



# MENA CARPET NEWS

**DOMOTEX  
ASIA/CHINA FLOOR  
2023  
BREAKS VISITOR  
RECORD**

**FIND CARPET  
MANUFACTURERS:  
AT CFE 2023 IN  
ISTANBUL**

**INNOVATE RECYCLE,  
UK'S FIRST CARPET  
RECYCLING FACILITY  
TO REPURPOSE  
WASTE CARPET**



# 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.

### NARROW FABRICS

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

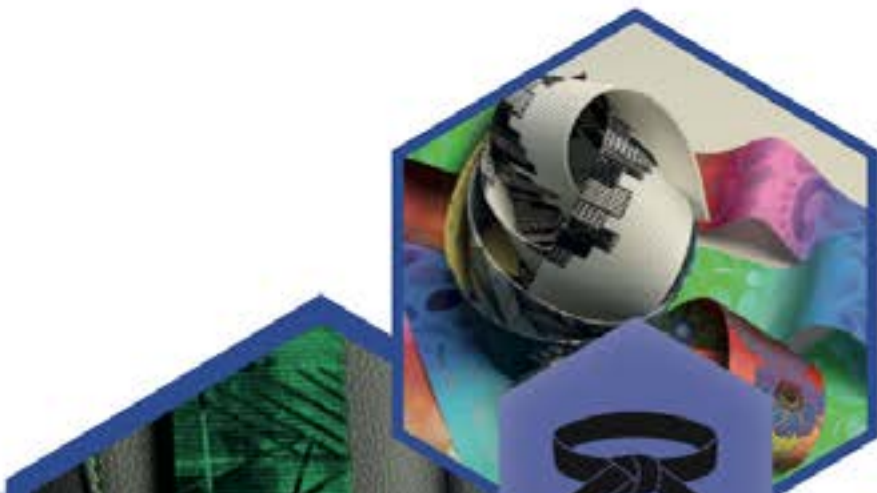
Special applications are end-products which are not covered by the a.m. product ranges. Such applications include additive manufacturing, such as Selective Cement Activation, thermophore coatings, security prints, or electro conductive printing – to mention some of the special applications.

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







**COLARIS**



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## DOMOTEX asia/CHINAFLOOR 2023

# Breaks Visitor Record

Historical visitation record and a high international participation reconfirmed the event's leading position in Asia Pacific



**D**OMOTEX asia/CHINAFLOOR , opened its doors during July 26 to 28 at the Shanghai National Exhibition and Convention Centre (NECC), welcoming attendees from all over the world and giving the international flooring community a chance to meet again in world's second largest market, after the 3-year halt due to closed borders.

More than 1600 companies and brands from over 30 different countries exhibited, both traditional and innovative flooring products, in an extended gross area of 200,000sqm spread throughout 7 halls. The total number of visitors beat any prediction and reached 83,594, the highest since show's birth.

The attendance from overseas visitors reached 95% of the already record edition in 2019. More than 14,000 international

visitors came from over 110 countries. 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.

DOMOTEX asia/CHINAFLOOR 2023 took place, as in the past, 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.



### Exhibitors conclude a successful Edition

The success of this year's edition was clearly reflected in the applications for booking a stand at the next year's edition. Leading companies such as Classen, Daejin, Eletele (HMTX), KDF, Lamett / CFL Flooring, LX Hausys, Unilin, Azumi, Bona, Homag (Hard flooring & Floor Tech), Bulckaert, Haima, Oriental Weavers, Paulig, Standard Carpet (Carpet), Groz-Beckert, Owens Corning, Staubli, Trutzschler, Zimmer (Carpet Tech), have already confirmed their participation at DOMOTEX asia/CHINAFLOOR 2024.

### The impressive Return of the international Buyers

The thousands of international buyers who filled the hallways during the event, were the main highlight of this year's edition. Despite of difficulties in traveling into the country, mainly due to long visa application times, the international community showed an impressive loyalty and trust to the show. The organizers hosted various buyer delegations for each main sector segment, which allowed participants to engage in different activities, such as personalized guided tours, one to one match-making and networking events. More specifically, 7 delegations of over 100 international buyers coming from 30 different countries, engaged in tailored matchmaking activities with over 200 exhibitors.

The international participants appreciated the efforts made by the organizers to assist their travel, create a foreign friendly environment during the show, provide several types of hospitality services and show them a sincere and heartfelt welcome to China after these years.

### High Participation at the concurrent Events

The various forums, seminars and training sessions which took place at the show, saw a high participation and increased interest from the audience in listening to what experts in the various fields had to say regarding industry's future trends and developments. In particular:

"I was thrilled to see the show this year returning to its pre-pandemic level of internationalization. It really exceeded any expectation." – said Thomas Baert, co-founder and co-organizer of the event as well as President of CFL Flooring, a participating exhibitor. "From an exhibitor point of view, our participation was very successful. We met most of our old customers and made some important new contacts as well. This platform continues to be a global market place which does not represent China only, but the entire Asian market and beyond. Despite of the difficulties and challenges, flooring professionals, from all over the world,



decided to come to the show, proving once again that this is a hub which allows them to do great business in Asia's major flooring markets." – concluded Baert.

Cadex - an innovative platform for architects and designers, organized in partnership with J&G MEDIA - invited 14 well-known designers from 7 countries, which exchanged with an audience of over 400 delegates their know-how and opinions in a full day event. Through case studies, they conducted in-depth discussions on the aspects of design, architecture, office, exhibition hall, community, health, and human settlements, and discussed how architecture and interior design can respond to the changing needs of the environment, economy, and societies in a sustainable manner.

Multi-dimensional Interior Space Design Integration Forum – made its debut as a high-level industry forum, aiming to integrate the industry chains of flooring, walls, ceilings, doors and cabinets. The event took place the day before the show opening and saw the participation of 120 delegates, targeted discussions during 5 round tables and sharing of 11 different market researches and trend reports.





# Aquafil Releases 2022 Sustainability Report with Innovative Efforts to Drive Circular Business Practices

**T**he Aquafil Group, a pioneer in the circular economy and a leading manufacturer of synthetic fibers, released its 2022 Sustainability Report, providing transparency into its progress made toward achieving stronger environmental, social and governance standards.

