



# MENA CARPET NEWS

“The Lion’s Shadow” Produced by Zollanvari

**MENA REGION IS AN INTERESTING MARKET FOR CHINA AND ASIAN FLOORING PRODUCERS**  
**INTERVIEW WITH AIDA CUKO**

**DOMOTEX HOSTS PIONEERS OF THE TURKISH CARPET AND FLOOR COVERINGS INDUSTRY IN ANTALYA**

**FIRST NEW VERSATILE ROLLING MACHINE BY ETF SOLD**  
**INTERVIEW WITH MR. JOS SLOESEN**

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## challenge us

COLARIS and CHROMOET printing systems are the first choice for a wide range of applications, especially when it comes to textile-based substrates. To guarantee high quality results, ZIMMER AUSTRIA Digital Printing Systems is structured into five business segments to ensure maximum attention to the individual need of each end-product.

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Especially medium to heavy weight textile substrates in woven and knitted construction are targets of ZIMMER AUSTRIA Digital Printing Systems. The product range covers bedding, furnishing, terry towels, curtains, various velour substrates, as well as heavy weight knit fabrics for the fashion industry.

### FLOOR COVERING

COLARIS and CHROMOJET printers cover the complete range of textile-based floor covering from nonwoven, flock, tufted and woven base material. ZIMMER AUSTRIA Digital Printing Systems covers the complete range from contract, automotive, promotional, residential and function carpets incl. mats and rugs fine-tuned to the needs of each segment.

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COLARIS-NF is a single pass printing and dyeing solution for narrow fabrics to be used in technical applications as well as for decorative tapes or even zippers. The wide range of application includes tapes for military carrying systems or hook & loop tapes incl. IRR control function. Printing and dyeing can either be single or double sided simultaneously. It is also possible to print heavy tape constructions on one side and to dye the substrate on the backside in a single pass through the line.

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Functionalization chemicals can be applied on various substrates. Additionally, printing on fabrics used for military applications incl. uniforms, rain protection, ponchos, netting, tents, tarpaulins, carrying systems, sleeping bags, bulletproof vests, or parachute fabrics, all including IRR functionality are covered by COLARIS digital printing equipment.

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INTERVIEW WITH AIDA CUKO

## DOMOTEX ASIA CHINAFLOOR

DOMOTEX asia has always represented not only China, but the entire Asian region, which is home to some new emerging markets such as Southeast Asia, Central Asia and Middle East.



## MENA Region Is an Interesting Market for China and Asian Flooring Producers

**V**NU Exhibitions Asia, one of the earliest established exhibition organizer in China, is a Shanghai based company, part of Royal Dutch Jaarbeurs (VNU Group) – an exhibition organizer and venue owner headquartered in Utrecht, the Netherlands. With nearly 30 years of history, VNU Exhibitions Asia has partnered with international organizers to bring to China a series of world leading exhibitions such as DOMOTEX asia/CHINAFLOOR, R+T Asia, TCT Asia, Salone del Mobile.Milano Shanghai and VIV Qingdao. It has also launched a number of independent brand exhibitions that have grown to play an important international role, among which, the prominent Pet Fair Asia, Asia's leading show in the Pet industry.

Our company's mission is to encourage the integration of China and Asia Pacific market in the global mainstream of the exhibition industry and assist the

strengthening of business relation between the region and the world in the industries that our exhibitions represent.

**Let us know more about your events, exhibitions, and conferences in the textile and flooring sector.**

Every year we host more than 20 exhibitions and conferences, with a total exhibiting area of over 1 million+ sqm, putting together over 12,000 exhibitors with over 1 million visitors. Particularly in the textile and flooring industry, and in the construction and interior design sectors in general, we co-organize every year in Shanghai DOMOTEX asia / CHINAFLOOR, Asia Pacific's leading show in the floorcovering industry, part of the DOMOTEX family headquartered in Hannover, Germany.

We are also the co-organizer of R+T Asia, part of R+T Alliance, a Messe Stuttgart leading world trade fair for sun-shading, roller shutters and doors/gates. Salone del Mobile. Milano Shanghai, a China-dedicated edition of the world's leading furni-

ture show Salone del Mobile.Milano is also part of our portfolio.

**How do you evaluate the carpet and flooring industry globally specially and in Asia in general?**

Asia in general, and especially China, has been one of the most important sources of flooring products for all the world in the recent decades. The booming construction market in China and other important Asian markets such as India, and Southeast Asia, have created a favorable environment for the regional flooring industry growth. In particular, the growth of the hospitality sector, as well as that of the residential and housing market, have in particular pushed the development of the carpet sector and its entire supply chain.

Post-Covid, there have been developments that have created some challenges in this sector but also presented new opportunities. The residential real estate current difficulties in China but not only,

are having an impact. On the other hand, some sectors, such as healthcare, education, etc. are increasing their demand for flooring. The shift to resilient and alternative flooring surfaces continues to take some share away from traditional carpets. However, the hospitality sector is seeing a tremendous rebound in the post-pandemic area as people return to travel, and renovation investments are coming back. Carpet tile demand in particular, is seeing an important growth.

**Can you share with us statistics and numbers about the china carpet and flooring industry? (like export and import numbers, number of flooring manufacturers, the government supports, and investment opportunities for the textile and fashion ...industry ... )**

According to TradeEconomy, in 2022, China registered an export volume of 3,85 billion USD of carpet and other textile floor coverings. This was an increase of 2.8% compared to 2021. Pre-Covid, in 2019 it was at 2,9 billion USD, so, despite of trade difficulties during the pandemic, exports continued to grow.

The main export destinations of China-made carpets are the USA, Japan, and Southeast Asia, but Middle Eastern countries such as Saudi Arabia, United Arab Emirates, Iraq are also in the top 10 carpet buyers from China, and accounted for almost 15% of this export volume in 2022. The import value in 2022 was at 92 million USD. China imports carpets and textile floorcoverings mainly from India, Turkey, Japan and the USA, but also Egypt is an important carpet outsourcing country for Chinese buyers.

The government is continuously placing measures to support the trade in the carpet sector, such as tax incentives, loans as well as guaranteeing fair competition and IP and patent rights.

**Why trade exhibitions in China are important? And what are your main mission and goals for organizing the Domotex Chinafloor event?**



Trade exhibitions in China, like everywhere else in the world, have always been a unique face-to-face meeting platform that puts together a specific industry in one place at the same time. In the last 30 years, China's economy has had a fast speed growth and has become world's second-largest economy. Home to 1.4 billion of people, with the continuous increase of personal income and interest on international products, it has also become an important consumer market targeted by foreign brands. There is no other country in the world that can satisfy certain volumes of trade on both the manufacturing side as well as consumption aspects. This was reflected clearly on the exhibition sector, which saw the rising of some leading platforms at world level in various industries.

Especially shows like DOMOTEX asia, which are vertical to their own industry and cover the entire supply chain, have been chosen as the main place to develop partnerships between supply and demand; on the import side – Chinese buyers outsource international products, and on the export side – Chinese manufacturers reaching out to international buyers from the region and beyond. There is no other platform in the region to cover the entire industry in such a large scale.



DOMOTEX asia has always represented not only China, but the entire Asian region, which is home to some new emerging markets such as Southeast Asia, Central Asia and Middle East. In particular MENA region is an area of a great interest for China and Asian flooring producers.

without having much time to adjust and plan for the re-opening.

The fast rebound of the economy after the opening of borders is however having its positive impact on the recovery of the exhibition industry. Leading large-scale exhibitions have shown a much faster recovery than small-scale events, with record-breaking visitation in some cases. The increasing number of international visitors is also noticed since May onwards.

