focal rugs in the Top Hall and Bar, I used William Morris's textiles as a precedent, who I see as a symbol of early British design. We also opted for a subtle herringbone design from Ege Carpets' Graphic concept for the rooms, as an homage to the English Gentleman, as not to detract from the detailed headboards, which I also designed in a William Morris print."

The most beloved carpet detail

According to Sindri, guests are wowed as soon as they walk in – especially as the ground floor runners and rugs really compliment the original tiles that were uncovered



Working with Ege Carpets was really helpful and easy. As I joined as the lead designer midway through the project, I did change some of the initial specs, and Ege Carpets were very understanding, patient and flexible.

- Sindri Matharu, design director at Jastar Capital



during the renovation. She elaborates: “I really love all the carpets (truly!) but I think the one that always makes me feel the most content in my decisions is the Top Hall rug, as it makes the space feel opulent and compliments the intricate ceiling details and tiling surrounding it.”

The most challenging aspect

Sindri considers being decisive as the biggest challenge in the design process. She explains: “Design is so subjective and everyone will always have an opinion. What matters most is that you’re respectful of the history and compliment it rather than detract from it.”

Fun fact: A scandalous affair

Sindri’s brother Taran co-wrote a history book on The Elvetham that can be found in every bedroom. As an author by trade, he was understandably very interested in the history of the property and spent many an evening trawling through the archives searching for information on it. According to his findings, The Elvetham is where Henry VIII met and wooed Jane Seymour (The Elvetham was her family estate at the time), even spending a scandalous 8-day pre-nuptial honeymoon there.

Additionally, it’s the site of The Elvetham Entertainment, a 16th century party thrown for Elizabeth I by Jane Seymour’s nephew. The event



included the first ever game of lawn tennis, the third ever instance of fireworks in England and the country’s first ever opera. William Shakespeare likely attended as an actor, later writing *Midsummer Night’s Dream* and referencing the event throughout the text. Both Elizabeth and Shakespeare’s portraits can be found in the intricate ceiling murals – you just need find them...

Premium Graphic & Colortec carpet

At Ege Carpets, we fit four- and five-star hotels all over the world with textile flooring beautifully defining expressive or subtle interior decorations. With the Graphic and Colortec concepts, high level aesthetics combine with plush comfort to deliver timeless elegance, perfect for achieving the ultimate multi-sensory experience.



Established in 1938, we draw on a solid experience when converging outstanding craftsmanship and cutting-edge technology in carpet design and production. Swearing by the finest pre-dyed wool, we proudly dispatch every single high-quality item from our Danish factory.

Here's all your advantages:

Protection of people and the planet: Graphic and Colortec are Cradle to Cradle and Indoor Air Comfort Gold certified, so you're guaranteed a top performing flooring choice – also when it comes to sustainability related matters.

Strong visual storytelling: In addition to our elegant selection of pick-and-produce patterns, Colortec allows for complete design freedom. Using special colours or other signature elements from your brand identity, you can tell a visual story using your own creative ideas. Our industry leading manufacturing technology and use of pre-dyed yarn produce clearly defined pattern and design outputs.

Infinite colour palette: Whatever your colour inspiration, we can match the shade perfectly with our pre-dyed yarn. Coupled with the capability of including different colours in a single design, you're guaranteed a creative expression that delivers on your vision.

Adapted widths to reduce waste and minimise cost: Unlike many other types of wall-to-wall carpets, we're able to adjust the production width, thereby reducing waste and minimising cost and installation time. We offer two standard widths of 400 and 500 cm, but any widths from 300 cm are possible to match the actual room size as closely as possible.

Pre-cut to size service: Make the most of our pre-cut service where we cut your carpet to size before shipment. An ideal option for rooms and corridors in cruise ships and hotels that'll reduce your installation time significantly. Also, skirtings can be done before shipment and rolled separately to make handling on site much easier.

Higher comfort, better acoustics and easy installation: Our laminated backings are available in textile and felt, with both options providing enhanced comfort and improved acoustics while guaranteeing the carpet is adequately supported. Our lamination process reduces the total weight of the carpet as the raw carpet and backing are fixed by a thin lamination layer. Our textile backing can be used with separate underlay and grippers or double stick, while the lightweight and flexible integrated felt backing is a more sustainable option, containing 80% regenerated polyester that allows for more speedy fitting (direct stick).