Aquafil is guided by a set of principles that urges the Group to design better to do better, and has led the way for circular practices in the textiles industry such as the development of ECONYL® nylon, made 100% from nylon waste with the ability to be infinitely regenerated without losing quality and performance.

The Group is at the forefront of conscious innovation and works with suppliers and clients to design physically and emotionally durable products that consumers love and the planet does not resent. In 2022 Aquafil explored different pathways to circularity, opening up endless opportunities for the entire industry. These include:

- Starting a pilot project to use ECONYL® filaments for 3D printing, asking clients to recover both waste and their 3D-printed products at the end of their life to be regenerated in the AquafilSLO plant
- Launching the Born Regenerated to be Regenerable (Born R2R) program in the EU market, which aims at engaging clients in the carpet segment to produce fully-disassemblable carpets with materials that are compatible with the ECONYL® Regeneration System.



Additional environmental achievements include:

- Reducing Scope 1 + Scope 2 emissions by an additional 16%
- Recovering 91% of waste through recycling and energy recovery
- Reaching their target of reducing water consumption by 30% three years in advance
- Continuing to use 100% electricity from renewable resources.

“If there is one lesson that we can take from this turbulent year, it is that current challenges should not slow down our sustainability efforts. If anything, they urge us to act faster,” said Giulio Bonazzi, CEO and Chairman of Aquafil. “Aquafil has been forging a path of sustainability for the textile and carpet industries through cutting-edge technology and forward-thinking for over two decades. We hope to continue working with other organizations to radically rethink the way business has been done for a more sustainable future.”

Aquafil does not limit its sustainability efforts to circular economy innovation and recognizes that the challenges facing the environment must be addressed collectively with stronger social and governance standards. In 2022, Aquafil approved a Global Parental Leave Policy for all Group employees and has drafted a Human Rights Policy to ensure the safety and welfare of employees among all its facilities and that of its suppliers and vendors. Aquafil has also expanded its number of certifications, obtaining two more ISO 50001 certifications for Aquafil Arco and Aquafil China, one more ISO 45001 certification for Aquafil China and one more SA8000 certification for Aquafil UK.

Aquafil is a living testimony that breaking the trade-off between profit and purpose is possible. By focusing on rescuing, regenerating and remaking, not only is the Group able to reduce its carbon footprint, but also manage to achieve significant cost savings, mitigate the risk of raw materials shocks, stay ahead of environmental regulation and enhance its brand reputation.



# Find Carpet Manufacturers: Obtain Your FREE Online Ticket Now!

**J**oin us at the CFE 2023, global trade hub for carpet and flooring merchants. For a limited time, we are offering FREE online tickets to this extraordinary industry meeting. Register now and secure your free entrance to the trade show for carpet and flooring industry. Discover new carpet manufacturers and build new connections. Furthermore, explore more below about why you should visit the Carpet & Flooring Expo in December 2023 at Istanbul Expo Center.

## 5 Reasons to Visit Carpet & Flooring Expo 2023

The trade show will gather carpet, rug and flooring industry professionals in Istanbul on December 5-8 2023. Türkiye is one of the pioneering countries, considering both global trade and global manufacturing rankings. We hereby list five essential factors that may make you highlight CFE 2023 on your agenda.

### Extraordinary Trade & Manufacturing Capabilities: Explore Carpet Industry in Türkiye

Türkiye is known for being one of the world's leading carpet producers, and the country has a vast reputation for high quality carpet manufacturing. Numerous carpet manufacturers and carpet traders in the country provide countless options. Gaziantep, Kayseri and Istanbul are outstanding machine-made carpet production hubs, and these cities comprise important carpet manufacturers for the global carpet industry. Thus, the extensive manufacturing capabilities of Türkiye can meet the demands of global markets efficiently. Carpet and Flooring Expo will enable you to access powerful suppliers that can fulfill demands even in the largest quantities.

### Successful Carpet Export Performance

Carpet and rug manufacturing is among Türkiye's most powerful and competitive industries. Machine-made carpet exports from Türkiye have a constant increase since 2017. Türkiye ranks second in global carpet exports with a value of 2.6 billion USD. This outstanding carpet export performance is a key indicator of the crucial role and importance of the country in the global carpet sector. CFE 2023 is an opportunity to find, engage, and connect with esteemed global contacts in the industry.



### Crossroads of Continents

Türkiye's proximity to Europe, Asia, and Middle East enables advantageous access to major markets. Furthermore, due to various international free trade and customs union agreements, Türkiye is an attractive export hub.

Different Product Groups, Numerous Styles, and Traditional Heritage  
The Turkish carpet industry offers diversity both in style and product types. Exhibitor carpet manufacturers and carpet traders offer trendy designs with spectacular patterns, different types of products, and extraordinary materials. Besides, the country's strong cultural heritage and authentic tradition of craftsmanship in carpet and rug weaving make Turkish carpets the most preferred pieces. Therefore, the trade show will be a trendsetting event not only for carpet merchants but also for designers, architects, and decorators.

### Strong Know-How both in Carpet Industry and Organizing Trade Shows

Carpet and Flooring Expo will be organized by Tüyap Exhibitions Group in cooperation with Istanbul Carpet Exporters' Association (İHİB) and Southeast Anatolia Carpet Exporters' Association (GAHİB). Tüyap Exhibitions Group organizes commercial events for a wide range of sectors and industries. Operating in eight cities and making long-term cooperations with more than 100 professional organizations differentiates Tüyap from the competition. Consequently, this cooperation makes Carpet and Flooring Expo a vital platform for creating new business opportunities.

### A BONUS REASON: EXPLORE ISTANBUL!

Istanbul is not only a crossroads for trade. The city is a charming place where continents meet. Stunning and original architecture, rich history, and the authentic atmosphere make Istanbul one of the most popular destinations in the world. Discover not only new carpet manufacturers, but also this unique city and collect unforgettable moments. Even if you've already visited Istanbul, every new day promises a new adventure in this city.



# DOMOTEX Turkey Hosted the Leading Carpet and Flooring Brands for Four Days

**D**OMOTEX Turkey, the largest meeting of the global carpet and floor covering industry in Türkiye and the Middle East, attracted great attention. The exhibition, in which nearly 100 exhibitors exhibited in an area of 15 thousand sqm, attracted visitors from 72 countries including United States, Belgium, Australia, Germany, Turkey, Saudi Arabia, Jordan, India, Uzbekistan, Tajikistan in top 10.