**Could you please share with our readers some statistics and numbers from the last edition of the Domotex China floor Asia exhibition? and also your expectations for the 2023 edition?**

We were lucky to open our show also in 2020, 2021, 2022, however, it was mainly participated by China-based professionals due to the closed borders, hence a reduced scale.

After the opening of China this January, the commercial ties with the world are established at fast speed. This was reflected very clearly at our show, which received an overwhelming number of requests for participation from both domestic and international companies. It has exceeded our targets and expectations by far. In just 20 days or so, the show will open its doors to over 1,600 companies and brands in an

overall exhibiting space of 200,000 sqm.

Carpet sector has historically been a large segment of DOMOTEX asia /CHINAFLOOR and, in this edition, it will be no different.

2 dedicated halls totaling over 50,000 square meters gross will host over 500 companies that cover everything in the carpet production industry; from residential and commercial carpets, woven and machine-tufted carpets, hand-made carpets, wall-to-wall carpets, carpet tiles, mats, to carpet raw materials and carpet production technology. Brands like Freudenberg, Groz-Beckert, Truetzschler, Kolon, Matex, Ornek Machine, Owens Corning, Sellers, Staubli, Tuftco, Unitika, and Zimmer, to name a few will be exhibiting at the show, showing confidence in our platform and in the Chinese market.

This year edition of DOMOTEX asia will re-confirm again its leading position in the flooring industry of the Asia Pacific region. Our team is working tirelessly to guarantee this first post-pandemic edition is delivering to the audience a high value edition alongside high-quality services and hospitality. We are looking forward to welcoming the participants from the MENA region at our event and assisting them in exploring new business opportunities in the thriving Asian market.

# DOMOTEX Hosts Pioneers of the Turkish Carpet and Floor Coverings Industry in Antalya

Hosting Türkiye's largest companies each year, DOMOTEX Turkey is the biggest meeting of the global carpet and floor covering industry in Türkiye and the Middle East. Anticipating great interest from international purchasing professionals, this year's Exhibition will take place at ANFAŞ International Fair and Congress Centre between 10-13 July in Antalya, with the sector's giants presenting innovative designs

around the world.

**The sector's strongest brands return to DOMOTEX Turkey this year!**

Responding to intense demand from the carpet and floor coverings sector each succeeding year, DOMOTEX Turkey continues to grow by strengthening its network through accompanying the sector's most valuable brands.

While purchasing professionals from Türkiye, the Middle East, the Turkic Republics, the USA and India continue to demonstrate great interest in the Fair, it is also curious to see exhibitors' new products and solutions within the theme of "Sustainability and Recycling".

DOMOTEX Turkey, the biggest meeting point for the global carpet and floor covering sector in Türkiye and the Middle East, is enthusiastically anticipated every year by the sector's largest companies.

For the sector, expected to reach a trade volume of 65 billion dollars in the next seven years by maintaining its growth stability, the Fair brings an important contribution to brands' growth journey via the trade volume it generates and prepares the ground for new business agreements with thousands of professional domestic and foreign visitors.

While many new business agreements were signed at last year's event – attended by more than 18,000 visitors from 103 countries and with more than 200 exhibitors – this year's event promises even more significant results as exhibitors will have the opportunity for numerous bilateral business meetings with manufacturers, wholesalers-distributors, furniture stores, floor covering professionals and other specialized retailers.

DOMOTEX Turkey opens a new door to domestic producers seeking entry into the international market as well as sector giants. Featuring annual themes, the Fair enables exhibitors to develop themselves in trending focus areas and, in addition, includes dedicated spaces where the latest technologies are exhibited.

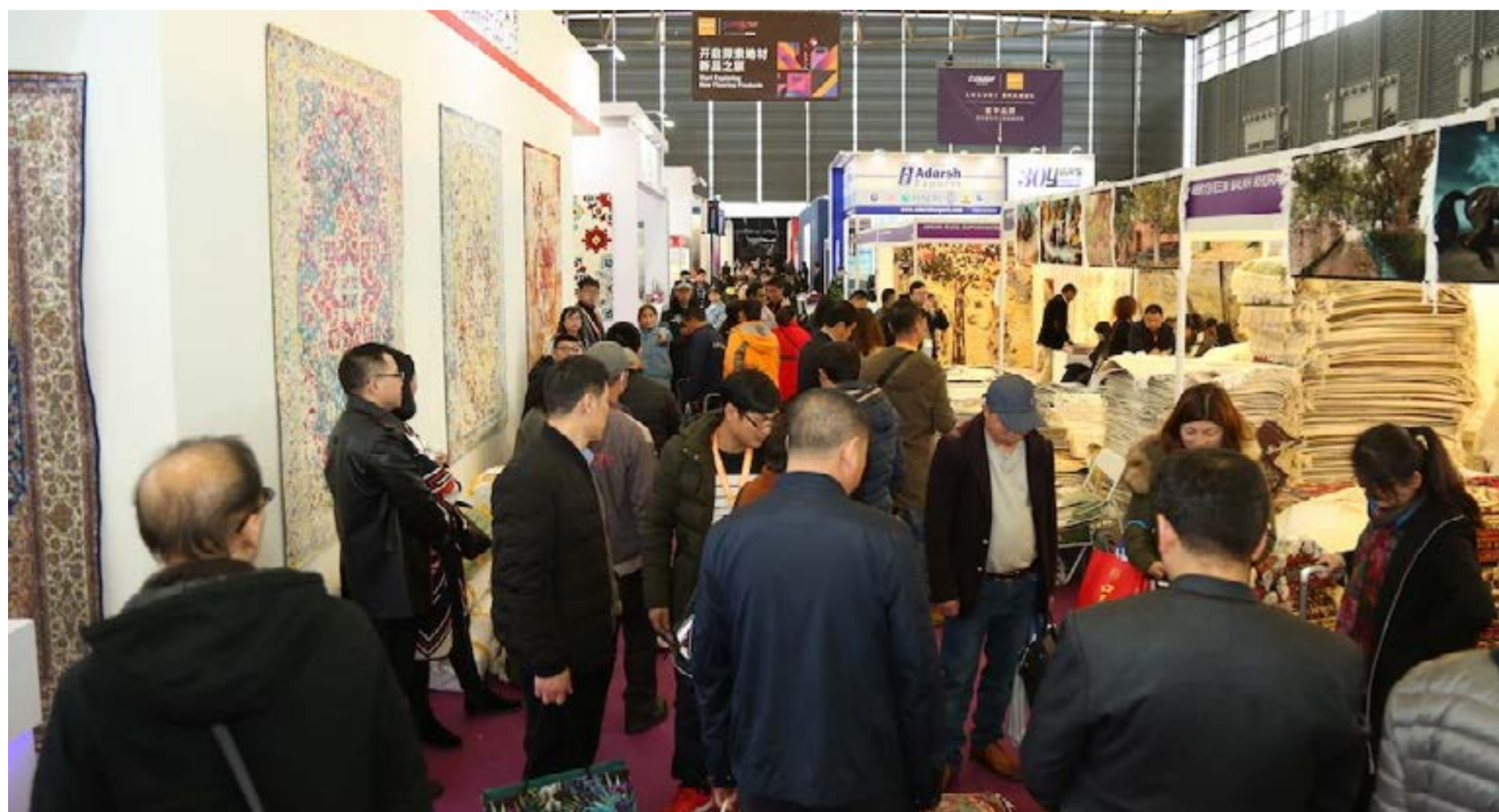
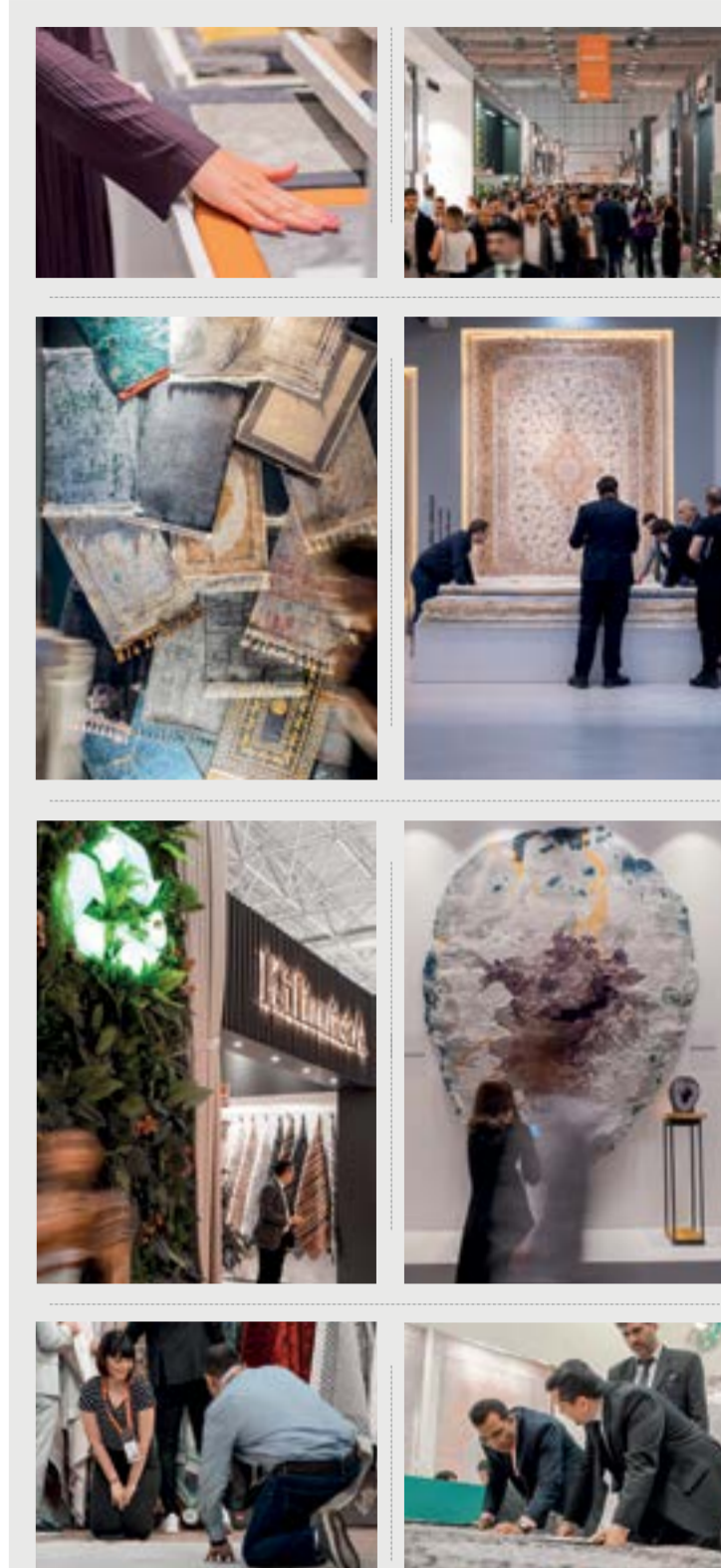
While the carpet and floor coverings sector in Türkiye expands its exports day by day, DOMOTEX Turkey plays an important role for participants in reaching their target markets, providing a fertile platform for carpet and floor coverings manufacturers through the business energy and trade volume it generates.

