



MENA CARPET NEWS



**EMPOWERING
TURKEY'S CARPET
INDUSTRY: THE
JOURNEY OF CARPET
AND FLOORING EXPO
BREAKS VISITOR
RECORD**

**DOMOTEX PRESENTS
NEW MEETING PLACE
FOR THE SKILLED
TRADES AND
RETAILER**

**THIS EXCLUSIVE
COLLECTION OF
RUGS WAS INSPIRED
BY SAUDI ARABIA**

READY TO SUPPORT YOU

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.



TEXTILE PRINTING

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.

TECHNICAL TEXTILE

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.



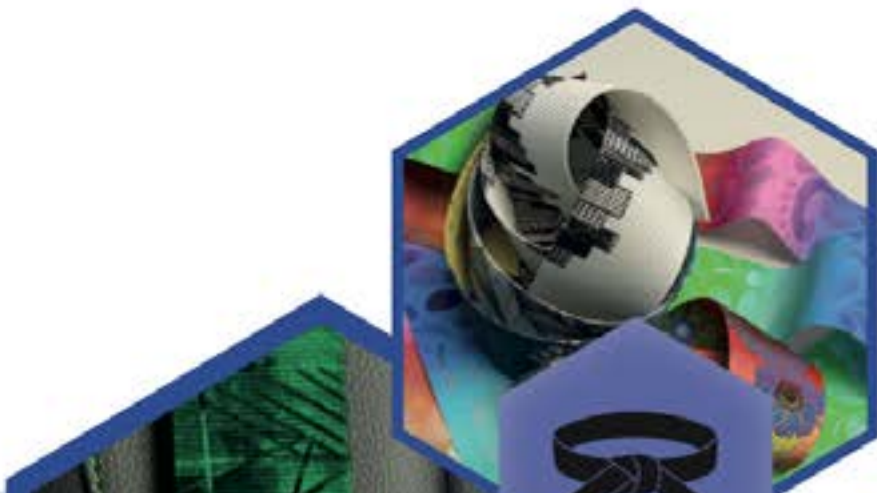
SPECIALTY GOODS

Special applications are end-products which are not covered by the a.m. product ranges. Such applications include additive manufacturing, such as Selective Cement Activation, thermophore coatings, security prints, or electro conductive printing – to mention some of the special applications.

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





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Empowering Turkey's Carpet Industry: The Journey of Carpet and Flooring Expo

In an exclusive interview with **İlhan Ersözlü, CEO of Tüyap Fuarlar Yapım A.Ş.**, we delve into the remarkable journey and vision behind the Carpet and Flooring Expo (CFE). This dynamic initiative, born out of collaboration with esteemed organizations such as the Istanbul Carpet Exporters' Association (IHİB) and the Southeastern Anatolia Exporters' Association (GAHİB), aims to catapult Turkey, a global hub of carpet production, into the epicentre of the carpet industry.

Turkey, renowned for its production prowess and innovative designs in the carpet sector, is poised not only to be an industry pioneer but also a major player in international markets. CFE emerges as a pivotal platform to empower the Turkish carpet industry in its quest for global recognition, market expansion, and increased exports.



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Tüyap Fuarçılık's Journey to Organize the Carpet and Flooring Expo

As Tüyap, we set out in cooperation with the Istanbul Carpet Exporters' Association (IHİB) and the Southeastern Anatolia Exporters' Association (GAHİB) to turn Turkey, which is the heart of the world's carpet production, into the fair center of the carpet industry.

The Turkish carpet industry, beside pioneering the global carpet industry with its production capabilities and designs, will also be a key actor in international markets and also a prominent hub of trade fairs. This fair will support the Turkish carpet industry in its quest to reach its well-earned place in the world and increase its market share as well as the number of exporters.

In addition, we aim to become the world's number 1 fair in its field within 5 years by equipping large, medium and small-scale carpet producers in Turkey with the necessary means. Turkey's leading carpet producers from various cities, including Gaziantep, Istanbul, Uşak, Manisa and Izmir, will be participating in the fair. Our fair will make a significant contribution to tourism revenues by both displaying the true strength of the Turkish carpet industry and attracting thousands of foreign visitors to Istanbul.

A Glance into Tüyap's Other Events and Fairs

We will be, on a national level, participating in the Warsaw International Home Textile and Decoration Fair, which will be held on 7-10 November 2023.

The Warsaw Home Textile Fair, which will be exhibiting upholstery, decorative fabrics, curtains, tulle and accessories, bedroom, bathroom and kitchen home textile products, dowry and carpet products, is a key event gathering professionals from the home textile and furniture industries.

During the fair, the participants will have the opportunity to exchange views and share their experiences with companies and experts in their respective industries, while also having the chance to do business with European buyers.

Additionally, in the field of textile, we organize the IGM and ITM Fairs every other year in cooperation with the International Istanbul Yarn Fair and Teknik Fuarçılık.

Turkey's Dominance in the Global Carpet Market: A USD 17 Billion Success Story

Turkey holds a 17 percent share in the global carpet market which is valued at USD 17 billion. Thanks to its high production and import capacities, Turkey is well-positioned in the machine-made and handmade carpet industry.

During the first half of 2023, the industry earned USD 1 billion 280 million 888 thousand in revenues by exporting 291 million 373 thousand square meters of carpet. Our carpet producers have demonstrated a successful performance on a global level by exporting their products to 185 countries. Gaziantep, a city which boasts a very high number of participants in CFE, is the leading city with the largest share in carpet exports in Turkey with a share that reached USD 856 million 30 thousand.

Iran Joins the International Carpet Fair

We are trying to allocate the exhibition area to all of the countries that want to participate in the fair. Iran, a valuable country that has a proven track record in global carpet production, is one of the countries participating in the fair.

Every country taking part in our fair enriches our event. As CFE, we are proud to contribute to the growth of the carpet industry by ensuring participants from 17 countries.

Istanbul: The Strategic Hub for the Global Carpet and Flooring Fair

By organizing this fair in Istanbul, which is by itself a unique city with its prominent location in the global trade routes, rich history and natural beauties, we aim to turn Istanbul into the leading city of global carpet markets that shapes the trends in the carpet and flooring industries. Thanks to the fair, Istanbul will become the international gathering place of the carpet industry. Carpet manufacturers in Turkey and around the world will, from now on, showcase their products in Istanbul.

Carpet and Flooring Expo in Numbers

We expect more than 350 companies from Turkey and abroad to participate in the fair. The fair will take place in 8 halls spanning a total area of 100 thousand square meters. We are expecting participants from 17 countries, including Iran, Uzbekistan, Pakistan, Russia, Jordan, Tunisia, Saudi Arabia, Egypt, Libya, and Kuwait.

Marketing Strategies and Expectations for the Carpet and Flooring Expo

We expect a high number of visitors, especially from America, Europe, North Africa and Scandinavia. We anticipate that

more than 20 thousand professional business people from 52 countries will visit the fair this year. Additionally, we believe that the fair will increase carpet exports from Turkey by 20-25 percent. We have ongoing effective marketing campaigns both in Turkey and abroad.

In addition to our collaboration with sectoral press and media, we also advertise on billboards and publish web ads and carry out international promotional activities regarding our fair. We have a wide range of active promotion and marketing activities, especially in Europe, America, the MENA region and sub-Saharan countries.

CFE offers industry players an ideal opportunity to increase interest in their products and create an even stronger influence on visitors' choices. The Carpet and Flooring Expo, which aims to be the number 1 fair of the Turkish carpet industry in the world, will be open to visitors at Istanbul Expo Center between 5-8 December.



DOMOTEX Presents

New Meeting Place for The Skilled Trades and Retailer



Everything for floors, walls and ceilings – In 2024 and in partnership with DECOR-UNION and the MEGA Group, DOMOTEX will be expanding its portfolio to include the two product segments “wall” and “ceiling”, thus enhancing the value of the show for visitors from the trade and retail sectors. The new special display called RETAILERS’ PARK is already proving to be very popular and is receiving positive feedback from the industry.

From 11 to 14 January 2024, DOMOTEX will once again be the meeting place for exhibitors and visitors from all over the world to exchange information on new products and the latest industry trends. Participants from the skilled trades and specialist retailers can look forward to a new hub: At the RETAILERS’ PARK in hall 19, DECOR-UNION and the MEGA Gruppe – joint by their suppliers – will be exhibiting for the first time in a central area at the heart of the world’s leading trade fair for carpets and floor coverings.

The RETAILERS’ PARK invites visitors to think beyond floor coverings and imagine a coherent interior design. Paints and

varnishes, wallpapers, coats that protect against UV radiation and many other innovative products are presented to create harmonious interiors.

What’s waiting in the RETAILERS’ PARK

From now on, craftsmen, sales staff and buyers from the specialist and wholesale trades as well as builders and architects will be able to obtain a comprehensive overview at DOMOTEX covering everything from floors and walls to ceilings. An open, inviting exhibition area with a central plaza and a daily happy hour make RETAILERS’ PARK the most important hub for the industry.