Easy decision-making process: Visualisation through realistic carpet samples and large-scale paper prints eases your decision-making process. A small prototype in real materials allows you to feel the exquisite yarn, evaluate the pattern details and sense the impressive colour combinations. In addition, a large paper print is supplied to visualise the pattern scale.

IRAN Handmade Carpet Exports

Down by 85%

Head of Association of Handmade Carpet Sellers says the exports of handmade carpets have declined by 85% and the markets for exports have been narrowed.

Masoud Sepehrzad said that sanctions have put carpet traders in an uneven war and has deprived Iran of promoting its carpets which is considered as the second flag of the country in the foreign markets. He noted that exporters of carpet face problems for attending exhibitions in Europe and Germany did not issue license for their presence in an exhibition in Germany.

He then pointed to the fluctuation in the forex market and its effect on the handmade carpet market and said that the handmade carpet market is chaotic and producers and sellers do not have any willing for trade because they do not know how much they will have to pay for providing raw materials for their next production, adding that the price of dollar should be stabilized in a way that the sales, production and exports could be fixed based on it.

He reiterated that the commanding measures of the government for controlling the forex price could not solve the problem and in the current condition purchase of carpet is not a priority for the people and people are more concerned



about their basic needs.

Sepehrzad added that the handmade carpet market is experiencing almost 80% recession adding that exports of this product have declined by 85% and each week one or two consignments are exported while in the past exporters used to stand in the lines in the customs offices for getting licenses for exporting their carpets.

He added that rivals of Iran like India, Pakistan, Afghanistan and Turkey have define a certain direction in the carpet market and continue it and all markets in the world are open for their producers while the markets for Iranian carpet producers are limited and sanctions have put Iranian carpet traders in an uneven war as they are unable to promote the carpets which are considered as the second flag of the country in the foreign markets and Iranian carpet traders face problems for attending exhibitions in Europe.

He added that officials urge carpet traders to focus on Eurasian markets and Venezuela but those markets do not show any interest to carpets and major buyers of Iranian carpets are from Europe, the U.S. and Arab countries.

1.18 million knots turn into carpet in Kocaeli



KOCAELI - Demirören News Agency

A carpet named "Peace Tree," which consists of 1.18 million knots, has been woven in a carpet workshop in the northwestern province of Kocaeli, featuring important historical figures such as Darwin, Einstein, Beethoven and Atatürk, the founder of modern Türkiye.

There are 144 knots per square centimeter of the carpet that was woven from pure silk over 1.5 years, said Nurhan Ör, the owner of the workshop in Hereke neighborhood, which is known for its carpets, in Kocaeli's Körfez district.

Noting that the carpet has the dimensions of 75x105 centimeters, Ör said that it consists of 1.18 million knots in total.