Realizing 2.7 billion dollars of exports in 2022 and 826 million dollars of exports as of the end of April 2023, the Turkish carpet sector is growing day by day with innovations and is projected to exceed the figures of previous years via agreements organized at DOMOTEX.

In the 2022 report on the event, 79% of the participants declared that they reached their target export markets through DOMOTEX Turkey; 93% said they were highly satisfied with the visitor quality at the event. DOMOTEX Turkey is expected to continue its uninterrupted growth momentum with this continuous high performance in satisfaction rates.

In 2023, Turkish producers – mainly exporting to countries such as the USA, Saudi Arabia, England, Germany, Libya, UAE, Iraq, Kuwait and Israel – are expected to take steps in opening new markets, thanks to the attendance of purchasing professionals from

**Adding vitality to Antalya while hosting sector innovations**



In order to maintain the sector's growth stability, this year's DOMOTEX Turkey will again take place in Antalya; the Gaziantep Middle East Expo Center (OFM) is instead being utilized as a logistic base for aid following the February earthquake.

As always, the event will host innovations and indirectly contribute to a number of sectors including accommodation, F&B, tourism and entertainment. The exhibition also presents opportunities to view and evaluate innovative products such as self-cleaning nano-carpets that contain natural minerals and react to the light of the environment.

In addition, products like antibacterial and bacteria-resistant floor coverings and laminates, decorative carpets, non-slip carpets and handwoven high-end machine carpets will be introduced. Especially highlighting sustainable examples in the context of the climate crisis, exhibitors will provide information on their new environmentally friendly projects.

# First New Versatile Rolling Machine by ETF Sold



Interview with Mr. Jos Sloesen, Director of Sales and Marketing at ETF Machinefabriek B.V.

## What do you think about the Middle East and African flooring Market?

Middle East and Africa is a very important region for us. During the ITMA in Milano, we met many interested visitors from Turkey, Saudi Arabia, the Middle East, and Africa, and they were really serious customers and were open to new investments in the region.

We sold the First New Versatile Rolling Machine exhibited in our booth to a large manufacturer in the Middle East.

They have an existing line and they exchange their current roller by our rolling unit very soon, this is an example that how the MEA region is important for our business. Also in Turkey, as the world's main carpet production hub, we have many lines and working machines.

## How do you Evaluate FloorCovering Machinery Manufacturing in the Netherlands

There is a strong machinery sector in the Netherlands that manufacture high-tech products for global markets. The Netherlands is a small country but we have many high-quality universities and research and development centers and very well educated engineers.

In last decade many companies specially in second or third world countries start to make machinery and trying to get a piece of the cake, we can say that they are successful in some sectors but in many sectors that need high technology, know-how, innovation and high tech engineering they are not successful and exactly there is the point that European machinery manufac-

turers can show their ability and potentials.

We as a European machinery manufacturer should invest more in research and development, innovation and high-tech technologies and this is our main advantage to be always a few steps ahead of competitors.

In the carpet sector, there are many famous and well-known brands in the Netherlands that produce high-quality and sustainable flooring worldwide.

## Please explain more about your latest innovations that exhibit in ITMA

ETF is present at ITMA, The world's largest exhibition for textile equipment, for the 13th time

At the ITMA exhibition, ETF will introduce and exhibit its new rolling machine type M 5728, which can roll a broad range of materials. ETF engineers have designed this machine in a modular way so that it can be equipped with various options for adapting to the material to be rolled and your requirements. Even switching between different options without needing to (partly) rebuild the machine is possible.

## New at ITMA: Our Versatile Rolling Machine

It is a nonwoven rolling machine with all

possible options for rolling straight and tightly wound rolls, but the technology can also be applied to, for example, carpet and artificial grass.