Here visitors can establish new contacts,

meet colleagues and get an overview of current topics in the industry presented in a series of lectures and live demos with practical solutions for their day-to-day business. Whether parquet or floor layers, painters or varnishers, sales specialists or professional buyers – the special display provides products and solutions for everyone. Which makes RETAILERS' PARK unique for all visitors from the skilled trades and retail.

“We are delighted that we have been able to win DECOR-UNION and MEGA as strong partners for our new area and to fulfill our trade visitors' long-standing wish to include the product segments “wall” and “ceiling” in our portfolio”, explains Sonia Wedell-Castellano, Global Director of DOMOTEX Events worldwide. “In conversations with potential visitors, associations and publishers, we consistently receive positive feedback. The interest in our RETAILERS' PARK is overwhelming!”

DECOR-UNION Branchentage at DOMOTEX 2024

As part of RETAILERS' PARK, Deutsche Messe is teaming up with DECOR-UNION and Netzwerk Boden, the European trade

“Together with our industry partners, RETAILERS' PARK has been created as a platform for exchanges between craftsmen, clients, architects and other players in the construction and real estate sector. Here we bring together a broad range of products, the latest trends and innovations in all aspects of



modern interior design,” explains Ines Buchholz, Marketing Manager of the MEGA Gruppe.

association for floor coverings, carpets, curtains, beds, wallpaper and paints. In addition to having its own booth at the special display, DECOR-UNION will hold the DECOR-UNION Branchentage (Industry Days) at DOMOTEX for the first time in 2024, taking its participation a step further.

“Our wish was to create a new platform for decision-makers, processors and retailers who interact with products and services in the field of holistic interior design. Craftsmen and retailers often have to sell very different products – for floors, walls, ceilings and facades. Usually, these can only be found at various trade fairs. We want to change this situation with the new RETAILERS' PARK”, reports Frank Böttner, Managing Director of DECOR-UNION.

MEGA offers a wide range of services related to refurbishment, renovation and modernization

In addition to DECOR-UNION, the MEGA Gruppe will exhibit at the new RETAILERS' PARK. MEGA is represented at over 120 locations in Germany and has a network of over 5,600 members and more than 60,000 customers in the painting, flooring and plastering trades.

The full range of products for the trade includes paints and plasters, floor and wall coverings, thermal insulation systems, machines and tools, construction technology and dry construction materials. The range includes the most important industry brands for the skilled trades and specialist retailers, as well as MEGA brand products developed specifically for the professional trades.

Carpet Design Awards 2024 Accepting Applications

The Carpet Design Awards 2024 is accepting handmade carpet design submissions -- the deadline for applications is November 03, 2023.

The Carpet Design Awards, which will be feted at the January DOMOTEX event, is now accepting carpet design submissions. CDA sets global standards for the quality and design of handmade carpets. Participation is free of charge for DOMOTEX exhibitors.

An international jury, chaired by Jamie Metrick, will select three carpets from each of eight categories that combine design, quality and craftsmanship to a special degree.

All shortlisted carpets will be presented in the special area of Hall 3 and the award ceremony will take place on Jan. 12, 2024 at 5:30 p.m. at the CDA area in Hall 3.



South Khorasan Carpet: A Legacy of Exquisite Artistry

Those masterpieces are a testament to the skill and craftsmanship passed down through generations. Today, South Khorasan carpets continue to capture the hearts of collectors and enthusiasts worldwide.

The tradition of carpet weaving in South Khorasan can be traced back centuries, showcasing the deep-rooted cultural significance of this craft. Passed down through families, the know-how of weaving has been meticulously taught, allowing the region's artisans to create stunning and intricately woven pieces using traditional techniques.

One of the distinguishing features of South Khorasan carpets is their exceptional designs, which often encompass a mixture of geometric and floral patterns. The weavers skillfully utilize a diverse range of natural colors, resulting in vibrant hues that further enchant the eye. Experts believe that each carpet tells its own story, blending tradition and innovation to create one-of-a-kind masterpieces.

South Khorasan carpets are primarily woven using high-quality wool sourced from local sheep. Natural dyes extracted from plants, fruits, and insects are used to achieve the vibrant hues that characterize these rugs. Moreover, traditional hand-knotting tech-



niques are employed, showcasing the dedication of the weavers who patiently create each ornate pattern.

Several villages in the province have become synonymous with carpet weaving excellence. One such village is Ferdows, known for its exquisite rugs featuring intricate patterns and luxurious textures. Other notable regions include Birjand, Tabas, Nehbandan, Dorakhsh, Mood, Gask, Nowzad, and Sarbisheh, each with its distinct style and distinct design elements.

Besides their cultural significance, South Khorasan carpets play a vital economic role in

the region. The production and trade of these carpets provide employment opportunities for numerous individuals, supporting local economies and communities.

Moreover, the carpets serve as cultural ambassadors, representing the rich heritage of South Khorasan on the international stage.

In recent years, concerted efforts have been made to preserve and revive the art of carpet weaving in South Khorasan. Additionally, workshops and training programs have been introduced to educate the younger generation and instill a sense of pride in this cultural heritage.

Dostluk Sährasy Monthly Produces 1-1.5 Tons of Hand-Made Carpet Yarn

Dostluk sährasy, a private enterprise located in Halach district of Turkmenistan's eastern province Lebap, produces 1-1.5 tons of white carpet yarn per month, supplying it to the country's carpet makers, the Rysgal newspaper reported on Monday.

The enterprise, a member of the Union of Industrialists and Entrepreneurs of Turkmenistan, is engaged in the production of white woolen yarn, which is the raw material for weaving hand-made carpets.

Dostluk sährasy buys washed and cleaned sheep's wool of spring shearing from local entrepreneurs. The wool is processed at the enterprise using specialized equipment.

The company's specialist highlight that this yarn exhibits exceptional quality and durability, making it suitable for the production of high-quality carpets.



Iran's Carpet Policy with Saudi Arabia

In an unexpected display of diplomacy and artistic finesse, Iran's age-old tradition of carpet weaving has taken center stage as an exquisite handmade carpet, adorned with the likeness of Saudi Arabia's Crown Prince, Mohammed bin Salman (MBS), was revealed at the 30th International Handmade Carpets Fair in Tehran. This exceptional creation, valued at an astonishing \$10,000, has garnered widespread attention and piqued the curiosity of both local and international audiences.

The unveiling of this extraordinary carpet coincides with the delicate process of rebuilding diplomatic relations between Iran and Saudi Arabia, which includes the reopening of embassies and the return of ambassadors. Iran's decision to prominently showcase MBS's image on this opulent carpet is seen as a gesture of goodwill, aimed at fostering warmer ties between the two nations.

Iran's longstanding tradition of carpet weaving has often featured depictions of revered Muslim sites, religious figures, and



influential political leaders. Nevertheless, the inclusion of Crown Prince Mohammed bin Salman's likeness on this carpet marks an unconventional and unexpected twist in Iran's diplomatic overtures.

News of this extraordinary carpet quickly spread across Farsi social media platforms, sparking a viral sensation and attracting the attention of official media outlets. While the precise motivations behind this unusual carpet choice remain a subject of intrigue, it serves as a testament to the power of cultural diplomacy and underscores the enduring appeal of Persian craftsmanship.

Feizy, Jaipur Living, Loloi and Nourison Named Finalists in The 34th Arts Awards

The ARTS Awards is the premier international awards program dedicated to home industry excellence and achievement.

A committee of industry experts evaluated hundreds of submitted nominations to determine the list of finalists. The announced finalists will submit materials for judging in the fall, and award recipients will be announced at a gala event in Dallas on Friday, January 12, 2024. Special category awards including Academy of Achievement and the HEARTS Award will be announced at a later date.

"This year's finalists include many new names as well as previous honorees," said Sharon Davis, executive director of ART. "We congratulate them on this achievement." Added Cindy Morris, president and CEO of Dallas Market Center: "Strong commitment to excellence in our industry is clearly on display with this list of finalists."



Red Carpet for 'Carpets & Rugs' in the New Hall 5.1

In the upcoming event, 'Carpets & Rugs' is set to take center stage as a dynamic new product segment. Over 75 international companies, including several newcomers, have enthusiastically embraced this initiative by securing their presence in the brand-new hall 5.1.

Among these participants are prominent figures in the global carpet industry, such as Oriental Weavers Group, Merinos Hali, Fini Coop, Royaltex, Heritage Overseas, Rugs in Style, Rug Republik, Nikotex, and Carpet Export Promotion Council.

Connoisseurs know: The topic is not entirely new in Frankfurt. Carpets and floor coverings have traditionally been a part of the Heimtextil portfolio, albeit dispersed across various halls. However, starting in 2024, this segment, now significantly expanded, will find its new home on a single hall level.

This comprehensive range encompasses everything from fitted, hand-woven, custom-made to machine-woven carpets, mats, runners, and bridges. This transformation establishes 'Carpets & Rugs' as yet another magnetic force within the Heimtextil event.

Local Community in Turkey Begins “Carpet Removal” After Months of Reconstruction

In the southern province of Antalya, Turkey, an impressive collection of approximately 20,000 handwoven rugs and carpets, sourced from various regions across the country, is currently in the process of being prepared for delivery to discerning customers. These textiles have recently undergone extensive restoration and cleaning procedures, followed by an extended period of sun-drying in open fields.