The trade fair, which attracted great interest from manufacturers, wholesalers, furniture stores and retailers, also paved the way for the exhibitors to open up to new markets.

The global carpet and floor covering industry aims to reach a trade volume of 65 billion dollars by maintaining its growth stability in the next 7 years. DOMOTEX Turkey, the biggest meeting of this rapidly growing sector in Türkiye and the Middle East, ended with high visitor interest.

Exhibitors showcased a vast range of products, including machine-made carpets and rugs, handmade carpets and rugs, textile floor coverings (wall to wall), flexible floor coverings, laminate, luxury vinyl tiles, fibre, yarn and woven fabrics. In addition, flooring, cleaning and application technologies, artificial grass and sports floors, and machinery and floor applications and technologies were highlighted at the trade fair. DOMOTEX Turkey which had the main theme of "Sustainability and Recycling" welcomed buyers from 72 countries while buyer delegations from Azerbaijan, Tajikistan, Malaysia, Australia, Canada, Brazil and Libya held many business meetings with the exhibitors.

## Innovative solutions were presented to worldwide buyers

This year's DOMOTEX Turkey has taken place in Antalya, Türkiye's tourism capital, as Gaziantep OFM is allocated as a logistics base for post-earthquake aid. The trade fair brought together professionals from the carpet and floor-covering industries to share new ideas.

As approximately 100 industry key players





## Iran Made Fitted Carpet Kills Bacteria

Zarif Mosavar' company has made the antibacterial fitted carpet whose fibers are modified by oxide nanoparticles with high capability to disinfect the bacteria, inhibit their growth, and suppress the unpleasant odors.

The product is rinse-resistant to conventional disinfectants and maintains its color stability.

Utilization of oxide nanoparticles in the structure of fitted carpet's fibers has resulted in emergence of strong antibacterial properties, preventing the growth of bacteria and fungi and suppressing the unpleasant odors.

The antibacterial wall-to-wall carpets can be used in kitchen, child room, office, kindergarten and public places like mosques and schools.

In a relevant development earlier this month, Iranian scientists at a nanotechnology company had also succeeded in making a special antibacterial cover for aircraft seats.

'Tiz Tak' company made the antibacterial flame-retardant nanoparticle-containing fabric for making the aircraft seat cover to prevent the transmission and growth of pathogenic bacteria, fungi, and microorganisms. The inclusion of nanoparticles in the fabric has led to emergence of durable antibacterial property.



## Turkey Carpet And Rugs Market

The Turkey Carpet And Rugs Market size is expected to grow from USD 480.40 million in 2023 to USD 558.45 million by 2028, at a CAGR of 3.06% during the forecast period (2023-2028).

Turkish carpet products include distinct dyes, colors, designs, textures, and techniques. They are typically decorated with gold, lines, bright colors, Islamic decorations, and occasionally Ottoman letters. Turkey is one of the world's largest carpet manufacturers, producing approximately 40% of the global carpets and exporting them to various countries worldwide. It owns many leading factories that provide the finest types of Turkish imports.

The COVID-19 pandemic expanded at an alarming rate, infecting millions and bringing economic activity to a halt as governments enforced harsh mobility restrictions to stem the virus's spread. Turkey was among the nations with the greatest potential for gain during the pandemic outbreak. Although its supply chain was damaged by the drop in raw material production in China due to COVID-19, it

advertised itself as an alternative production hub for the Chinese market.

Turkey is a major exporter of machine-made carpets across the world. Turkey's machine-made carpet business considerably grew in recent years. The Turkish Exporters' Association estimates that the value of Turkish carpet exports in 2020 was approximately USD 2.6 billion. The provinces of Gaziantep, Istanbul, Usak, Bursa, and Kayseri are Turkey's most prominent carpet-producing regions.

One recent trend in the Turkish carpet and rug market is the increasing demand for sustainable carpets and rugs. Today's larger populations are speaking out in favor of environmental sustainability, reducing carbon emissions, and raising awareness of climate change. These are the primary forces in reshaping Turkey's carpet and rug market. Leading industry participants increasingly rely on environmentally responsible and sustainable carpets to reduce their negative environmental effects.

showcased their newest products across 15,000 square metres, buyers had the opportunity to discover the latest products and solutions. Nano-carpets containing natural minerals and self-cleaning with the light of the environment, antibacterial durable floor coverings and laminates, antibacterial and acoustic luxury vinyl tiles were presented to the visitors.

In addition, many products such as non-slip and non-pilling carpets, new generation water-proof tiles produced with composite technology, composite floors consisting of layers that protect against scratches, liquid spills and sun damage, decorative carpets, and upper segment machine carpets with hand-woven appearance were exhibited.

### Sustainability was at the forefront

At the trade fair, visitors showed strong interest in environmentally friendly activities. With the main theme of "Sustainability and Recycling", DOMOTEX Turkey offered manufacturers a platform to highlight their sustainable products, particularly relevant due to the impact of the climate crisis. Environmentally friendly carpets and rugs made of sustainable materials such as bamboo fibre, cotton, wool and jute; flexible floor coverings made of recycled materials; and antibacterial and new generation waterproof luxury vinyl tiles were on display at DOMOTEX Turkey.

### Bilateral business meetings opened the door to new collaborations

Attended by the sector's key players, DOMOTEX Turkey generated significant trade volume as well as making an important contribution to the growth journeys of brands in the carpet and floor coverings sector. Hundreds of bilateral meetings were held during the trade fair, establishing new opportunities for both domestic manufacturers looking to expand into international markets and for international exhibitors pursuing expansion in the regional market. At the exhibition, where exhibitors from many countries, especially Iran and India, took part, China, which took a long break due to the pandemic, also participated with its pavilion again.



# NEW: THE WOOL CONCEPT

By Mette Frydensbjerg Jacobsen



This article features our heavy commercial wear rated 100% wool carpet in the finest pre-dyed yarn made from extra-durable fibres. Choose from four premium constructions with various textural effects. All colours and patterns possible.



## Your premium option

100% wool carpet combines luxurious comfort and superior aesthetics into an experience crafted to pamper all senses. Featuring extreme colour saturation, pre-dyed wool excels in adding depth and contrast to your premium floor design.