This versatile rolling machine is equipped with many innovative features, such as center drives and a controlled push roller. These functions guarantee the production of very tight rolls, which is essential for clients when rolling items such as non-woven materials or artificial grass. Once the material has been fixed to the core, either automatically by glue or by staples, for example, a driven head moves into the core at both sides and then pneumatically expands to fix the core in place.

An intelligent operating system controls the speed of the individual main rollers, the expanded heads and the pressure of the push roller. The pre-set settings of all these items can be chosen via a menu for either the roll-start and/or the further rolling process, to achieve the optimal settings for the different qualities of materials to run on this machine.

The model of the versatile rolling machine on exhibit is also equipped with a double-driven cross-cutter. Thanks to the direct driving of both the upper and top circular knife, a broad range of material thickness-

es can be cut without holding or damaging the material. Furthermore, a layer of glue can be applied on the starting edge of the new roll during crosscutting. By rolling the material somewhat in the reverse direction, it will be attached to the core automatically, after which rolling the next roll can be started without operator intervention.

## Other options for this new rolling machine include:

easily adjustable main rollers, for working with a large variety of tubes and/or roll diameters; an automatic tube dispenser (not shown) for starting rolling fully automatically without operator intervention (in combination with the glue system); an optical length-measuring system to measure with an accuracy of more than 0.15%.

During the ITMA exhibition, we will be happy to inform you about all the features and benefits of this versatile rolling machine, and how it can enhance your production process. Of course, we will also gladly inform you at our booth as well about all other ETF machine concepts, related to inspection, rolling, wrapping, roll transport and sorting.

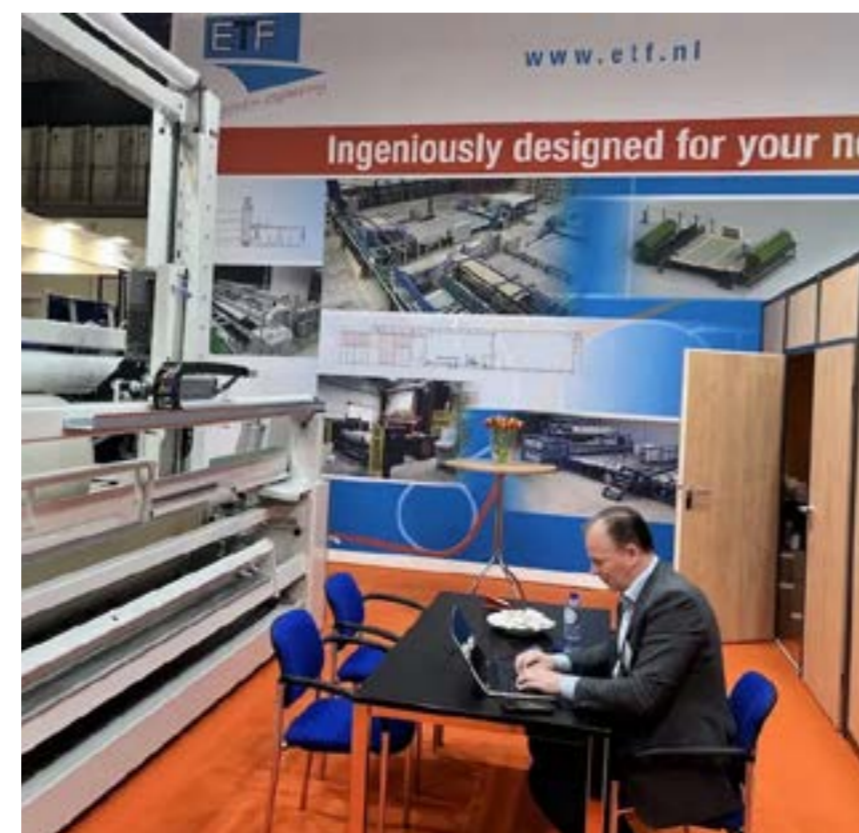
## Tell us to know more about ETF company:

ETF Machinefabriek designs and manufactures machines for the inspection, cutting, rolling, packaging, transporting and sorting of a wide range of different floor coverings, artificial grass and nonwovens. Our machines are suitable for a multitude of utilisations and are designed to offer you an all-in-one solution.

Our machines can also include smart customized process automation to reduce the number of operators to an absolute minimum or to extend the working range to the max.

## Versatile Rolling Machine ETF sold To Mattex Saudi Arabia

One of our latest innovations and machines that we exhibit here in ITMA 2023 Milan is rolling machine with a 5,4 meters width that is usable the non woven industry, floor covering and artificial grass and basically all the available rolling technics and specifications are include this machine, like main roller, pressure roller, and center drive.



## Turkish Rug Sector Eyes Market Leadership

By hurriyetdailynews

Türkiye aims to take over the market leadership in the carpet industry from India in handmade rugs, which was once one of the most purchased Turkish products by tourists, a sector representative has stated.

India has been maintaining its market leadership in the handmade carpet industry, which has reached a total export value of \$1.17 billion worldwide. However, the Turkish market aims to regain its leadership position with world-renowned authentic Anatolian rugs.

Ahmet Hayri Diler, the head of the Istanbul Carpet Exporters' Association (İHİB), stated that they intend to launch a project to revive handmade carpet production.

By selecting pilot areas in regions where carpet weaving is still alive, they aim to create teams consisting of designers, marketers, and experts in materials, yarns, and dyes, Diler said.

Production should meet the expectations of current decoration trends worldwide through the touches made by these local teams, he noted.

"This can also contribute significantly to rural development and female employment."

"We need to transition to a workshop system with this recipe because the world no longer expects only traditional weavings."



It desires creative, design-oriented products," Diler noted. Despite the closure of borders and the halt in international trade during the COVID pandemic, people turned to decoration while staying in their homes, leading to increased interest in carpets.

"We had a good year in 2021, but in 2022, we experienced a 13-percent decline in exports. This was due to the decrease in machine carpet exports, while handmade carpet exports were on the rise. In 2022, handmade carpet exports increased by 8 percent to \$47 million. However, we do not consider this export volume sufficient," he explained.

"Our carpets are displayed in the most prestigious museums in the world, at the forefront of their special sections, and our carpets are sold at very high prices in international auctions. Anatolia is the cradle of weaving. Wherever you dig in Anatolia, you will find a weaving tool. There are even examples of weaving from the Neolithic period. It is saddening that our country, with such a cultural richness, lags behind in handmade carpet production."

## Circular Polymers by Ascend Launches Certified Post-Consumer Recycled Plastics from Carpet Recycling

Circular Polymers by Ascend, a market-leading recycler of post-consumer carpet, has launched Cerene™ line of recycled polymers made from the company's proprietary carpet reclaiming technology.

Cerene is available as polyamide 6 and 66, PET, polypropylene and calcium carbonate as a consistent, sustainable feedstock for many applications, including molding and compounding. Ascend Performance Materials, a fully integrated producer of durable high-performance materials and the majority owner of Circular Polymers by Ascend, is known for its innovations in nylon 6,6.

"Cerene is mechanically recycled using a process that minimizes our carbon footprint and environmental impact," said Maria Field, business director of Circular Polymers by Ascend.

Circular Polymers by Ascend converts post-consumer carpet into fiber and pellets. The company uses a proprietary process in its California-based facilities to achieve unparalleled efficiency in recycling, successfully providing a new life for virtually every component of the carpet and backing. The company has redirected 85 million pounds of carpet from landfills into new goods since 2018.