This remarkable endeavor is orchestrated by the diligent residents of the Döşemealtı district, who annually dedicate themselves to the meticulous repair and revitalization of precious traditional rugs and carpets hailing from all corners of Turkey. This labor-intensive effort transpires during a specific timeframe, spanning from June 20 to September 10 each year.

The objective is to breathe new life into these rugs, which, over time, have faded, worn, and accumulated soil. The outcome of this meticulous restoration and maintenance process is the complete rejuvenation of these cultural treasures, revealing their vibrant colors. As the autumn season approaches, the local community embarks on what is aptly termed the “carpet harvest,” a process entailing the careful collection of these restored carpets for their ultimate delivery to their respective owners.

Amongst this diverse collection of rugs and carpets are items with a storied history spanning a century, boasting a substantial value of 400,000 Turkish Liras. Their restoration journey commences with meticulous repairs and a thorough microbial cleansing process, achieved through immersion in sterile pools.

Following this, the handwoven rugs and carpets are subjected to a comprehensive sanitization and washing procedure. Subsequently,



they are meticulously laid out across an expansive “carpet field,” covering an area spanning 80 acres. Here, they are diligently turned over and back at specific intervals under the sun’s rays, ensuring the optimal absorption of moisture and heat. This method enhances the tonal richness of their colors, resulting in a vibrant and revitalized appearance.

Once these textiles are purified from microbes and their colors have achieved their desired brilliance, they are painstakingly folded and assembled by dedicated workers, preparing them for their journey to meet their owners.

Hasan Topkara, a key participant in the carpet restoration process, aptly remarks, “This field is never left idle. We sow and harvest in the winter, and in the summer, we take care of our carpets. This land provides us with a livelihood in every way.”

Beyond their cultural significance, rugs occupy a pivotal role in Turkish culture, with their

origins dating back to the 11th century when Turks settled in the Anatolian region. These textiles have evolved to carry not only cultural value but also substantial economic importance. In recent years, they have garnered increasing interest from foreign enthusiasts.

Turkey has set ambitious goals in the carpet industry, particularly in the realm of handmade rugs, which were once a coveted product among tourists. Ahmet Hayri Diler, the esteemed head of the Istanbul Carpet Exporters’ Association (İHİB), has articulated the association’s intent to spearhead a visionary project aimed at rekindling the production of handmade carpets.

The initiative involves the strategic selection of pilot areas in regions where the cherished tradition of carpet weaving perseveres. In these regions, specialized teams comprising designers, marketers, and experts well-versed in materials, yarns, and dyes will be meticulously assembled, fostering a renaissance in the art of handmade carpet production.

Highlights from the 30th Handmade Carpet Exhibition in Iran

Tehran played host to the 30th Handmade Carpet Exhibition, showcasing a diverse array of products from Iran's thriving carpet industry.

The exhibition, which ran from September 1st to the 7th, was held at Tehran's International Fairgrounds. Hundreds of Iranian carpet weaving units enthusiastically participated in the event, proudly displaying their latest creations.

As reported by the exhibition organizers, Iran's Handmade Carpet Exhibition stood as one of the world's largest carpet exhibitions. It featured the presence of over 400 manufacturing and exporting companies, occupying an expansive 50,000 square meters of exhibition space spread across four halls.

The event offered a stunning variety of hand-woven carpets in different sizes, colors, rugs, and various other hand-crafted works by Iranian artists. This diversity created a vibrant and colorful atmosphere that captivated the audience.

With a dedicated focus on specialization, exports, and domestic sales, the exhibition provided a platform to showcase the finest examples of antique and contemporary Iranian carpets, attracting the attention of aficionados and enthusiasts.

The primary objectives of this exhibition included boosting production and exports,

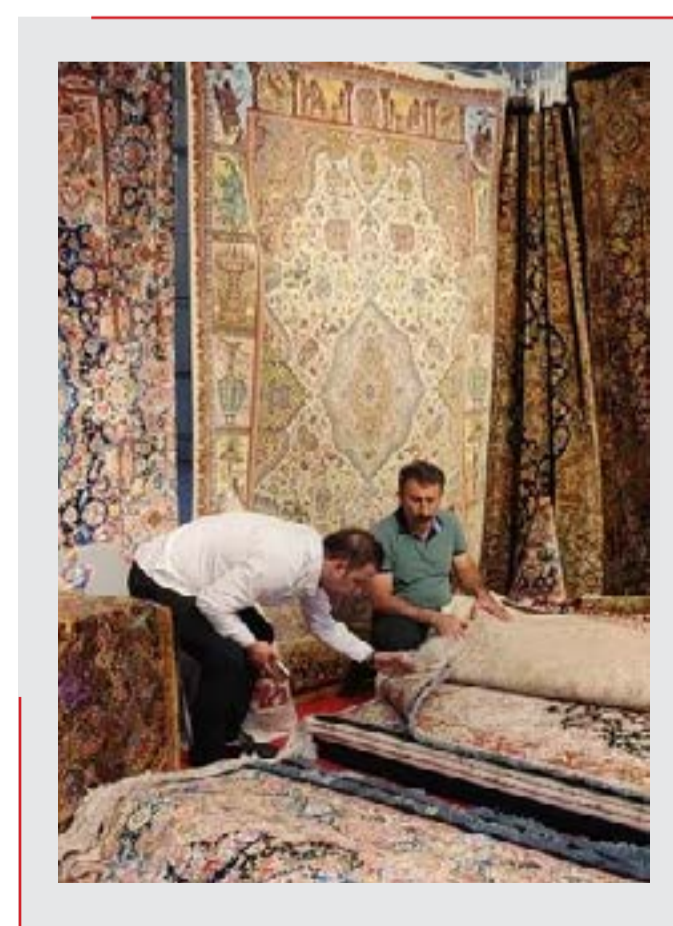


stimulating domestic sales, highlighting the industry's potential, strategizing solutions to existing challenges, fostering domestic and foreign investments, creating employment opportunities and entrepreneurship, introducing industry professionals to products, innovations, and capacities, cultivating a healthy competitive environment to enhance production quality, and facilitating direct communication between producers and consumers.

Complementing the main exhibition, dozens of specialized meetings, educational workshops, live carpet and rug weaving demonstrations, and even a carpet weaving station for children were organized. Additionally, local music groups provided delightful entertainment.

The presence of trade and business delegations from various countries around the world added an international dimension to the event. Visitors had the opportunity to explore Iran's handmade carpet productions, engage in face-to-face interactions with Iranian producers and sellers for potential business ventures, and contribute to the growth of the hand-woven carpet value chain from production employment to export.

This annual event consistently draws around 100,000 visitors, including traders and researchers from Iran and across the globe.



EGE CIRCLEBACK

By Mette Frydensbjerg Jacobsen



Ege CircleBack: A ground-breaking take-back concept reducing your used carpet's end-of-life CO2 emissions by as much as 60%

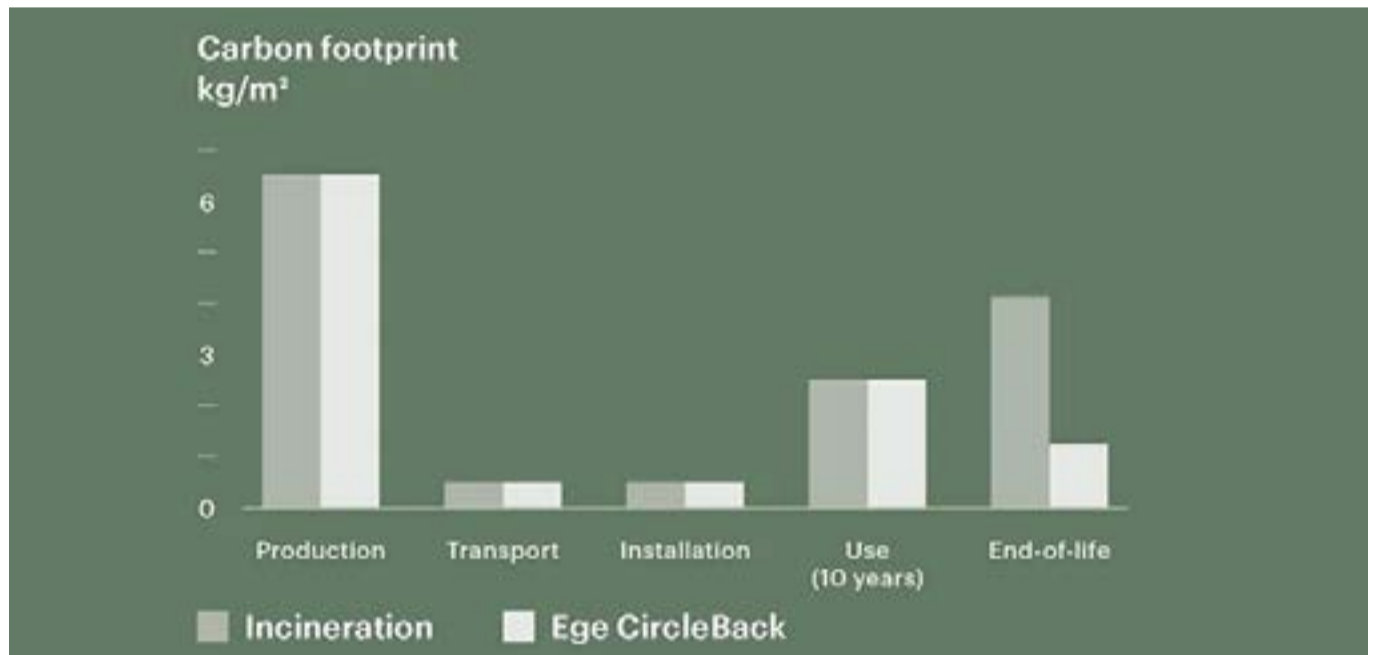
In Europe, only 1-3% of carpets are recycled. The rest finds space in landfill sites or goes up in smoke. It's time for a change and therefore, we've proudly introduced Ege CircleBack, a ground-breaking take-back program that aims to minimise waste by recycling and reusing your used carpet.