If you seek the exquisite look and feel that only emanate from an entirely natural yarn, we offer the finest selection of 100% pure new wool, crafted from extra-long and thus extra-durable wool fibres originating from the UK.

## All colours possible

Whether your interior is tailored to create an



The Four Seasons Hotel Ritz in Lisbon, Portugal, offers a singular dining experience at restaurant CURA, where the Michelin-starred chef and head culinary curator meticulously selects all ingredients. A just as carefully designed custom Colortec carpet completes the ambience.

energetic space buzzing from vibrant diva colours, a soft setting toned down by natural hues or a classic combination of shades rich in traditions, colours are essential for creating the luxurious ambience only experienced in high-end hotels or cruise ships. With The wool concept, your colour choice is completely free and unlimited, so in reality you can choose from thousands of shades. Whether inspired from a piece of vintage fabric, a Pantone chart or yet undecided, we can meet your colour requests.

## All patterns possible

From opulently majestic to soft organic or strictly minimalist expressions, we create entirely customised patterns suiting all requirements of your project. Each custom request is unique and so is our approach to fulfilling it. While meeting your design brief, our creative team is your guarantee that our high standards of craftsmanship, comfort and quality are always met.



## The wool constructions

The plush, almost bouncing, wool carpet surface adds a multi-sensuous dimension to your interior and the comfortable underlay even impacts the room temperature to be perceived higher than it is. In addition, the soft, thick structure brings improved acoustics when effectively capturing and holding onto noise. Our heavy commercial wear rated 100% pure new wool carpet is crafted from extra-long and therefore extra-durable fibres to ensure a prolonged luxurious look. Your colour and pattern choice can be tailored to promote any ambience desired, perfect for creating a superior feel.

Feel free to choose from four premium wool constructions and benefit from their individual capabilities when it comes to patterns and textural effects.



### 3: Colortec Accent

Colortec Accent is the embodiment of delicate construction methods that create a textural effect. The addition of a higher twisted yarn creates a sense of elegant disruption, where shadow introduces movement and allows interplay across the beautifully enriched surface of the carpet – even in unicoloured designs.

### 4: Graphic

Graphic helps create a visual rhythm that promotes harmony within the surroundings, perfect for making that all important sensorial design statement. The quality performance is matched aesthetically with delicate and clearly defined petite patterns in different qualities. Ideal for pattern repeats not exceeding 10x10 cm.



### 1: Colortec

Colortec combines high-level aesthetics with plush comfort to deliver timeless elegance. The Colortec concept brings complete design freedom and offers different qualities that allow them to be used across high traffic to more luxurious settings.

### 2: Colortec Stucco

Colortec Stucco oozes exclusivity and style with the surface appearing elegantly disrupted across a large-patterned, multi-dimensional flooring canvas, which makes unicoloured designs stand out too. The construction features a hint of crafted randomness, as if it's been made and carved by hand, but instead it's the result of our state-of-the-art technological capability.



### Composting wool fibres

The main environmental challenge today is separating the wool and nylon fibres in mixed qualities after use and therefore we've introduced our pure wool carpet, which is the first step towards a circular system. Separating and recycling carpet backing into new products while composting the wool fibres make 100% pure wool a very sustainable option when taking the entire carpet's life cycle into account. That's why we strive after making this possible.

### Top 1% sustainability performance

Our sustainability excellence has been recognised by EcoVadis with the highest score in its class. EcoVadis is the world's leading sustainability rating agency, and they rank the CSR performance of 100,000 companies in 160 countries. The Platinum ranking puts us in the top 1%.





# فرش ماشینی، کفپوش موکت، ماشین آلات و تجهیزات وابسته

دومین سمپوزیوم تخصصی بین المللی  
فرش ماشینی با رویکرد صادراتی فرش دستبافت

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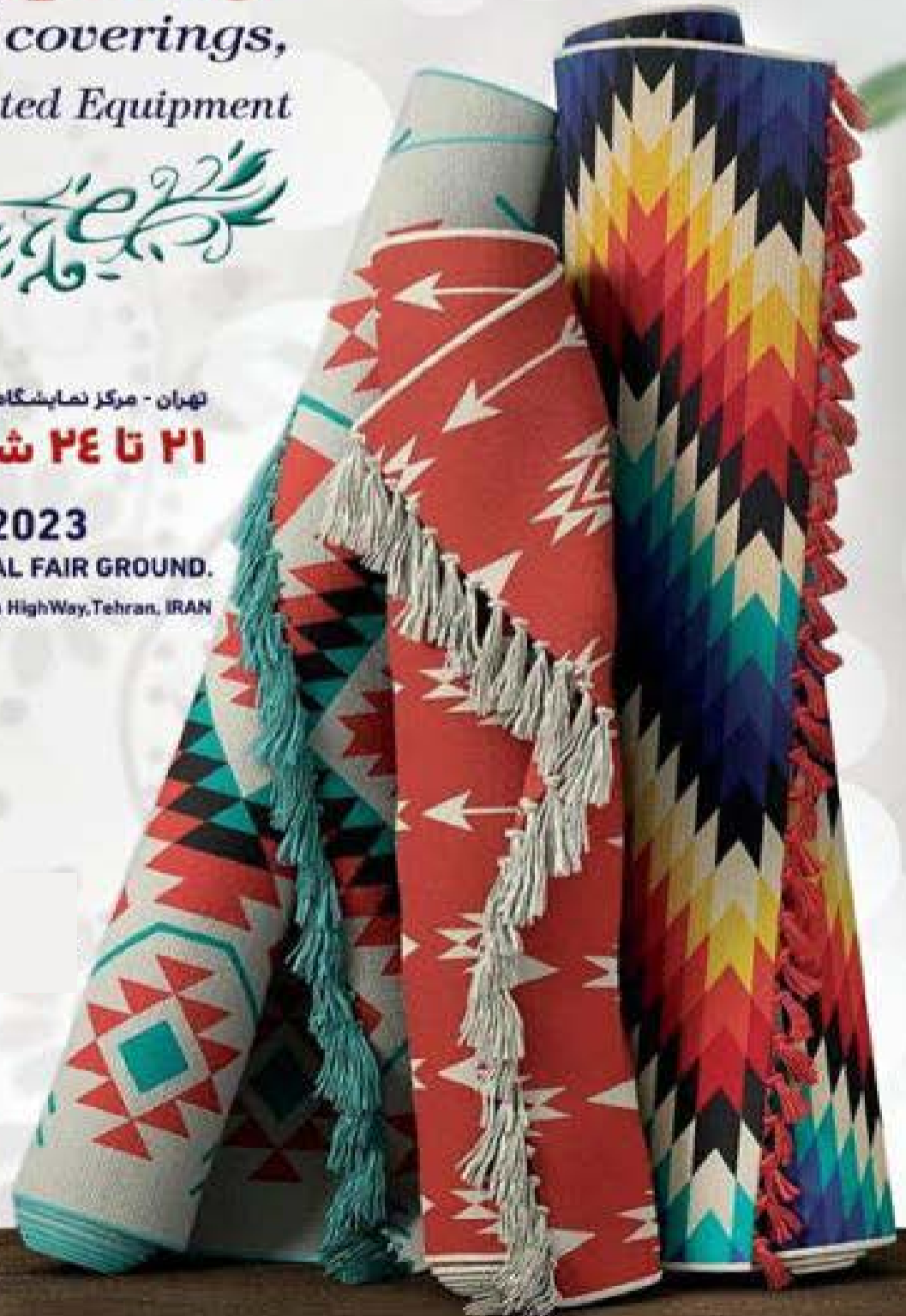