## Tarkett's DESSO X RENS: Breathing New Life into Discarded Carpet Tiles



Tarkett is launching DESSO X RENS, a playful take on material reuse in collaboration with the Dutch design research firm Studio RENS. This collection presents a new dimension of design: prolonging the life of existing materials and reduce waste.

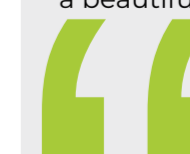
It comprises discarded carpet tiles from the most widely-used ranges. The collection showcases our commitment to designing carpet tiles with circularity in mind. DESSO X Rens comes with the 100% recyclable EcoBase backing, which contains on average 80% recycled chalk from the local drinking water industry. At the end of their life, the carpet tiles can be recycled into a new raw material at our facility at Waalwijk, the Netherlands.



It's our shared responsibility to use materials to their fullest and to add value to otherwise discarded products. That's why we joined forces with Studio RENS yet again to showcase a range that combines creativity and sustainability in an aesthetically pleasing collection. Ludwig Cammaert, Tarkett EMEA Director Design and Technical Development, Waalwijk, Netherlands



"Through the process of dyeing the carpet tiles with the colour red, all the previous hues and nuances work together in harmony. Design is so much about perfection and control. If a product's colour differs slightly from the rest of the collection, it's discarded. If a small defect is detected, it's discarded. But in reality, materials are different. The same colour will look different on different materials. Even the same colour on the same material will look different in different lights. We wanted to show how you can work with imperfection and variety — even with 'difficult' colours like red — and still get a beautiful result."



Stefanie van Keijsteren, Director & Co-founder of Studio RENS, Eindhoven, Netherlands

# An Italian Yarn Supplier is Helping Solve the U.S. Carpet Waste Problem

**Aquafil, widely known for its recycled yarn Econyl, is also investing in diverting one of America's most complicated waste streams—post consumer carpet.**

By: Nigel F. Maynard

It may come as a surprise that Americans discard roughly 5 billion pounds of carpet every year. It is even more shocking that the country currently recycles only about 2 to 3 percent of that total. But who could've guessed that the company set to reverse those numbers is not a carpet manufacturer but a supplier of the yarn that carpet makers source?

In fact, Aquafil, an Italian textile company already widely known for Econyl, a recycled nylon made from waste, opened its first U.S.-based carpet recycling plant in Phoenix in 2019. The plant receives postconsumer carpets from Aquafil Carpet Collection facilities and disassembles them into three main components: a fiber called Nylon 6, polypropylene, and calcium carbonate.

As Aquafil USA president Franco Rossi explains, the polypropylene is reused to make carpet backing and goes into injection-molding production, calcium carbonate is diverted into road construction and concrete, and Nylon 6 is sent to the Econyl Regeneration System in Slovenia. The company claims that it is the only supplier in the world producing 100 percent recycled nylon from such waste.



Aquafil's Phoenix recycling facility (shown here) has the capacity to collect and treat 36 million pounds of carpet per year. Photography: metropolismag

"When you make nylon from recycled materials, from old nylon, like we do, instead of making nylon from petroleum, the global warming potential and embodied carbon emissions are reduced by 90 percent," says Eric R. Nelson, executive vice president of Aquafil Carpet Recycling. "So there's a massive benefit to our environment when you are able to recirculate that production process. That's really what it's all about—decoupling petroleum from the production process."

To support this circular process, Aquafil operates five carpet collection facilities: the one in Phoenix, which recovers 36 million pounds of old carpets annually, and four additional facilities in Southern California and Arizona that help divert 12,500 tons of both carpeting and carpet pads.

While today's operations run smoothly, the company's first ef-

fort to recycle carpet did not go so well. "Aquafil launched Econyl at the end of 2010, and from that time on, it has been on a constant search for new secondary material that could be transformed back into nylon without using any fossil fuels," Rossi explains. "The carpet recycling project is a consequence of that larger project, which is making nylon out of waste."

Rossi says the company started with a carpet shearing operation in Cartersville, Georgia, where it shaved the face fiber from used carpet and recovered the nylon portion. But after a couple of years, it ran into the issue of disposing of the carcasses. "We had somebody for a period of time who

could take it, but when that possibility went away, the operation did not make sense because we were only recovering 20 percent of the total weight of the carpet."

But the company did not give up its hope

of a carpet recycling program. After leaving Georgia, Aquafil set its sights on the West Coast, specifically California and Arizona. "We looked at California because of its legislation, and we looked at a very different technology," Rossi says.

The legislation he's referring to, AB 2398, is a California law enacted to increase the diversion and recycling of carpet in the state. It generates funding through an assessment on each square yard of carpet sold in California.

As for the technology, Aquafil sought a different process from the one used in Georgia. Instead of simply removing the old fibers, the company set about separating the three main ingredients of carpet. The process seems simple enough, but it's actually quite difficult, and required that Aquafil build custom equipment. "We have our own technology, which is mostly a combination of different machinery that was adapted to the scope of work,"

Rossi explains.

"I think it's important to note that carpet is not really made to be recycled," Nelson says, adding that "it's not like an aluminum can or a plastic water bottle. It's very complicated and capital intensive. These machines are ripping apart and trying to separate a mishmash of different materials, so as Franco said, it's not really a matter of just buying machines off the shelf for this application."

Aquafil closed its Woodland, California, recycling facility in 2022. It now sends carpet material to its Phoenix plant for recycling. The company says the decision to close the California site was due to insufficient carpet supply to feed two recycling facilities (Woodland and Phoenix). But Rossi still believes the industry must eventually step up its recycling. "It is critical," he says. "I believe our California story should be used as a marketing tool to promote carpet as an actual recyclable flooring system."



Because most carpet isn't designed to be recycled, Aquafil developed the custom machinery this worker is operating, to separate the waste material into three main ingredients. Photography: metropolismag

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## Rug Project with Francesco Roggero: “The Lion’s Shadow” Produced by Zollanvari

Studio Original Designers 6R5 Network Milano – Italy for Zollanvari International, Switzerland

This new design in three distinct and contemporary colorways is the first collaboration between Francesco Roggero of Original Designers 6R5 Network Studio, Milan, and Zollanvari International, Zurich.

Original Designers 6R5 Network Studio's motto of “Living among Nature and Technology for a new quality of inspiration” motivated Zollanvari to consider several of their creative proposals. Their “Ombra del Leone” (the lion's shadow) is the latest design addition to an extensive Lion Collection, one of



CONCEPT 2021 RUGS SHADOW



ten full collections produced in celebration of Zollanvari's 75th Anniversary, spanning 2021/22.

Here, the lion, with his glorious mane stares fixedly ahead – this is a rather playful lion that enraptures rather than threatens the viewer. Made in the Zollanvari Super Fine Gabbeh quality, it promises to be a roaring success, bringing a touch of the wild to any interior.



## NedGraphics Unveiled New Textile Design Products and Fresh Brand Look at ITMA Milan



NedGraphics, the global leader in software solutions for the textile and fashion industry, exhibited at the International Textile Machinery Exhibition (ITMA) in Milan from June 8 to 14.

NedGraphics unveiled textile design plug-ins for Adobe® and a fresh corporate identity, highlighting their expertise in textile design software development experience spanning four decades.

The new NedGraphics Plug-ins for Adobe®, configured for Windows and Mac, enhance the functionality of Illustrator and Photoshop, transforming these popular tools into powerful textile design applications. A special ITMA promotion was on offer to customers subscribing before the end of June 2023.

The NedGraphics team also showcased their latest design toolset, highlighting the advantages of faster and more

precise design, realistic product visualization and professional product presentation. Visitors got exclusive information about the upcoming release, which includes an enhanced integration ecosystem that streamlines workflows and boosts efficiencies.