Let's reduce your carbon footprint

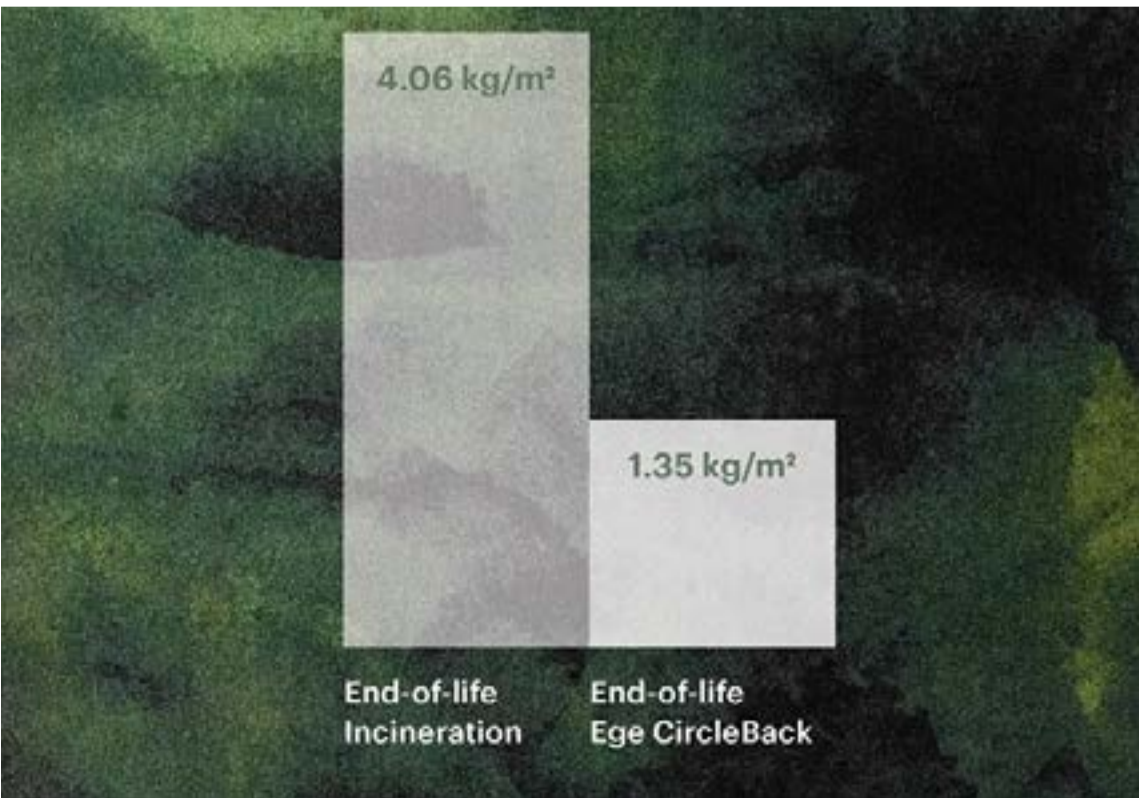
The CO2 emissions associated with the carpets' end-of-life stage have historically constituted a significant part of their overall lifetime carbon footprint. With Ege CircleBack, we offer to take back and recycle your carpet, thus lowering its end-of-life CO2 emissions by as much as 60%. See the breakdown below.

Carbon footprint comparisons

Ege CircleBack significantly reduces the end-of-life CO2 emissions of your carpet. For example, our bestselling ReForm Memory wall-to-wall collection with woven textile backing previously had a carbon footprint of 4.06 kg per m2 at the end-of-life stage. Thanks to Ege CircleBack, this carbon footprint has de-



Ege CircleBack reduces your carpet's end-of-life CO2 emissions by as much as 60%
Example: ReForm Memory



Carbon footprint comparison for ReForm Memory

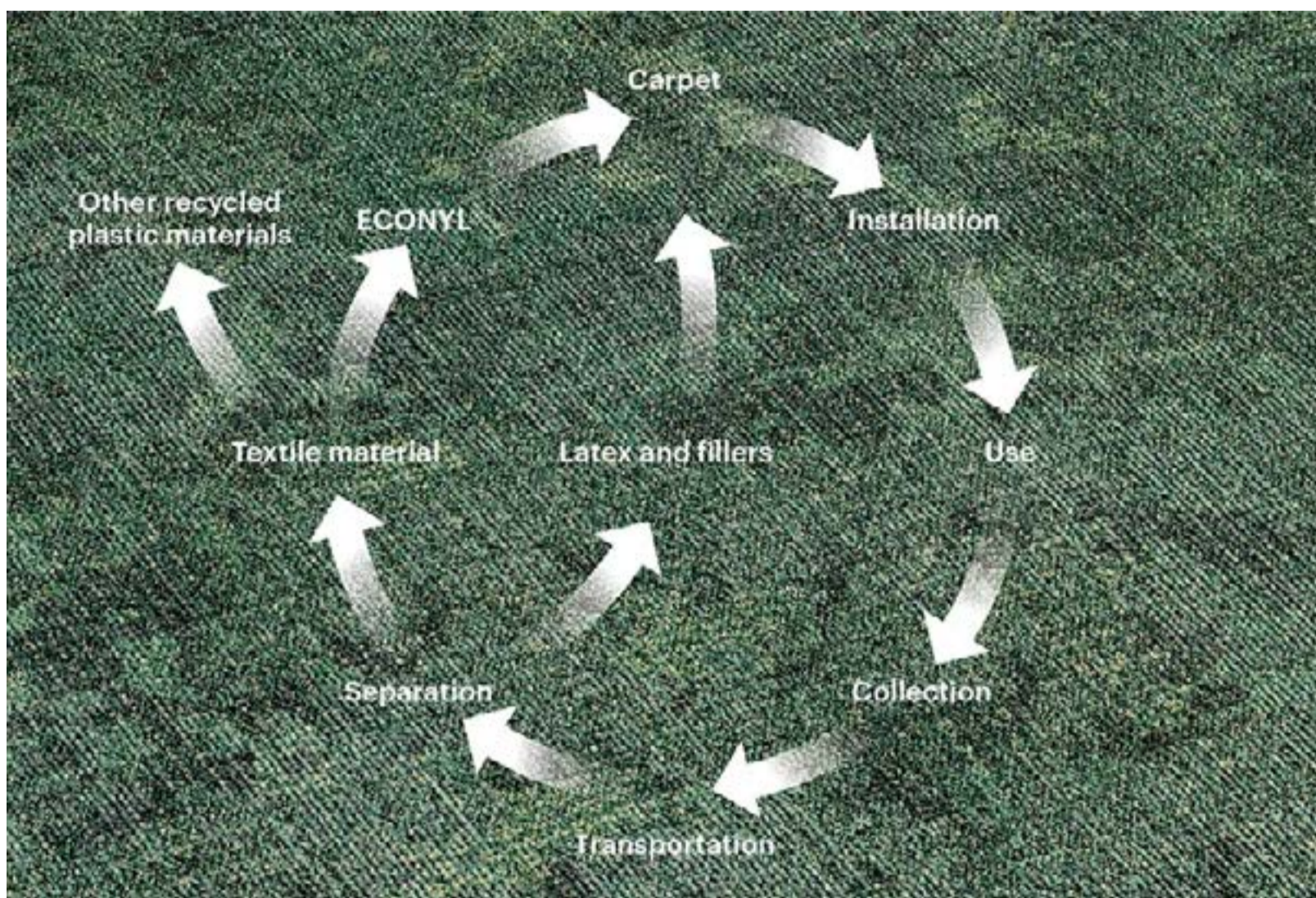
creased to just 1.35 kg per m2. This represents a 66% reduction in the carpet's end-of-life emissions compared to end-of-life incineration without Ege CircleBack.

We recycle up to 100% of your carpet

We make all Ege CircleBack carpets from a unique combination of recyclable materials, allowing us to recycle 98-100% of the used carpet's components. At end-of-life, an advanced separation plant shreds the carpet into smaller pieces, which are sorted into different material components. The components are transformed into high-quality resources or utilised in other useful ways to create new products and thus contributing to a circular economy. For instance, the yarn fibres are reborn into new ECONYL® yarn of which some is turned into new carpet.