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# 30<sup>th</sup> Handmade carpets Exhibition Tehran

## Iran, 23-29 August 2023

### Handmade carpets Exhibition Tehran

Handmade carpets fair Tehran is the largest industrial and commercial event in Iran in the field of handwoven carpets, which was held last year in a space of over 5,000 square meters, and more than 15,000 visitors were present.

Iran's handwoven carpet exhibition is a very important opportunity for the companies active in this industry to expose their achievements and products to the visitors of the professionals and professionals of this industry, and taking into account the demand trends of the markets and the direction of the growth of this industry, the activities and Guide your future innovations. This year's exhibition will defi-



ninitely be one of the most powerful exhibitions in the field of Middle Eastern handwoven carpets.

The Exhibition Makers company Group is one of the world's leading trade fair, congress and event, stand construction Organizers who is trying to be a strong communication bridge between suppliers and buyers.

handmade carpets Exhibition Tehran will be held at the permanent location of Tehran International Exhibitions. In this exhibition, all kinds of handmade carpets from different regions of Iran in different sizes and carpets, rugs, kilims and carpets are offered. Iranian hand-woven carpets, which are considered artistic and economic products, are exported to 80 countries, including Germany and Italy from continental Europe, Lebanon and Kuwait, and Qatar from the Middle East, Japan and China from East Asia, and continue to play a leading role in international markets.



# Rising Afghan Carpet Production: Meeting Surging Demand, Especially from China

- Ministry reveals exports of carpets reached \$20m in 2022
- China seen as increasingly lucrative market for Afghan carpet weavers

**A**fghanistan intends to increase carpet production nationwide, according to the ministry of industry and commerce, with a goal of hiring 1.5 million people to meet rising demand, particularly from China.

Afghan rugs are known for their quality and craftsmanship, but demand has taken a sharp dip since the Taliban's takeover of Afghanistan in 2021 and with the nation's economy teetering on the brink of collapse.

According to ministry spokesman Abdul Salam Jawad, the Afghan carpet industry made "a great achievement" in 2022 when exports reached \$20 million. Production took place in 18 provinces, and the industry employed more than 1 million people.

"Last year, the export of carpets through the ports of different provinces of Afghanistan was very great," Jawad said. "The plan is to start sewing carpets throughout the country this year."

He added that carpets were popular items at Afghan trade shows both at home and abroad, with China, Pakistan, Turkey, and the UAE being mentioned as some of the major markets for the good.

"During exhibitions held in India and China, carpets got the first position," Jawad said.

"This year, we plan to provide employment to 1.5 million people in the carpets industry.

"Because the unemployment rate in Afghanistan has increased so much, we want to provide employment to people in 34 provinces of the country through carpet weaving."

Human Concern International, a global nonprofit, estimates that Afghanistan's un-



employment rate could reach 30%.

Local producers have benefited from the growing demand for Afghan carpets, with China being seen as an increasingly lucrative market.

According to Dil Jam Manan Qassimy, CEO of carpet exporter Qassimy Brothers Carpet Co., "China is a good market for Afghanistan's carpets."

"Carpet exports to China have decreased significantly in recent years, but there has been a significant change in the export of carpets since the issuance of Chinese visas for Afghans was resumed," Qassimy said.

"The Chinese are very wealthy people; they are very good customers of our carpets. The carpets we make are very expensive, and in terms of quality, they are very high. Chinese people are very interested in our carpets and are always willing to buy them, so China is an interesting market for Afghan carpets."

To meet international demand, some car-

pet weavers have had to make changes to traditional designs.

According to Mohammad Walizada, director of an Afghan rug business in Kabul, "Afghanistan's old carpets and old colors do not have an international market; they are only sold in Afghanistan."

"We recently made some necessary changes in our work based on the demand of the time, during which we have attracted the attention of many Chinese buyers," he said.

30 year carpet industry veteran Walizada mentioned that his clientele had grown as a result of his participation in exhibitions in China.

"We are dispatching our new carpet model to China based on demand from Chinese traders," he said, adding that about 15 percent of his goods were bought by Chinese customers.

"Export of Afghan carpets to China has been increasing these days."



## THE INTERSECTION OF TECHNOLOGY AND TEXTILES:

# EXPLORING IOT IN CARPET MANUFACTURING

**T**he intersection of technology and textiles is a rapidly evolving frontier, with the Internet of Things (IoT) playing a pivotal role in transforming traditional industries. One such industry that is experiencing this technological revolution is carpet manufacturing. The integration of IoT in carpet manufacturing is not only enhancing efficiency and productivity but also paving the way for innovative designs and sustainable practices.

IoT, a network of interconnected devices that communicate and exchange data, is revolutionizing carpet manufacturing by enabling real-time monitoring and control of the production process. Sensors embedded in the manufacturing equipment collect data on various parameters such as temperature, pressure, and humidity. This data is then analyzed to optimize the manufacturing process, reduce waste, and improve product quality. For instance, by monitoring the temperature and humidity levels during the dyeing process, manufacturers can ensure consistent color quality across different batches of carpets.