NedGraphics was also proud to present their refreshed brand look that reflects the company's evolution as a leading technology provider in the textile industry. The modern design, updated logo and visual elements encapsulate their innovation and dedication to the industry.

The NedGraphics team had a very successful exhibition with a large number of visitors in Hall 9, presenting the latest developments in textile software technology and how NedGraphics is transforming the creative process for textile and fashion professionals.

## Afghanistan: Sales of Hand-Woven carpets from Herat nosedive

A number of handwoven carpet sellers in the western Herat province of Afghanistan are dealing with a severe downturn in the market due to political and economic issues in the country.

The traders complain that the market for Afghan carpets has nosedived and virtually ground to a standstill.

Officials from the Union of Carpet Weavers in Herat also confirmed the stagnation of the domestic market but said export volumes had increased slightly last year against 2021.

Local carpet weavers in Herat stressed that the lack of recognition of the Taliban government and the influx of foreign carpets into Afghanistan has contributed to the stagnant local market.

According to the Union of Carpet Weavers in Herat, approximately 40 percent of Afghan carpets are being produced in the western parts of the country, with Herat accounting for 20 percent of that total.

These carpets are exported to various destinations, including the United States, Canada, China, Russia, England, Iran, and Pakistan.

Handwoven carpets are a significant product across many provinces of Afghanistan, particularly in the western region.

However, both sellers and producers consistently voice concerns about the scarcity of domestic and international markets, as well as the high prices of raw materials.



# High Commitment of renowned Brands for DOMOTEX – Home of Flooring

The world's leading trade fair for flooring and carpets, DOMOTEX, will once again unite both worlds at the Hannover exhibition grounds from 11 - 14 January 2024. Major international brand manufacturers have already announced their participation in the upcoming edition, underscoring the global significance of DOMOTEX.



Following a successful comeback at the beginning of the year, numerous registrations are already promising the 34th edition of the world's leading trade fair for carpets and floor coverings to become a strong event.

"The response to DOMOTEX 2024 has been huge, with many global brand manufacturers already confirming their participation," notes Sonia Wedell-Castellano, Global Director DOMOTEX at Deutsche Messe AG. "The current number of registrations has not only exceeded last year's figures, but we're also approaching the size we had in 2020 once again. This underscores the importance of DOMOTEX in its role as a global marketplace and a source of inspiration for the entire industry."

In the hand-made carpets segment, top exhibitors such as Tisca Textil, Jaipur Rugs, Bhadohi Carpets, Paulig and Ipek - A. Ipektchi confirmed their participation. Also registered are Javi Home and Tepp Team. In the field of machine-made carpets, Oriental Weavers, Merinos, Ragolle, Balta Industries, Fedustria,

Robusta, Otto Golze and Brink & Campmann have announced to return to DOMOTEX in 2024 to show their latest products. For Caglar Kepekci, General Manager of Merinos, taking part in the upcoming DOMOTEX is a must: "Our experience as exhibitors at DOMOTEX has been exceptional - and this for almost three decades.

From global exposure and networking opportunities to staying up to date on industry trends and new products, DOMOTEX has consistently played a pivotal role for the carpet industry. We eagerly look forward to each edition of the fair, including the upcoming DOMOTEX Hannover '24."

Showcasing the latest in carpeting are Betap, Interfloor, Infloor-Girloon and ITC Natural Luxury Flooring. In the parquet, LVT and laminate sector, well-known and long-standing exhibitors such as Area Floors, Amorim, ter Hürne, Lamett, Falquon, Camsan, Design Parquet, CFL Flooring, AGT, Forestry Timber, STP, Decospan, Homag, Massive Holding, Floorify and Corkart announced their return. Howev-

er, some exhibitors who had not participated for several years are also returning in 2024. Among those in the field of resilient flooring are mFlor, Onefloor and MeisterWerke. Furthermore, Neuhofer, SELIT, Välinge, Estillon, ADESIV, KLEIBERIT and i4F from the application and installation technology sector have also announced their participation.

"DOMOTEX is the meeting point for the European and international flooring industry. It is the ideal platform for us to stay in touch with our customers and prospects as well as to establish new business relationships. We are looking forward to participating in 2024", reveals Guido Schulte, Managing Partner of MeisterWerke. Niclas Håkansson, Managing Director of Välinge, is likewise looking forward to the reunion in Hannover in January 2024: "We were positively surprised about the number of qualified visitors and business opportunities in 2023 – despite the difficult world situation. This shows that DOMOTEX remains an important platform for the industry. We are very satisfied with the visitor's quality and internationality."



## Shaw Industries to Install Innovative Solar Technology at Carpet Tile Manufacturing Facility

Shaw Industries has installed an innovative solar technology for steep slope applications at its carpet tile manufacturing facility in Adairsville, Ga., known as Plant T1. The half-acre installation will generate approximately 300 kW of power once it goes live later this year. That's enough to power more than 45 homes' electricity, according to the Environmental Protection Agency.

The PowerCap™ solar power system was provided by Watershed Geo — an innovative solutions provider for the protection and resiliency of civil, environmental and energy infrastructures in which Shaw has controlling interest.

In addition to providing solar energy to the facility, this installation offers a more accessible location for Watershed Geo customers to see how the technology works and is installed. PowerCap is typically installed on top of synthetic turf at inactive landfill sites using Watershed Geo's patented ClosureTurf® system and at other erosion control areas. These locations are often inaccessible and difficult for other customers to see the system in action.

PowerCap is the latest in landfill and impoundment solar technology with direct surface attachment and “plug and play” integrated wiring technology to be installed on steep slopes and large flat surfaces of the environmental closures. The system does not require penetrations, making it ideal for closed landfills, impoundments and stand-alone slope applications like the Shaw facility.

Because of its unique design, this technology reduces the bulkiness of racking material, simplifies installation and can increase the power per unit area by as much as two to three times that of traditional solar arrays. It also maximizes the site footprint with a unique slope technology allowing more of the site to become an effective means of power generation.

Shaw purchased controlling interest in Watershed Geo in fall 2021 – building upon its long-standing partnership. Shaw has provided Watershed Geo's engineered synthetic turf for the company's innovative and patented environmental solutions for utility, waste management, erosion control and mining industries for more than a decade. Shaw originally invested in Watershed Geo in 2011 to infuse capital and diversify the company's use of its artificial turf manufacturing assets, and has long been the exclusive provider of turf to Watershed Geo.

Mike Ayers, CEO at Watershed Geo, notes, “Watershed Geo's mission is to improve civil and environmental infrastructure resiliency, while providing significant, tangible environ-

mental benefits for both our customers and the communities we serve.

The demonstration installation at Shaw's manufacturing facility provides us with the ideal way to showcase the possibilities of our PowerCap technology to more customers, more readily, which stands to accelerate adoption and the positive impact we can all have on people and the planet.”

Watershed Geo's business is poised for exponential growth as it provides an exciting new opportunity for large utilities, government agencies and global industries to take a more sustainable approach to their sites.

Tim Baucom, president and CEO at Shaw, adds, “This installation at one of our carpet tile manufacturing facility showcases the opportunity beyond landfill and impoundment sites and is just one of the many initiatives we're undertaking to be a positive force in the global effort to mitigate climate change and to provide our customers with innovative, sustainable solutions to some of the world's greatest challenges.”

## Ulster Carpets Acquires Design-Led Alternative Flooring



Headquartered Ulster Carpets has completed the acquisition of Alternative Flooring based in Hampshire for an undisclosed sum.