How we recycle your carpet

We're passionate about creating a better future through sustainable innovation. When you choose an Ege CircleBack



How Ege CircleBack works: From carpet to carpet to...

carpet, you bring beauty into your space and make a conscious environmental choice. Ege CircleBack's transparent and straightforward process makes choosing the sustainable option convenient and easy. We summarise this process in five simple steps.

1. Choose your Ege CircleBack-labelled carpet

When you purchase an Ege CircleBack carpet from one of our 10 wall-to-wall and rug collections, the carpet will bear two logos on the backing: R2R and CircleBack. These logos act as a reminder that the carpet is intentionally designed for recycling, aligning with Ege CircleBack's mission of minimising waste by recycling and reusing your used carpet.

2. Contact us to initiate Ege CircleBack at your carpet's end-of-life

When it's time to recycle your carpet, simply reach out to us. We'll guide you through the process, providing detailed instructions on how to dismantle the carpet and prepare it for collection. We'll also provide you with a list of our trusted freight partners. Activating the CircleBack program includes a small additional cost per m2.

Once your carpet has gone through our CircleBack process, we'll send you a certificate detailing the exact CO2 reduction, which you can use in your annual sustainability report.

- **Camilla Aalbæk Jacobsen, CSR Manager at Ege Carpets**

3. Your selected freight partner picks up your carpet

Your selected freight partner collects the carpet directly from your location and transports it to our carpet recycling centre, where the carpet is recycled and later separated into different components. The freight cost is covered by you but keep in mind that you save the cost for sending the used carpet to the landfill or incineration.

4. We shred, sort and transform into recyclable resources

The advanced separation plant shreds the carpet into smaller pieces, which are sorted into different material components. The components are transformed into high-quality

resources or utilised in other useful ways to create new products and thus contributing to a circular economy. For instance, the yarn fibres are reborn into new yarn as previously illustrated.

5. When your carpet is recycled, we calculate the CO2 reduction

When we complete the carpet recycling process, we calculate the total CO2 reduction throughout the end-of-life journey. We then share this data with you, highlighting the positive environmental impact of your Ege CircleBack carpet. As part of Ege CircleBack, we offer you the option to receive a CircleBack certificate. This certificate is a formal acknowledgement of your commitment to sustainability.

The 10 Ege CircleBack collections

Ege CircleBack makes choosing the sustainable option convenient and easy. You can choose a carpet fitted with woven textile backing from 10 of our most popular collections, each made from materials that we can take back and recycle, thus significantly reducing your carpet's carbon footprint.



by Commercial Interior Design

This exclusive collection of rugs was inspired by Saudi Arabia

Five different rug designs draw inspiration from travels through the various regions of Saudi Arabia

Interior designers from the team at Kristina Zanic Consultants in Riyadh have teamed up with specialist carpet weavers BSH Walls & Floors to release an exclusive collection of rugs inspired by travels through Saudi Arabia.

'Nomad Journey' is comprised five different designs, each drawing inspiration from a traveller's voyage through the various regions of Saudi. The collection was originally designed for display at Index Saudi Arabia trade show, but received such a positive response that it is now available for order through BSH, with the added flexibility of customizable sizes.

The collection allows enthusiasts of Saudi heritage to bring an element of the culture with a contemporary interpretation into their own spaces.

Saudi interior designers Amani Al Ibrahim and Noura Al Kanhal worked closely with the BSH team to create a contemporary collection that exudes a distinct Saudi identity.

"While outsiders often associate Saudi Arabia with exotic deserts or towering skyscrapers, we wanted to convey the promise of discovery within the country, and to showcase the rich diversity in regional landscapes, architecture, and art," says Amani Al Ibrahim.



Interior designers Amani Al Ibrahim (left) and Noura Al Kanhal (right) discuss material and colour selections for the rug collection.



Egyptian master to teach art of carpet weaving in Azerbaijan

The Egyptian-Azerbaijani Friendship Society, operating in Cairo, Egypt, has launched a new project within the framework of the Year of Heydar Aliyev - teaching the art of carpet weaving.

The different designs capture the unique essence of the Najd, Aseer, Ahsa, and Western provinces through an interplay of patterns, colours, and textures. Made from 100% hand-tufted New Zealand wool, the rugs are carved at varying heights for a luxurious textured finish.

The EBIAH rug highlights the geometric style of traditional Sadu weaving, while AL-ROSHIN showcases the Western region's mashribia, which are traditional architectural elements in the form of cantilevered bay windows enclosed in wooded latticework.

Meanwhile, the colourful geometric borders of murals and frescoes often seen in the southern Aseer region are conveyed through NAQSH and the representation of traditional clothing also comes into play, with BISHT inspired by the warm hues and embroidery of the Saudi cloak worn by men in the Eastern Al Ahsa region. The SALWA rug depicts organic building forms, geometric patterns, and mud and plaster hues and textures of the central Najd region.

Chairman of the Egypt-Azerbaijan Friendship Society, research scientist Seymur Nasirov said that 52 students from different countries will learn the secrets of this ancient art under the guidance of 57-year-old carpet master Jamal Muhammad in a course created to popularize the art of carpet weaving in Azerbaijan.

Given the great interest in the art of carpet weaving in Egypt, further expansion of the course activities is planned in the future. There are currently over 120 students waiting in line for future courses.

The chairman of the society, scientist-researcher Seymour Nasirov, at a meeting with participants in carpet weaving courses, said that the organization he represents contributes to strengthening ties between peoples and has been operating for many years, serving students of different nationalities. In this regard, the leadership of the society, taking into account the



numerous requests of young people who want to learn the ancient art of carpet weaving, decided to start a new project.

Seymur Nasirov drew attention to the fact that the Azerbaijani state pays great attention to the art of carpet weaving, which occupies a special place in the lives of our people. At the initiative of the President of the Heydar Aliyev Foundation, First Vice-President of Azerbaijan Mehriban Aliyeva, various international projects are being implemented in this direction.

Recall that, in addition to the art of carpet weaving, more than 600 students from 55 countries are currently studying the Azerbaijani language, the art of mugham, and other subjects offered by the society free of charge.

The news about the company's launch of a carpet weaving project in Cairo was widely covered in the media of Egypt, Algeria, Saudi Arabia, and other countries.



Eco-Friendly Flooring Company Achieves Cradle-to-Cradle Certification, Setting a New Standard for Sustainability

In a remarkable stride towards sustainability, Cover Flooring Company proudly announces its attainment of Cradle-to-Cradle (C2C) certification. But what does this prestigious recognition signify for the company and the environment?

Cover Flooring Company's dedication to environmental responsibility extends beyond its products to encompass the entire production process and factory operations. The company has undergone a comprehensive external assessment focusing on five key themes:

Material Health: Cover Flooring Company demonstrates a commitment to selecting raw materials that prioritize the protection of both human health and the environment, ensuring the utmost safety and sustainability.

Product Circularity: The company's products are thoughtfully designed with their next use in mind, actively promoting recycling and reducing waste.

Clean Air & Climate Protection: Cover Flooring Company's production processes are rigorously assessed for their impact on air quality, utilization of renewable energy sources, and contributions to greenhouse gas emissions reduction.

Water & Soil Stewardship: The company upholds responsible water and soil treatment practices, recognizing clean water and healthy soils as fundamental rights for all living organisms.

Social Fairness: Cover Flooring Company places great importance on the fair and ethical treatment of all its employees, fostering an inclusive and respectful workplace culture.

One of the company's flagship achievements is the ExpoCare collection, a group of C2C certified (Bronze) expo and event carpets known for their exceptional quality and durability, with a proven track record of over a decade in the market. Notable products within this collection, such as Expostyle, Expoline, Expoluxe, and Expocord, have gained recognition

for their dimensional stability and ease of handling. What sets these carpets apart is their full recyclability, which contributes to a remarkable 50% reduction in CO2 emissions compared to standard waste disposal methods. Moreover, Expoline and Expocord have earned the distinction of being the first ribbed products in the market to achieve C2C certification.

Looking forward, Cover Flooring Company remains steadfast in its commitment to innovation and sustainability. The C2C organization offers four labels: Bronze, Silver, Gold, and Platinum. In 2021, the ExpoCare collection proudly obtained the Bronze label, valid until 2024, with each product subject to re-evaluation every three years. The company's dedicated R&D department continues to work diligently on product enhancements and production processes, with the ambitious goal of achieving the Silver label in 2024. This ongoing commitment ensures that the ExpoCare collection will continue to carry the prestigious C2C certificate, reinforcing Cover Flooring Company's role as a trailblazer in sustainable and environmentally responsible flooring solutions.



Over 80,000 square meters of Afghan carpets exported monthly: Union

The Union of Carpet Producers and Exporters in the western zone of the country says over 80,000 square meters of carpets are exported to world markets every month, and that the volume of exports has continued to grow.

The union officials, however, say they do not have direct access to the world markets, but Afghan carpets are sent to the markets of European and American countries through Pakistan.

“According to a survey conducted in 1402, it can be said that 80 to 100 thousand square meters of carpets are exported to different countries every month,” said Mohammad Rafi Naderi, head of the union.