Moreover, IoT is facilitating predictive

maintenance in carpet manufacturing. By continuously monitoring the condition of the equipment, potential issues can be identified before they lead to equipment failure. This not only reduces downtime but also extends the lifespan of the equipment, thereby saving costs. Additionally, IoT enables remote monitoring and control of the manufacturing process, allowing manufacturers to respond quickly to any changes in the production environment.

The integration of IoT in carpet manufacturing is also fostering innovation in design. With IoT, manufacturers can digitize the design process, enabling them to create intricate patterns and designs with precision. Furthermore, IoT allows manufacturers to customize carpets based on individual customer preferences. Customers can choose from a wide range of colors, patterns, and textures, and the selected design can be directly fed into the manufacturing equipment, ensuring accurate reproduction of the design.

Sustainability is another area where IoT is making a significant impact in carpet manufacturing. IoT enables manufacturers to track and monitor the use of

resources such as water and energy in real-time, helping them to identify areas where consumption can be reduced. Moreover, IoT can help manufacturers to implement a circular economy model, where waste materials are recycled back into the production process. For instance, sensors can detect the amount of waste generated during the manufacturing process, and this data can be used to optimize the production process to minimize waste.

In conclusion, the intersection of technology and textiles is ushering in a new era in carpet manufacturing. The integration of IoT is enhancing efficiency, fostering innovation, and promoting sustainability in the industry.

As technology continues to evolve, it is expected that IoT will play an even more significant role in shaping the future of carpet manufacturing. The potential of IoT in carpet manufacturing is vast, and we are only just beginning to scratch the surface. As manufacturers continue to explore and harness the power of IoT, the carpet manufacturing industry is set to become more efficient, innovative, and sustainable.





# Shaw Contract Launches StudioOne

**S**haw Contract unveils StudioOne, a customized and curated suite of design services. StudioOne provides expert guidance—both in-person and virtual—from inspiration and DIY design tools to one-on-one design support. A comprehensive solution for interior designers, flooring contractors, and facilities professionals, StudioOne saves clients time and keeps project costs down.

The suite of one-on-one services offered through Shaw Contract's StudioOne extends beyond flooring recommendations. The StudioOne team is comprised of a seasoned cohort of visualization specialists, custom product designers and trained interior designers who will provide customers with a tailored package of services.

"The COVID-19 pandemic changed the way we work, creating shorter deadlines and constricted budgets for our customers," said Natalie Jones, director of marketing at Shaw Contract. "StudioOne offers our customers time-savings at every stage of the design process."

The StudioOne collaboration process begins wherever the client needs support.

## Inspiration

Shaw Contract provides resources to help designers in the conceptual design phase. Installation idea starters and palettes featuring flooring with coordinating paint colors and wallcoverings offer designers an easy way to get inspired.

## Design Tools

Virtual project boards let clients collate and visualize multiple product choices in one place. The brand's new 3D Floor Design Tool offers the ability to visualize a product in a number of environments, including workplaces, healthcare, and education spaces. It also provides enhanced product details and the ability to see how a product looks at various times of day. View in My Room gives customers the opportunity to see how a product would look in their space by uploading a picture for visualization purposes, while Foundry lets designers customize Shaw Contract products with new colors and patterns.

## One-on-One Resources

The StudioOne team of interior designers is available for consultation and collaboration, from concept development to flooring selection, floor plan ideas and coordinating material suggestions. Customers receive a curated package of product

recommendations, pricing, timelines and in-room visualizations.

Visualization services are also available to those who do not utilize interior design support. The StudioOne Visualization Services team creates 2D and 3D renderings that demonstrate how Shaw Contract's products will look in a space. Along with the renderings, the team can also deliver a comprehensive installation guide that provides a detailed product placement plan with quantities needed to assist installers on-site.

Shaw Contract's Custom Design Studio transforms initial ideas into unique flooring to fit each space. The StudioOne Custom Design team collaborates with designers to understand the scope and goals of their project, presents concepts, refines patterns and samples, and offers 2D renderings in the project's floor plans.

"StudioOne is an unprecedented program in the commercial flooring space, mainly because it assists at any and all stages of the design process and transcends flooring recommendations," Jones added. "This further illustrates Shaw Contract's commitment to providing unparalleled customer service by delivering solutions that make our clients' jobs easier."





Source: World today news

## The Significance of the Purple Carpet: Saudi Arabia's Cultural Identity and Hospitality Explored

**B**adr Al-Asaker, the director of the private office of Saudi Crown Prince Mohammed bin Salman, explaining the reason behind choosing the color "purple" for the carpet instead of the traditional red color during official receptions for guests of the kingdom.

Al-Asaker tweeted, saying: "The Saudi lavender... covers the ground with its unique beauty and fragrance... and from it comes the cultural uniqueness in enhancing the Saudi identity by choosing purple as the color for the carpet used in receiving official state guests."

The Saudi Ministry of Culture had previously explained in a statement: "The Kingdom of Saudi Arabia has chosen purple as the approved color for the carpet used in receiving official state guests, including heads of state, ministers, ambassadors, and representatives of sister and friendly countries, in addition to the carpet used in various official occasions."

The ministry stated in its statement: "The

purple carpet harmonizes with the color of the Saudi deserts and its plateaus in the spring season when it is adorned with the color of the lavender flower, as well as other plants such as the aihlan and basil, which together form a natural cover in purple, reflecting the welcome of the land of the kingdom to its visitors, and its generosity that is similar to the generosity of its people, through the color of the giving nature as it thrives in its most beautiful state... The purple ceremonial carpet also includes a prominent presence of another Saudi cultural element represented in the traditional Sadu weaving art that adorns the edges of the new carpet, adding an additional cultural dimension as it is one of the authentic popular crafts in the kingdom, officially registered on the Representative List of the Intangible Cultural Heritage of UNESCO. The distinctive Sadu patterns extend on both sides of the carpet, giving this ancient national art a new space that is added to its multiple uses in the lives of Saudis."