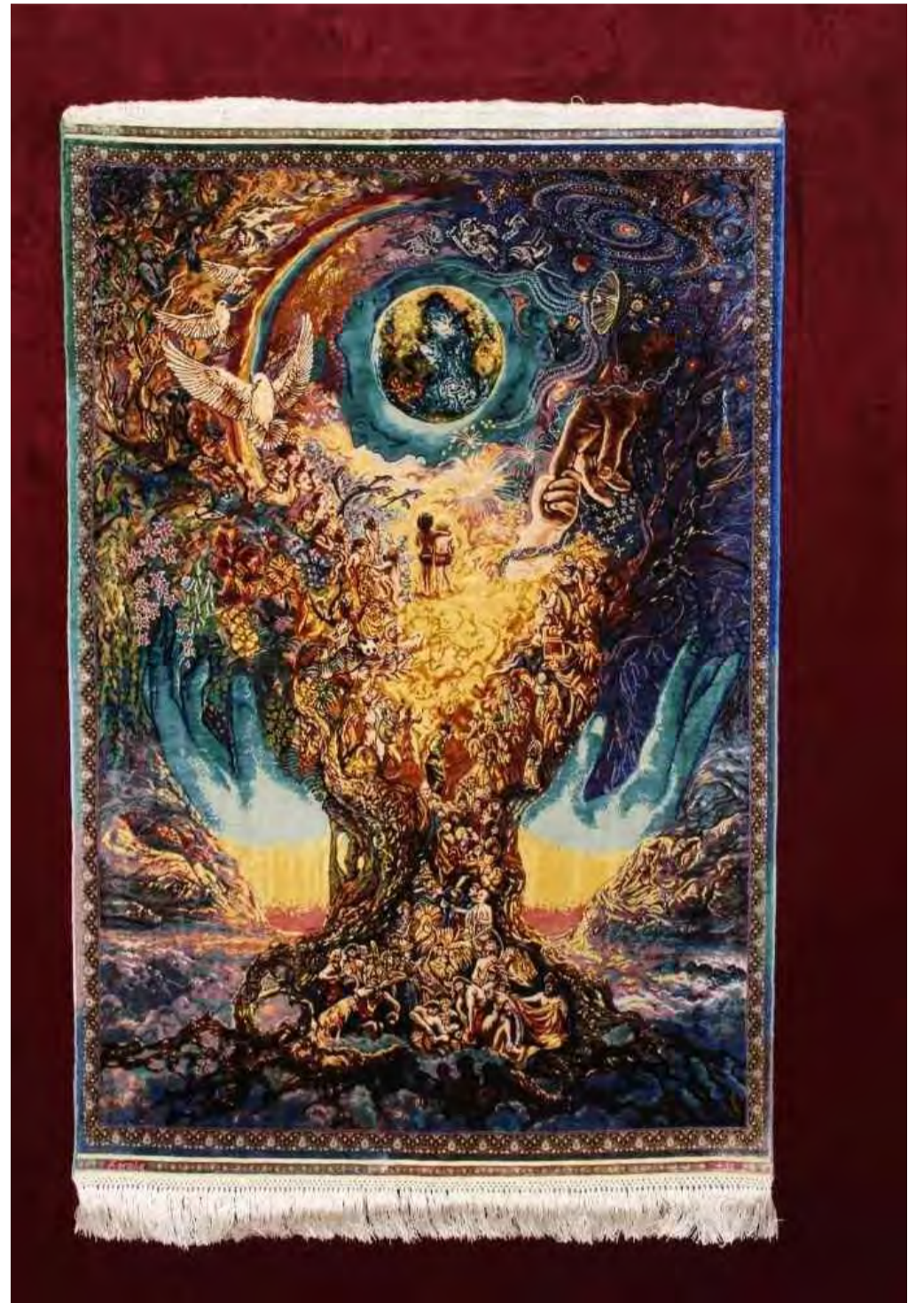
It was also aimed to portray the state of the world on the carpet, which also attracts attention with its special design, according to Ör.

"With hands lifted up in the air, we tried to show that we wish our world would be a peaceful place," he said.

We also tried to portray important historical figures on the carpet, as Mustafa Kemal Atatürk is in the middle, he added, while the carpet also features other important historical figures such as Darwin, Einstein and Beethoven.

Underlining that 68 colors are present in the carpet, Ör said, "We send our carpets to all over the world, especially to the U.S., European countries, and Japan. Demands have started to come from the Middle East as well."

The traditional Hereke carpets, which are displayed at the Ottoman sultans' palaces, mansions and pavilions, including the Dolmabahçe Palace in Istanbul, started to be woven with the establishment of Hereke Fabrika-i Hümayun in 1843, in order to meet furnishing and curtain needs of palaces that were built in the final years of the Ottoman Empire.



SOLAR QUALITY SUMMIT EUROPE – STÄUBLI AS PARTNER AND EXPERT

inter solar
connecting solar business | EUROPE

SolarPower Europe

While the European solar market will further develop strongly and at high speed, caring about quality and long-term performance in a scaling-up industry is the focus at the Solar Quality Summit in Barcelona.

Based on the partnership between Intersolar Europe - the leading European Renewable Energy tradeshow - and SolarPower Europe - the European organization linking policymakers and the solar PV value chain - the Solar Quality Summit will set the first impulses for 2023 the following years. From January 24 - 25, 2023 the stakeholders in solar quality management will meet in Barcelona. The congress brings together investors, service providers and technology providers to give them an overview of the latest market developments. Also sharing best practice in EPC, O&M, and Asset Management and analyzing challenges as well as observing and discussing emerging technologies and trends will be covered.