Carpets are usually exported through Pakistan to the US, Canada, England, European countries and some Asian countries, he said.

Meanwhile, carpet sellers in Herat city expressed concern saying that although the market for carpets has improved, they cannot send domestic handwoven carpets to global markets directly.

According to them, Afghan carpets are still exported to the world markets as having been woven in neighboring countries, stressing that there was a need to promote Afghan carpets.

“Now traders don’t come, now our goods go to Pakistan, and from Pakistan, our carpets are being exported under the name of Pakistani goods abroad,” said Abdul Khaliq Qaderi, a carpet seller.

Meanwhile, Herat’s Department of Industry and Commerce says the process of exporting carpets abroad has improved recently, so efforts are being made to improve the carpet industry and export it to global markets.

“In each zone, places have been selected for better export, good control and packaging,” said Bashir Mohammad Seerat, head of Herat Industry and Commerce Department

According to him, due to the export of carpets from Herat, a facility is being considered where carpets can be packaged.



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Rugs USA Announces Designer Collaboration With Prabal Gurung

In his exclusive collection with Rugs USA, award-winning fashion designer Prabal Gurung brings the rich artistry seen in his work on the runway to his area rug designs.

Rugs USA announces the launch of an exclusive collection in collaboration with internationally renowned, award-winning fashion designer Prabal Gurung. Prabal Gurung x Rugs USA is an expansive collection of rugs featuring 28 new designs in a range of sizes and price points.

The vision for the collection is "West Meets East" - showing appreciation for Prabal's love of Nepal and New York City. Known for his use of color and dedication to quality, he is an expert in modern luxury and exceptional style. Prabal's exclusive collection for Rugs USA showcases his impeccable sense of color, patterning, and texture, and translates it into beautiful, elevated rug designs. Each piece reflects his unique perspective and celebrates the beauty of heritage, diverse cultures, and individuality.

"For this collaboration with Rugs USA, I took inspiration from two concepts - my homeland, Nepal, and the place where I found myself, New York. Blending Nepal's mysticism and magic with New York's pragmatism, we created a line of rugs that are colorful, textural, and vibrant, but also play beautifully with neutrals. I'm so excited for customers to be able to style and live with these pieces in their homes," said Gurung.

Alyssa Steele, CEO of Rugs USA, "We are thrilled to unveil our first-ever fashion collaboration and have found the perfect partner in the incredibly talented Prabal Gurung. We've long admired him not only for his incredible designs but also for his advocacy work and the ways in which he celebrates the



beauty of his homeland. We're proud to help bring his vision to life."

"We're inspired by the intersection of fashion and interiors and know our customers want their homes to be an expression of their personal style, just as much as the clothing they wear," Steele adds.

THE PRABAL GURUNG X RUGS USA COLLECTION

From statement-making geometric motifs to delicate, impressionistic floral patterns to bold color palettes, the collection offers a wide range of stunning, elevated styles to suit every aesthetic.

Crafted in a range of materials and with the utmost attention to detail to ensure durability and a comfortable feel underfoot. Prices range from \$85-\$795.

The assortment features wool (both hand-tufted and flatweave), synthetic fibers, and natural fibers like jute. It also includes styles made with machine-washable fabrics for those who want to enjoy the beauty of Prabal's designs but need the ease and flexibility of washability.



All orange everything: OBJECT CARPET at SIXT Headquarters in Pullach

With almost 2,200 locations in 105 countries, SIXT Autovermietung is one of the world's leading car and carsharing providers. The headquarters of the Pullach-based company in the idyllic Isar Valley have recently undergone a complete modernization. The main goal of the extensive renovation works was to create a dynamic working environment that promotes wellbeing, creativity, and a strong sense of identification with the brand. Carpet solutions provided by OBJECT CARPET make a striking impression as a key design element.

The refurbishments have breathed life into the premises, transforming them into bright office spaces that make it possible for employees to engage in open



communication, yet that also allow for more focused work. The design concept centers around one key feature: A selection of different photo wallpapers capture a diverse range of impressions of nature, bringing each individual room to life in a special way. They depict, for example, a

shoal of silver mackerel glistening in the sunlight, a dense deciduous forest, or a herd of black water buffalo. These scenes are complemented by lifelike figures that can be assigned to these habitats, such as a great white shark with its mouth wide open or a grizzly bear standing on its hind legs.

As an extra touch of detail, the brand's signature color – orange – is used throughout, and reflects the company's dynamism, innovative strength, and focus on a modern working culture. This extends from individual walls and the fabric covers for the privacy screens right through to the stylized animal tracks, which are dotted across the ceilings of all the rooms. The



Cristiano Ronaldo's €650,000 Persian carpet: Football meets Iranian artistry



POODLE 1400 carpet by OBJECT CARPET is also orange, and is used both to cover the whole floor space in one of the meeting rooms and as a geometric accent pattern in the open-plan office. With its expressive surface texture featuring a range of different pile fibers, shag is a real visual highlight and provides comfort and a cozy, distinguished ambience. This also applies to the other rooms, where it is also closely coordinated with the respective color schemes of the interior elements: sometimes in a subtle grey, a soft green, or a cool sea blue.

As an excellent sound absorber, POODLE dampens background noise, which considerably improves concentrated work, especially in open office spaces. Bitumen- and PVC-free with reduced odor and emissions, it also helps ensure that the indoor and working climate are healthy and environmentally sound.

In a grand gesture of sportsmanship and cultural exchange, Cristiano Ronaldo, the star forward of Al Nasr, was presented with a lavish gift ahead of a pivotal Asian Champions League match.

The president of the Iranian club Persepolis, Reza Darvisha, gifted the football icon a Persian carpet, a symbol of Iran's rich artistic heritage, valued at a staggering €650,000.

The exchange took place in Tehran, setting the stage for a match where Persepolis hosted the Saudi Arabian team. The gift, more than just a token of appreciation, represents the deep-rooted tradition and craftsmanship of Iran. Persian carpets, renowned globally for their intricate designs and durability, are a testament to the region's legacy. Each carpet, often handwoven, tells a story with patterns unique to its originating region in Iran.

Crafted from the finest wool, dyed with natural colors, and woven with precision, these carpets are not just decorative piec-

es but are emblematic of Iranian culture and history. Their longevity, often spanning generations, is a testament to the meticulous care and expertise that goes into their creation.

The Champions League, a stage where footballing giants clash, witnessed a blend of sports and culture. Beyond the goals and the strategies lies a narrative of mutual respect and understanding. In Group E, where teams like Qatar's Al-Duhail and Tajikistan's Istiklol Dushanbe compete alongside Persepolis and Al Nasr, such gestures add a layer of depth to the competition.

As the football world buzzes with match analyses and predictions, this unique gift to Ronaldo underscores the beautiful intersections of sport, art, and tradition. It serves as a reminder that football, often termed the 'beautiful game', transcends beyond the pitch, fostering connections and celebrating diversity.



DOMOTEX asia/CHINAFLOOR concluded a successful edition in Shanghai from 26 to 28 May 2023.

The event took place in co-location with R+T Asia - the leading trade fair for the sun shading and door/gate industry in the APAC region, cadex - the international event for connecting, learning and doing business in the design and architecture industry - and others, under the roof of Build Asia Mega Show - a vibrant ecosystem representing the diverse facets of the construction, building materials and interior design industries, in a platform which fosters the cross-industry communication and multi-channel integration.

The high presence of the international participants, both as exhibitors and visitors, reconfirmed that China remains an important hub for the international trade in the flooring industry and the confidence in the region has returned.

EXHIBITORS

1,600 exhibitors coming from 30 different countries showcased their newest products and cutting-edge technologies in a gross exhibiting area of 200,000sqm.

EXHIBITOR SATISFACTION

The success of this year's edition was clearly reflected in the applications for booking a stand at the next year's edition. 72% of the space at DOMOTEX asia/CHINAFLOOR 2024 was already booked onsite.



"Last time I was at the show was in 2019. I am glad to be back to Domotex asia this year and meet our partners physically again. After 2019, we have participated at the show through our Asian team but finally we as Europeans and Americans could also come back this year. The footprint of Domotex asia is actually Asia. We met partners and people from China, but also from Vietnam and different parts of Asia. We had some good meetings also with US and European distributors and retailers. I hope we will see more of them coming back to China next year. This is a place where you can have great conversations and obtain updates. We will be present here again next year. We had a successful exhibition and look forward to meeting everyone again at DOMOTEX asia 2024."



Mr. Matthieu Dekens
CCO North America
and Europe i4F



Some of the leading brands who booked onsite for the next year edition



“We are excited to be back to participate in DOMOTEX asia since our last participation in 2019. As Oriental Weavers Egypt, we see the Chinese market specifically, and ASEAN markets generally, as very important markets for us and our strategy includes several action plans to grow and expand our presence in China and surrounding markets. It will be interesting to see how the Chinese market evolved in the last 3-4 years and we are looking forward to build strong partnerships with reputable Chinese companies to sell our world-class rugs in China.”