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# Sustainability at the Heart of Innovation: Jaipur Rugs Leading the Way

Discover how Jaipur Rugs, a pioneer in hand-tufted rug making, combines sustainability and artistic innovation to create luxurious and eco-friendly spaces.

**A**t Jaipur Rugs, sustainability is not just a buzzword; it is a fundamental core value that drives our every endeavour. With a rich history of using hand-tufting rug techniques, we have seamlessly merged traditional craftsmanship with innovative practices to become a front-runner in creating elevated and luxurious spaces while minimizing their environmental impact.

Let's delve into the mechanisms in place that enable us to be as close to a zero-waste company as possible and explore the breathtaking innovations that make raw materials into stunning works of art for your home!

## Driving Towards Zero Waste

To minimise waste generation, we employ efficient processes and techniques. Utilizing the traditional hand-tufting technique, a method that has been passed down through generations, we ensure that every piece of material is utilised to its fullest potential. This technique allows precise control over yarn placement, significantly reducing material wastage.

## Preserving Traditional Craftsmanship

While at Jaipur Rugs we embrace innovation and sustainability, we also recognize the importance of preserving the rich history of hand-tufted rug making. We combine traditional techniques with modern approaches, ensuring that the artistry and craftsmanship behind the rugs are not lost like this Nickel/Ink Blue Hand Tufted Rug. This fusion of tradition and innovation allows us to create rugs that are not only sustainable but also timeless pieces of art.

## Transforming Raw Material into Art

We take our commitment to sustainability a step further by focusing on transforming raw materials into artistic creations. By reusing and recycling leftover materials, we create unique rugs that transcend our functional purposes and become exquisite pieces of art. Our artists possess a remarkable talent for incorporating recycled materials, such as silk and wool, into their designs, adding character and depth to the rugs like this Ebony/Ombre Blue Hand Knotted Rug called 'Jhopdi' by Sanju from the Manchaha Collection.

## Rugs as Functional Decor and Art

..Rugs have long been admired as an essential element in interior design, elevating spaces and adding a touch of luxury. We at Jaipur Rugs understand this aspect and ensure that our hand-tufted rugs not only serve a practical purpose but also enhance the aesthetic appeal of any space. With our in-



novative techniques and sustainable practices, we create rugs that are not just floor coverings but also art pieces that can be displayed on walls or hung as tapestries like this Cloud White/Nickel Hand Tufted Rug.

In a world where sustainability is paramount, we strive to celebrate the way sustainability and innovation go hand in hand. By prioritizing zero-waste practices and employing creative methods to repurpose materials, we hope to pave the way for a more sustainable future.



# Innovate Recycle, UK's First Carpet Recycling Facility to Repurpose Waste Carpet

## Innovate Recycle's factory leads the charge against emissions and waste

Innovate Recycle's factory in Northampton has planned to repurpose up to 20,000 tonnes of waste carpet each year. It is UK's first factory to reduce carbon emissions in the flooring industry.

The company also announces its new accreditation programme and £750,000 in fresh funding led by Active Partners, the consumer investors behind Soho House, Rapha and LEON.

This takes its total investment to £7.6 million, including an investment of £2.35 million from the South East Midlands LEP, UK Government Getting Building Fund.

Innovate Recycle got a report commissioned which found out that in the UK, out of the 500,000 tonnes of carpet waste made every year, only 2% of it is being recycled.

This waste either goes to other countries to be handled or gets turned into new carpets, especially if the old carpet was made from wool, which is easier to recycle. Currently, carpet waste that is not recycled is either sent to landfill or burnt.

The environmental impact of producing carpet is also significant, with every kilogram of carpet manufactured using virgin polymer producing two kilograms of CO2 emission



impact. Recycling and retrieving the polypropylene used in carpets reduce this impact considerably by 1.6 kg of CO2 per kilogram of carpet.

In tandem, there is a rapidly growing demand for recycled polypropylene products as government legislation and consumer awareness around the negative environmental impacts of virgin plastic drive demands for recycled alternatives. With the recycled polypropylene market expected to reach £10.5 billion in 2029, the potential for recycled plastic production is vast.

Mr Eccleston said he was inspired to tackle the issue after working in the flooring industry as a retailer and noticing the large amount of waste. He added, "Seeing is believing. Having this facility in Northampton is quite key to getting people to come and see what we're doing, how we recycle carpet and the impact that they can have."

It took around £10 million to build the factory, and it was opened in April at the Lodge Farm Industrial Estate in Duston. This factory takes in waste material, sorts it out, and separates it. There is a line of machines that take apart polypropylene plastic from the bottom part of carpets. Then, they turn this plastic into small pieces called pellets. These pellets can be used to make things like car bumpers and storage containers.

Innovate Recycle is on a mission to transform the carpeting world with its scalable and sustainable solution for end-of-life carpets. As the first-of-its-kind facility in the UK, the Innovate Recycle team has developed a patented mechanical process which deconstructs polypropylene carpets, which make up 70% of the UK market. The process extracts the original polypropylene and calcium carbonate components, diverting carpets from landfill or in-





cineration and reclaiming the component parts to be used to make a range of new products.

Martin Harris, chief executive of retailer Tapi Carpets, recognized that finding solutions to the industry's waste issue was an "important topic that needs dealing with".

Founded in 2018 by Joseph Eccleston, who was born into the carpet industry, Innovate Recycle aims to influence the traditional carpet industry to improve its environmental impact and move towards a more circular future

Joseph Eccleston, the visionary behind the initiative, envisions a process of revitalizing old carpets into new ones, thereby diverting waste from landfills. Key figures in the carpet industry, including Martin Harris from Tapi Carpets and Phil Gammidge from waste management company Biffa, have expressed support for this sustainable solution.

The company has been working together with Innovate Recycle. Their store in Milton Keynes is the first one in the country that gives sorted waste to the recycling experts.

Innovate Recycle's first facility is now fully operational and has already received strong demand from the carpet and waste handling industry, working with companies such as Designer Contracts, Biffa and Allwood Recycling Solutions.



## Türkiye's exports to Saudi Arabia exceed \$1.2B

**While Türkiye's overall exports drop in 1st seven months by 0.5%, exports to Saudi Arabia up by 630%**

**T**ürkiye's foreign sales to Saudi Arabia exceeded \$1.2 billion in the January-July period of 2023.

With the normalization of relations with Saudi Arabia, commercial activities between the two countries continue to improve.