The EU's forward-looking solar strategy marks a new dawn with an ambi-

tious GW growth target by 2030, to stay on track with the Paris Agreement 1.5° pathway. This implies not only that the solar industry must step up deployment speed dramatically, but also to ensure ongoing long-term quality of all assets of PV installations.

As a pioneer and market leader in connecting solar energy worldwide, Stäubli Renewable Energy will participate as a partner of the event and will contribute to the plenary session on the opening day. Andrea Viaro, Head of Sales EMEA, Stäubli Renewable Energy will provide best practice and key points regarding Quality Assurance in Europe's Great Solar Scale-up. Stäubli is committed to making the PV industry safer. As a technology expert the company pursues a comprehensive approach to becoming more involved in the project business and extend its proposition to the solar market with tailored service, believing to have a responsibility to ensure a more secure growth of the solar market.

READY TO SUPPORT YOU

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

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

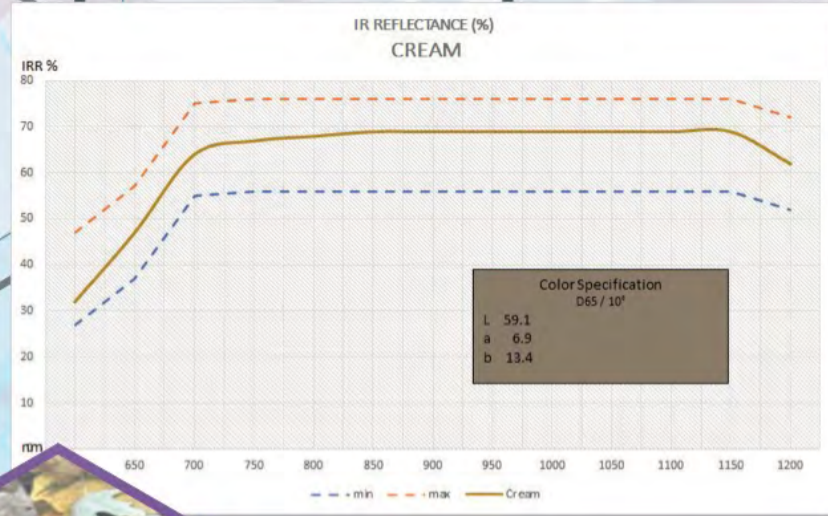
Patterns & Colors must match the environment of a combat area which may include woodlands, urban terrains, deserts, snow or marine surroundings and may include conventional, digital and multicam patterns.

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

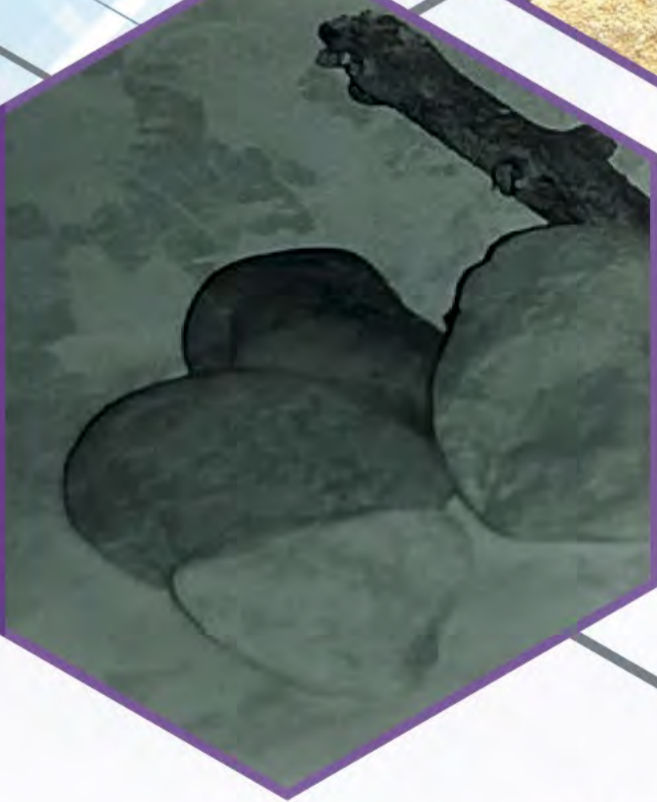
IR-reflectance control is the most important feature for camouflage fabrics. It ensures that

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

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



without IRR Control



with IRR Control



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