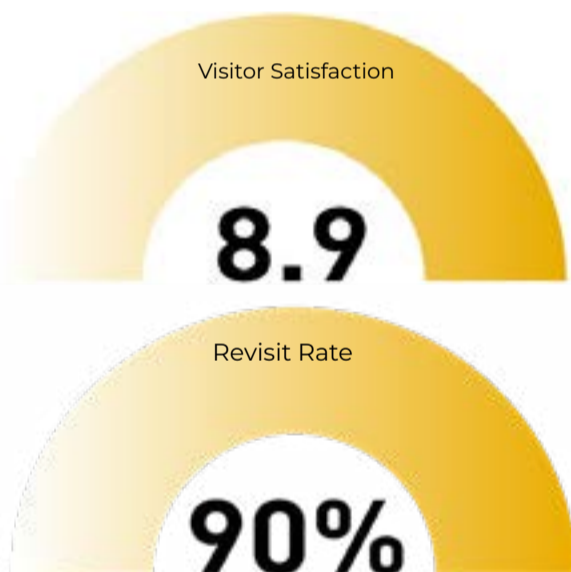
Mr. Hany Amin-Export Sales Director- Oriental Weavers

VISITORS

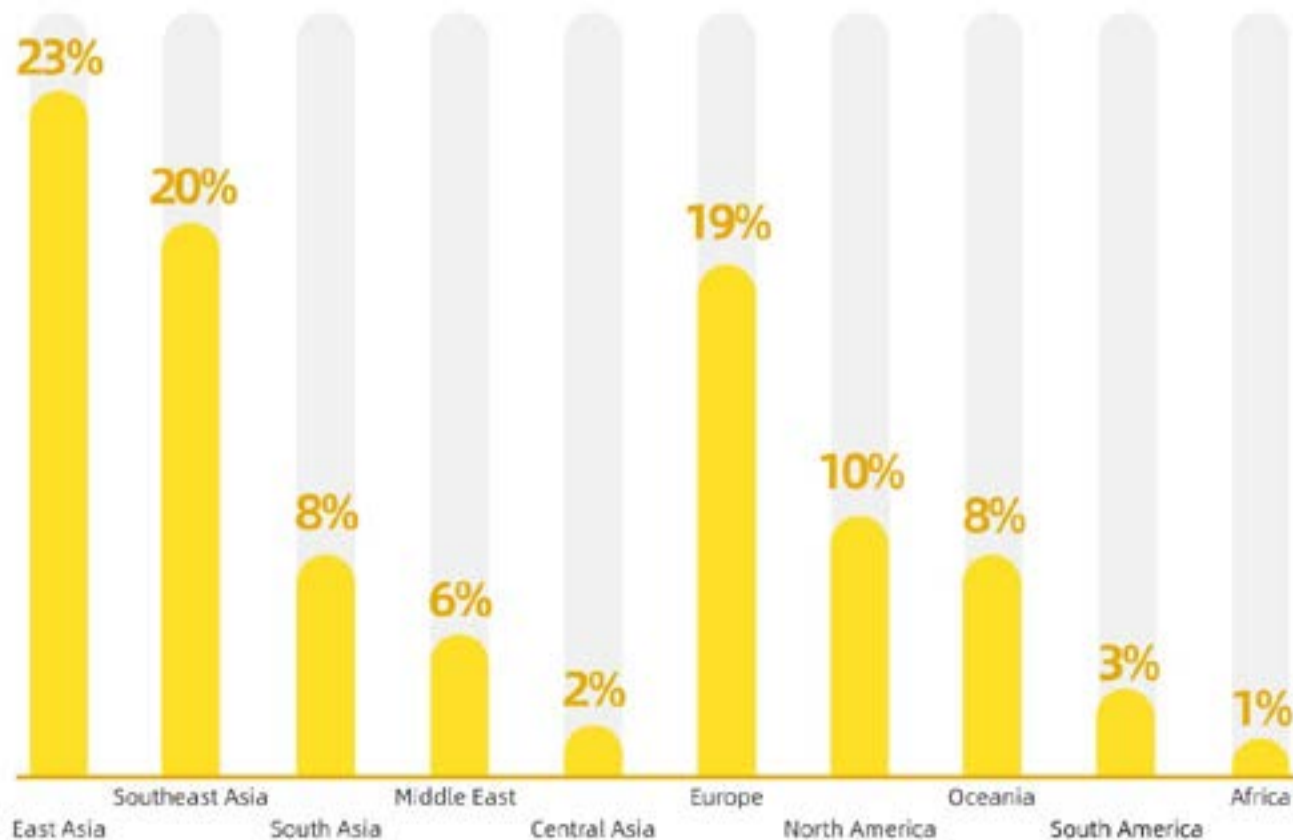
DOMOTEX asia/CHINAFLOOR 2023 welcomed a total number of 83,594 visitors from 112 different countries. The international visitors number was 14,338 and reached 95% of the record edition in 2019.



VISITOR SATISFACTION



INTERNATIONAL VISITOR PROFILE



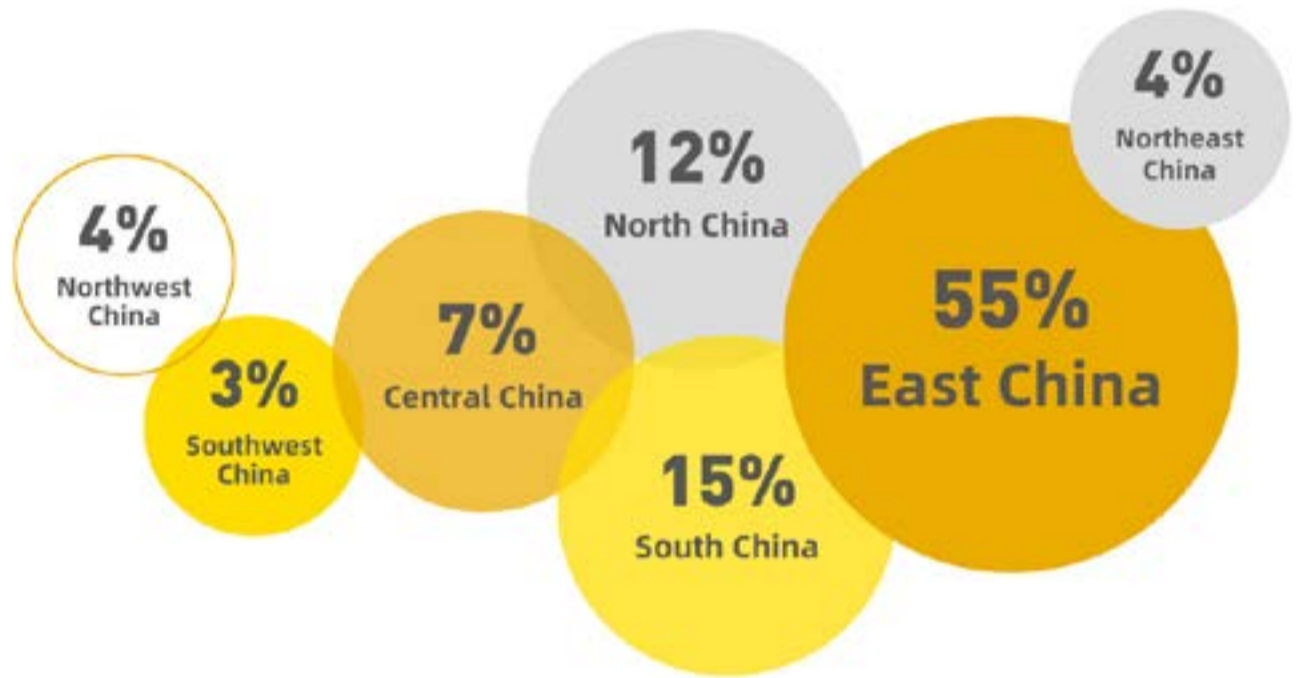
■ Despite of the difficulties in traveling into the country, the high participation of the international flooring community showed an impressive loyalty and trust to the show, proving that DOMOTEX asia/CHINAFLOOR is the main flooring event in the Asia Pacific region for their business.

■ Asia was the main region of provenience of the international visitors, accounting for 59% of the total international visitors. East Asia (including South Korea and Japan) and Southeast Asia were the most represented Asian regions at the show.

■ In particular, regions with highest growth over 2019 edition were Middle East (100% growth), Eastern Europe (60% growth) and the Southeast Asia (45% growth).