During President Recep Tayyip Erdogan's visit to Saudi Arabia last month, five new memoranda of understanding (MoU) were signed between Turkish and Saudi Arabian delegations.

Agreements in defense, research and development, energy, media, and direct investments were signed during the visit.

Turkish drone-maker Baykar also signed an export agreement with Saudi Arabia for Akinci unmanned combat aerial vehicle.

According to the information compiled by Anadolu from the Turkish Exporters Assembly (TIM) data, Türkiye's exports decreased by 0.5% in the seven months of the year compared to the same period last year to \$143.4 billion.

Meanwhile, Türkiye's exports to Saudi Arabia increased by 630% to \$1.25 billion.

The carpet sector realized the highest exports to Saudi Arabia with \$173.08 million.

It was followed by chemicals and products with \$129.09 million, cereals, pulses, oil seeds and products with \$124.6 million, machinery and parts with \$98.1 million, ready-to-wear clothing and apparel with \$95 million.





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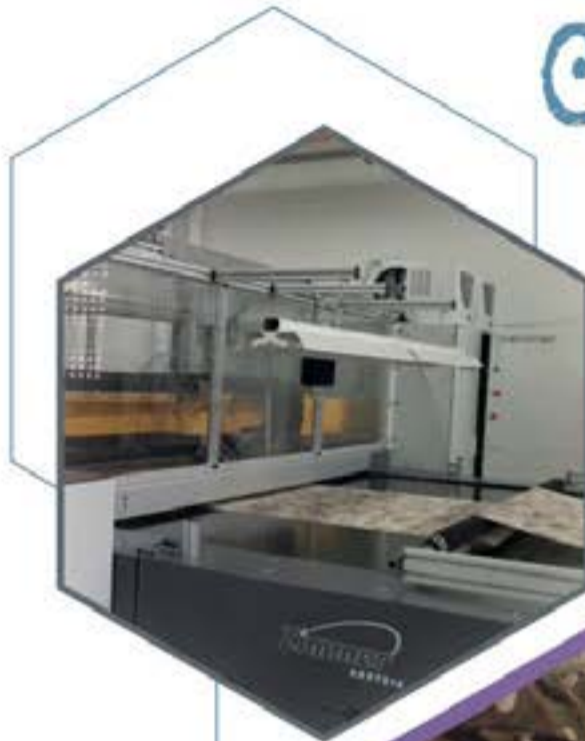
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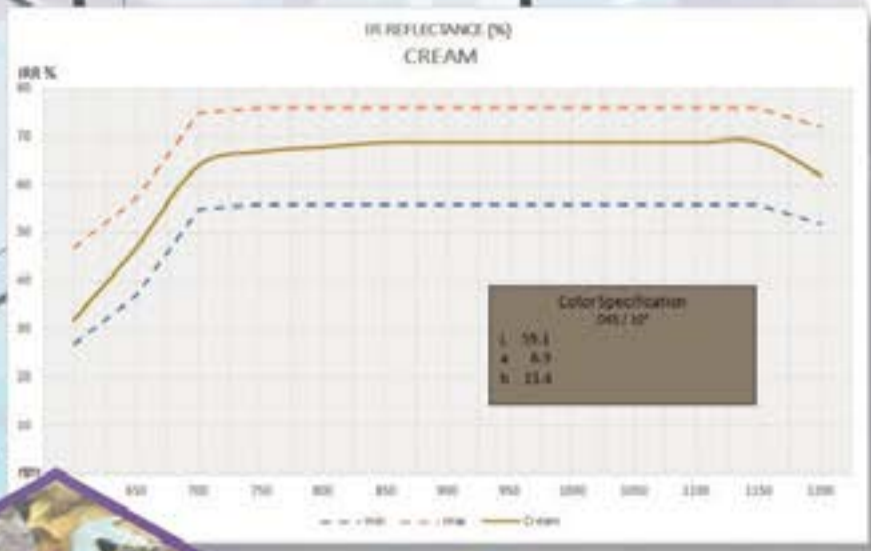
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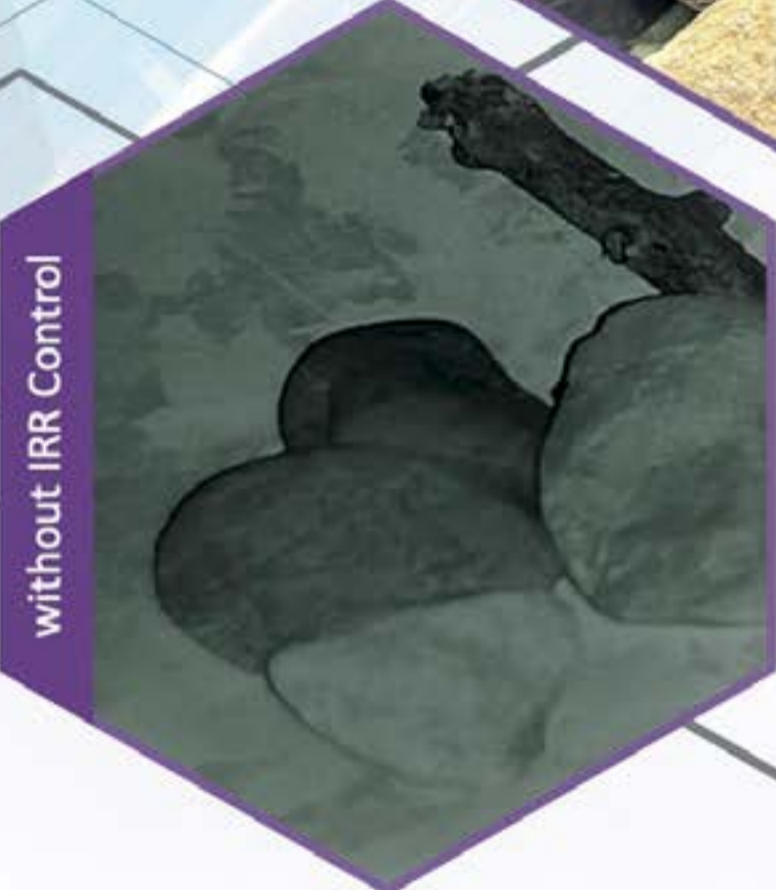
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