An iconic independent British brand, Alternative Flooring is an ethically conscious designer and supplier of high-quality flooring with a quirky twist. It will now join the range of complementary flooring companies within the successful Ulster Carpets Group.

This year marks the 85th anniversary of Ulster Carpets being founded by George Walter Wilson. Still owned by the founder's family, it has grown to become the premier supplier of Axminster and Wilton carpets to the residential, hospitality, marine and casino sectors globally, with offices in London, Paris, and across the US.

Last year Ulster Carpets, which has a staff of more than 700 people, was granted a Royal Warrant by the late Queen Elizabeth II.

In addition to the core business, the company (www.ulstercarpets.com) incorporates carpet manufacturers Ulster North East; technical textile machinery manufacturer Griffith Textile Machines; wool processing and dyeing company Ulster Yarns; fully sustainable underlay manufacturer Axfelt; specialist commercial carpet manufacturer Danfloor; luxury interiors brand Roger Oates Design; and sustainable furniture and materials producer Solidwool.

The acquisition further underlines Ulster Carpets' belief in high quality, design-led, customer-focused UK businesses.

The company's strategic development director David Acheson said: “We believe Ulster Carpets Group is a fitting home for Alternative Flooring in terms of culture, outlook and ambition.

“Alternative will remain an independent, autonomous brand within the Ulster Carpets Group, but with the added expertise and resources to strengthen its capability,

service, and product range.

“While this acquisition does not create any new jobs at Ulster's Portadown HQ, it underpins our ambition to further establish ourselves as the premium supplier and brand at the top end of the flooring market in the UK and Ireland.”

Founded more than 25 years ago Alternative Flooring's products are ethically sourced, and its Make Me A Rug programme allows any design to be turned into a rug that is hand finished to an exceptional standard at its Hampshire base.

Its retiring chairman Chris Brammall said: “Securing a bright future for the Alternative brand, together with its employees, customers and key suppliers, was a major factor in deciding the most suitable home for its next phase of development, and, in our opinion, this acquisition gives Alternative the best opportunity of reaching its considerable potential.”

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# Jaipur Rugs Opens Flagship Store in Dubai

**J**aipur Rugs, an Indian hand-made area rug design and production company based in Rajasthan, announced the opening of its flagship retail store in Dubai at Alserkal Avenue.

Spanning over 7,000 square feet, the store showcases an extensive collection of handcrafted rugs, created by skilled artisans using traditional techniques passed down through generations. The designs, intricate patterns, and vibrant colors will mesmerize visitors to the store and add an element of elegance to any living space.

"Following the success of our store opening in Milan in 2021, we are delighted to bring Jaipur Rugs to Dubai and open our flagship store for the region at Alserkal Avenue," said Yogesh Chaudhary, Director, Jaipur Rugs. "Dubai is known for its appreciation of art and culture, making it the perfect destination to showcase our exceptional rugs", he added.

Conceptualized and designed by multi-award-winning interior designer Pallavi Dean, the space provides a window into the historic, picturesque architecture of Jaipur. The store is a stunning visual ode to the traditional stepwells of Rajasthan, known as baoris. Dean is particularly known for her evocative designs and innovative approach to interior spaces.

"We have taken a departure from conventional rug displays by ingeniously incorporating the architecture of the space to blend design, craftsmanship, and innovation offering a truly captivating experience for the visitors. Furthermore, we have introduced three enchanting experience rooms housed within jewel-themed domes: the Sapphire Room, Emerald Room, and Ruby Room. These remarkable spaces feature carpets that extend from the floor to the ceiling, creating an immersive environment where the rugs themselves become magnificent works of art", reveals Dean.

Visitors to the Jaipur Rugs store can explore a diverse range of styles, colors, and textures, from traditional to contemporary, catering to various aesthetic preferences and interior design concepts. Among the collections on display is the "Manchaha" series, which merges design and social impact.

"Literally translating to 'from the heart', our Manchaha initiative empowers artists in rural India to create their own designs, which become both a form of self-expression and a source of sustainable livelihood for them and their families. The artists tell their personal stories



through elements of their own culture and surroundings," explains Chaudhary.

Jaipur Rugs is a family business that was founded by N.K. Chaudhary in 1978 with just two looms and 9 artisans. It now has over 7,000 looms and sells in over 85 countries. It was strengthened with the

purpose of protecting ancestral know-how and connecting rural craftsmanship in India with the rest of the world. The company has grown to become the largest network of artisans in India with over 40,000 rural artisans out of which 90 per cent are women operating in 600 villages across five states.



In 2004, Jaipur Rugs founded the Jaipur Rugs Foundation. Its mandate was to reach out to remote rural areas and establish bonds with the village communities, so that they can start weaving not only rugs but also their own lives. The foundation continues to empower rural India by providing them with access to healthcare, education, financial inclusion as well as skill development.

## Hand-woven **Joshaqan Carpet** Gains Global Recognition

The intellectual property of Kashan's hand-woven Joshaqan carpet has gained a global label, Kashan's tourism chief has said.



Joshaqan carpet has been awarded a patent by the World Intellectual Property Organization (WIPO), a subsidiary of the United Nations based in Geneva, Ahmad Danainia explained on Tuesday.

Joshaqan carpet is woven in a village with the same name in central Iran. The unique patterns of the hand-woven rug are subdivided into diamond panels, with each containing an individual shrub or group of blossoms, making it well-known for its exquisite design.

According to Britannica, this pattern may be adapted to a medallion format or enriched with elongated, bizarrely shaped panels. The border features arabesques. Joshaqan rugs are asymmetrically knotted on a cotton foundation.

Each Persian carpet is a scene that seems ageless, a procedure that can take as long as a year, these efforts have long put Iran's carpets among the most complex and labor-intensive handicrafts in the world. When the weaving is finally done, the carpet is cut, washed, and put out in the sun to dry.

Persian carpets are sought after internationally with the medallion pattern being arguably the most characteristic feature of them all. Weavers spend several months in front of a loom,

stringing and knotting thousands of threads. Some practice established patterns, some make their own.

Throughout history, invaders, politicians, and even enemies have left their impact on Iran's carpets. As mentioned by Britannica Encyclopedia, little is known about Persian carpet making before the 15th century, when art was already approaching a peak.

According to the 2021 WIPO report, Iran ranks 11th in the world in the field of intellectual property.

Iran also ranked 21st for the number of patent applications, 3rd for trademarks, and 12th for industrial designs, which include applications and devices with innovation.

## Understand Your Existing **Waste and Recycling Contracts**, Says Carpet Recycling UK

Carpet Recycling UK (CRUK) is urging visitors to the Buying Groups National Flooring Show (BGNFS) on May 10th to 11th to bring knowledge and information of their current waste and recycling contracts with them if they want help in finding sustainable solutions for their carpet and textile flooring wastes.

Exhibiting on stand P230 in the Platinum Showroom at the Cranmore Park venue, the not-for-profit association will be offering advice on latest outlets for carpet and textile flooring wastes with retailers and manufacturers alike.

CRUK Manager Adnan Zeb-Khan says: "We're encouraging people to come equipped with knowing their existing waste and recycling contracts, such as how much they spend, which contractors they use, and to have some knowledge about their different waste streams and where they are going.

"With this preparation and by understanding your waste streams and all associated costs, we can then see if we're able to help you further."

He continues: "If you are currently segregating your waste materials, you may already be on a sustainable disposal journey. But you need to know where the waste is going, so ask your waste management provider. How much did you produce, what did you spend over the last six to 12 months on your waste management contract and how is it being treated?"