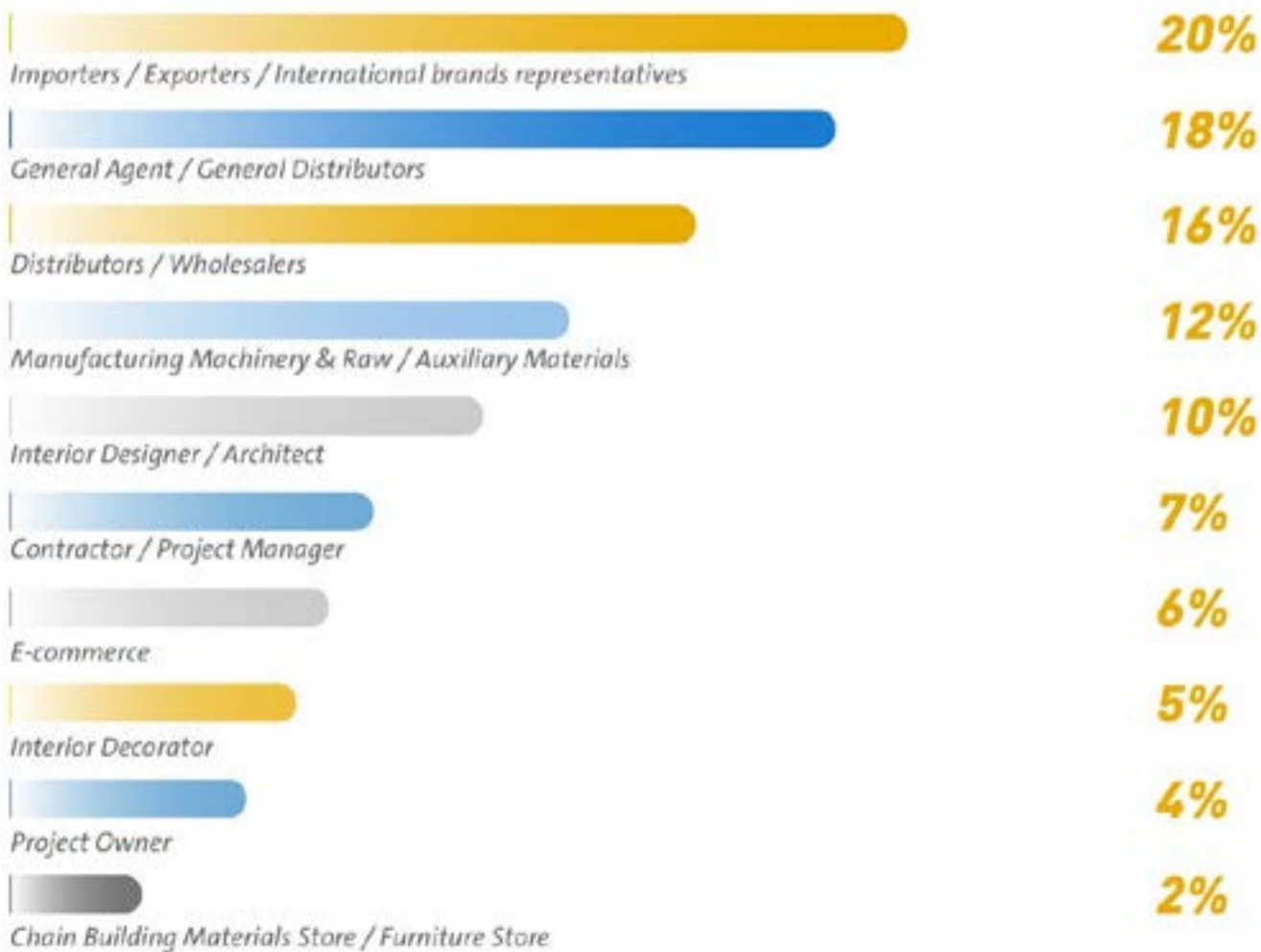


CHINESE VISITOR PROFILE



- East China (14%) and South China (9%) showed the largest increase in visitors.
- The top 10 provinces and cities in terms of visitor numbers were Shanghai, Jiangsu, Zhejiang, Shandong, Guangdong, Anhui, Henan, Hebei, Beijing and Liaoning in that order. Especially Shanghai, Jiangsu, Zhejiang, Anhui and Guangdong increased by more than 10%.

VISITOR TYPE



■ Trade remained the cornerstone of the show, with agents and distributors leading the visitor profiles. Import and export traders and overseas purchasing representatives witnessed impressive growth, with an increase of over 20%.

■ Visitors from design, decoration, engineering, terminal applications, etc. accounted for 26% of the total attendees.

■ Leveraging the BUILD ASIA Mega Show's cross-industry integration, DOMOTEX asia/CHINAFLOOR attracted a higher than ever diversified audience, representing different sectors in the entire building and construction business.

DOMOTEX asia/CHINAFLOOR 2024 will return again in Shanghai at the National Exhibition and Convention Centre (NECC) from 28 to 30 May.

Behind Improved Comfort of Walk ASEAN Summit Guests of State

Floor covering is one of the elements that the Indonesian government included in the directory of what to be best prepared for the organization of an international forum. Not only must it look attractive in the eyes of guests and camera reporters but the floor coverings for events such as the 43rd ASEAN Summit on 5–7 September 2023 must also be comfortable and safe for heads of state and invited guests.

At the recent 43rd ASEAN Summit at the Jakarta Convention Center (JCC), local accents radiated from the local-made rugs used to cover the venues' floors. Two domestic companies, PT Lung Victory Carpet and PT Classic Prima Carpet, were two of the many rug vendors for the JCC event. Even more remarkable was the fact that both companies, which are overseen by the Ministry of Industry, collaborated with Micro, Small, and Medium Enterprises in their business.

"Our production scale is industrial. However, we still involve MSMEs who will utilize the extra yarn to create mats," said Lysawati from PT Classic Prima Carpet.

The company's carpet production process starts with knotting the tufts, followed by weaving them and adding a backing structure. The thickness of the yarn will determine the thickness of the rug. Of course, the thicker the rug, the softer it will be.

The company, which originated in Surabaya, has been operating since 1984, connecting entrepreneurs with the government. "If we have problems or obstacles, the ministry will direct us to find the solution," said Lysawati. Although she admits that the company still faces obstacles, such as finding quality materials for the rugs, especially for important guests, the Ministry of Industry is always present to provide solutions.

"There is currently no production of grass yarn made in Indonesia, for example. The raw materials must be imported, unfortunately. However, the government is very support-



ive of industries like ours by imposing BMDP (government-borne import duty)," she added. She obtained the experience of working on a demand to provide rugs for the 43rd ASEAN Summit from a contractor. So, all she had to do was provide what was needed. Nevertheless, she feels proud that the company is involved in such a big event. "I can't recall the number of times I've participated in big events, but it's definitely not the first time. We are certainly proud," she explained.

Meanwhile, Chintya Bella, who represented PT Lung Victory Carpet, also said that she was proud to be entrusted with participating in a major event representing Indonesia.

"We are extremely proud to be an independent company. Our involvement as a supplier for the 43rd Summit demonstrates the superiority of our products and services. Clearly, our products are not inferior to those of other countries," she said.

Over the years, her company has frequently worked on carpeting for office buildings. Established in 1994, the company's carpet machines, Chintya said, now include additional handtufted, axminster, wilton, cutloop, robotufted, and sewing machines.

The entire production process takes place in

Bandung, the company's headquarters. "We now have 60 employees. We also empower MSMEs responsible for winding the threads," added Chintya.

According to her, a good carpet is solid, fire-resistant, and durable in design. To face competition, she emphasized the importance of good service. As a company assisted by the Ministry of Industry, Chintya is very grateful to have received training, for example on topics such as import restrictions and the imposition of income tax for imported raw materials. Advancing the domestic industry can indeed start by empowering local entrepreneurs. "I think we need more government support to promote local products," said Lysawati.

International events such as the current ASEAN Summit are one of the efforts to introduce local products. Domestic industries need to be encouraged to increase and ultimately improve the Indonesian economy.

If guests felt very comfortable walking on the rugs covering the JCC floors, and they were easy to clean, this indicates highest quality. Given that only the finest materials were used, the carpets were certainly of the highest quality. All of this demonstrates that local Indonesian products are competitive enough to perform in international forums.

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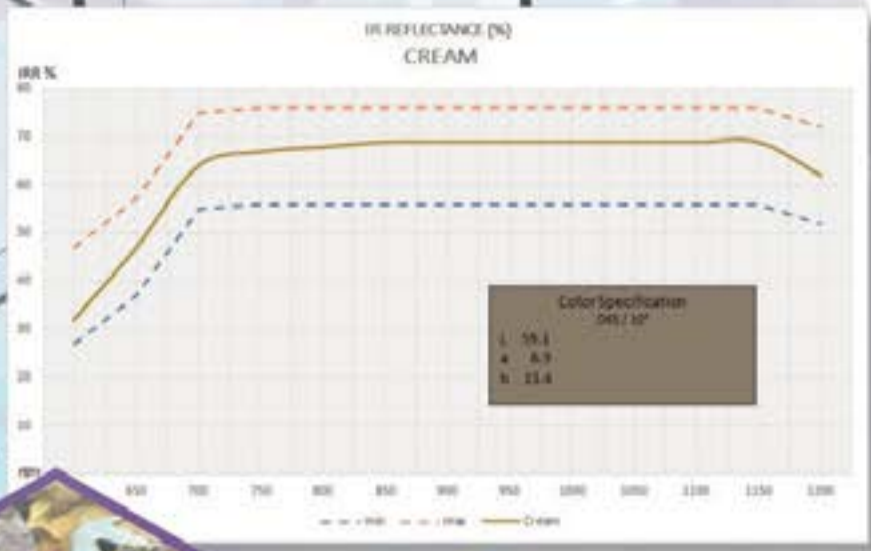
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