Companies are invited to talk to us about our membership – join us to help your organisation to stay abreast of industry



developments, new and developing technologies and collaborate with the sector to increase sustainability.

With 80% engagement from the carpet and textile flooring sector, CRUK works with the whole supply chain to develop viable solutions for carpet and other textile flooring waste, such as carpet tiles, rugs and underlay.

Through its growing 136-strong membership, 17 core members and extensive network, CRUK is helping the sector to create new circular initiatives, as well as providing regular updates on policy, legislation and advances in treatment and technologies to process and recycle carpet and textile flooring waste.

CRUK's 17 core members are Balsan, Betap, Brintons Carpets, Condor Group, Cormar

Carpets, Ege Carpets, Furlong Flooring, Gradus, Headlam Group, IVC Commercial, Likewise Floors, Milliken, Modulyss, Rawson Carpet Solutions, Shaw, Tarkett and Victoria Group. They are taking voluntary producer responsibility for the products they place on the market and striving to reduce waste in production as well as for their customers, helping to create cost savings.

Adnan adds: "At BGNFS, we're looking forward to meeting you, making new connections and strengthening existing ones. Do come and see us!"

Latest CRUK figures reveal that the industry is diverting approximately 70% of textile flooring waste from landfill. Around 470,000 tonnes of carpet and textile flooring waste arises annually in the UK.



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MENA CARPET NEWS

Volume 8-Issue 61

June 2023

MENA CARPET NEWS

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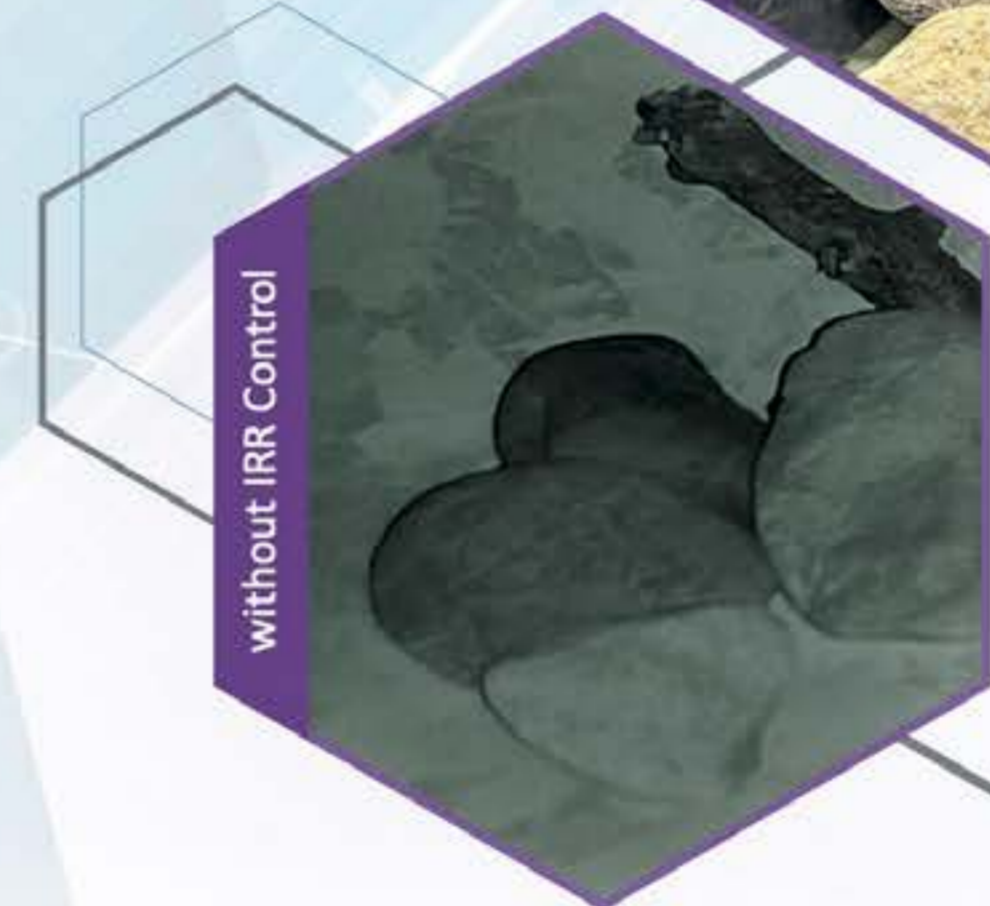
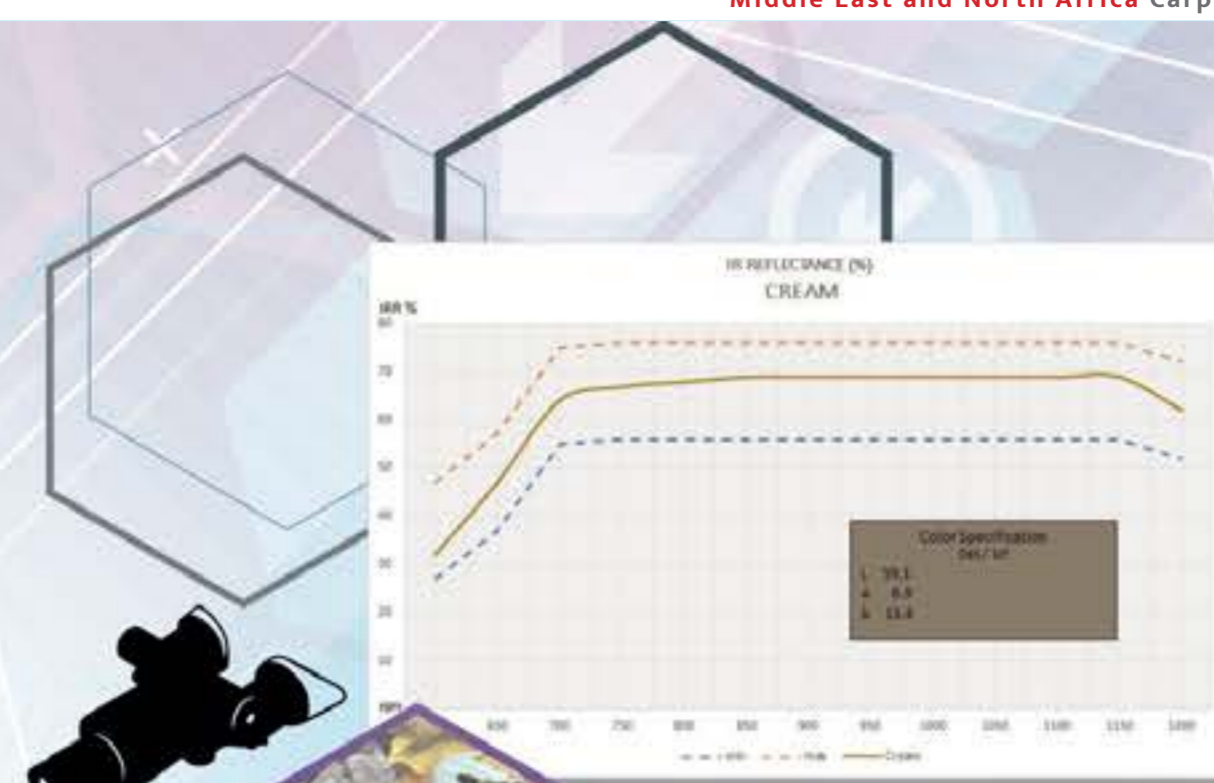
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