



MENA CARPET NEWS



**MILAT HALI:
LARGEST CROSS
CONTINENT CARPET
FACTORY SALE**

**ORIENTAL WEAVERS
FORGES SUSTAINABLE
PARTNERSHIP WITH
AMARENCO SOLARIZE
FOR CLEAN ENERGY
OPERATION**

**TÜRKIYE ACHIEVES
OVER \$1.2 BILLION IN
CARPET EXPORTS TO
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.

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.

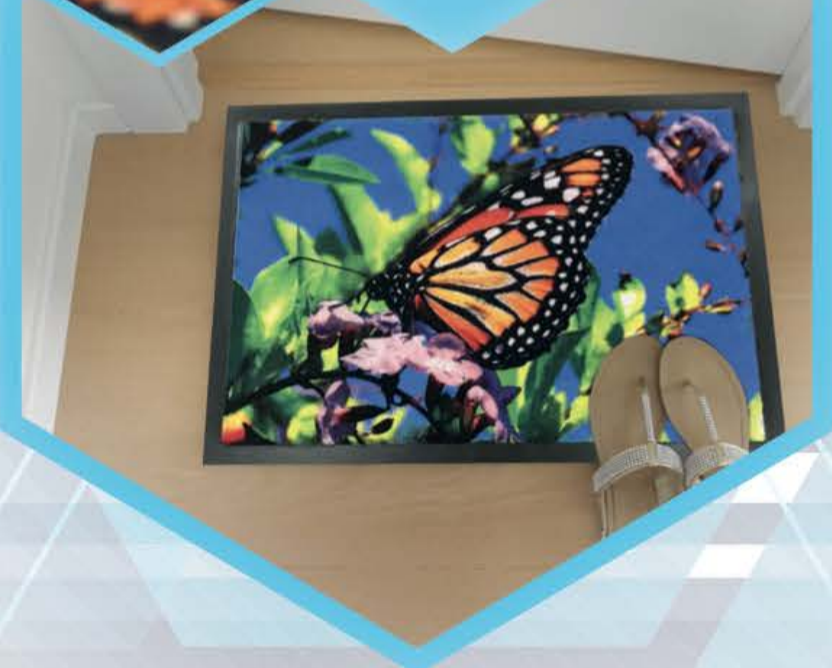
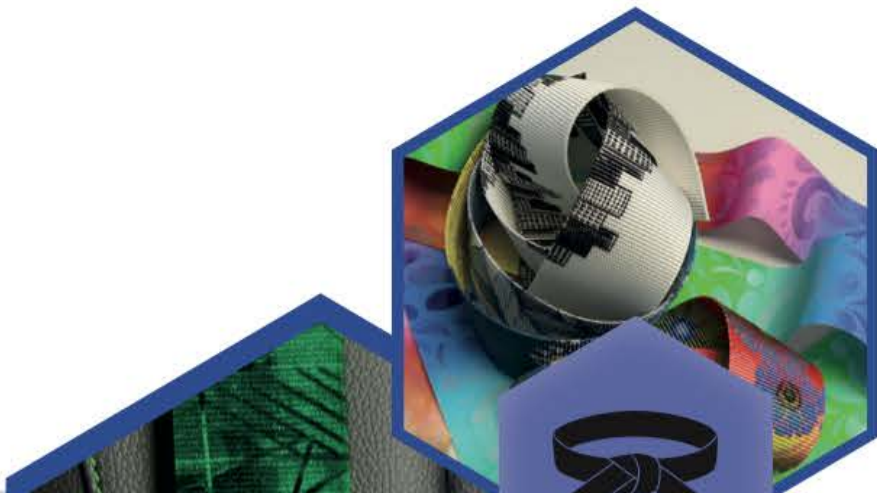


SPECIALTY GOODS

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



www.zimmer-austria.com

Zimmer
AUSTRIA

 Eibergstrasse 2-8
6330 Kufstein | AUSTRIA

 +43 (5372) 64893-0
info@zimmer-austria.com

ZIMMER MASCHINENBAU GMBH
DIGITAL PRINTING SYSTEMS

Your competent partner for process development, engineering,
manufacturing and implementation of industrial printing and coating systems.

Top Reason You should Invest in Floor Covering in Africa?



The history of Africa's production of fine handcrafted carpets and rugs is brief. In reality, no country in Africa—except a few countries in North Africa, the most important of which are Morocco, Tunisia, and Egypt—is especially widely recognized for its carpet-making.

Considering these nations' typically temperate weather conditions, this shouldn't be all that surprising. But in recent years, many businesspeople and native firms in South Africa have been hand-designing and creating distinctively African carpets, and the market for these carpets keeps

gradually rising. The business for hand-woven rugs, since 2003, has created rugs according to client requirements using both wool and leather. Many of these rugs include warm African-inspired hues and typical African patterns as their basis for design.

Most of the woolen rugs are sold from the ground up, starting with unprocessed wool that is initially whipped into yarn and then created using an excellent integration technique.

Small sections of flexible leather are used

to create flat-woven leather rugs. They are much easier to maintain and need less maintenance than woolen rugs. They are also better for allergic reactions because they gather less dust and debris.

Here are some key points about carpet and flooring in Africa

1. Market Growth: The Carpet and flooring market in Africa has been expanding, driven by factors such as urbanization, population growth, and rising disposable incomes. As more people move to urban areas, the demand for housing and commercial spaces has increased, leading to higher demand

for carpet and flooring products.

2. Local Production: Some African countries have started to invest in local carpet and flooring production to meet the growing demand. This has led to the emergence of domestic manufacturers, contributing to economic development and job creation.

3. Imported Products: While local production is growing, many African countries still rely on imports for a significant portion of their carpet and flooring needs. This presents opportunities for international manufacturers and exporters to enter the African market.

4. Sustainability: There is a growing awareness of environmental sustainability in the carpet and flooring sector. Consumers and businesses in Africa are increasingly looking for eco-friendly and sustainable flooring options, which can include products made from recycled materials or those with low environmental impact.

5. Technology and Innovation: Advancements in technology have also influenced the sector. Digital printing technology, for example, has allowed for more intricate and customizable designs on carpets and flooring. Innovations in materials and installation methods have improved the durability and aesthetics of products.



6. Challenges: Despite growth, the sector faces challenges such as price sensitivity, competition, and the need for infrastructure development in some regions to support the industry's growth.

Approximately 47% of Africa's population identified as Muslim and this is a big market for low price prayer rugs.

An Indian Model for Advancing the African Carpet and Flooring Industry

When examining the list of top carpet-exporting nations worldwide, India stands prominently at the forefront. The growth and success of India's carpet industry can be attributed to its abundant and affordable workforce, a strength that Africa also shares with its pool of cost-effective labor.

India's carpet industry predominantly leans towards the production of hand-woven carpets and various textile rugs crafted from materials like jute and other fibers. Unlike some regions, India does not heavily rely on modern technologies and expensive industrial machines for machine-made carpet production. Instead, a significant portion of the industry relies on human labor. Operators utilize small carpet pile weaving machines or tufting guns to mechanically place carpet piles on the surface.

Considering the prevalence of hand-tufted carpets in India, it becomes evident that

this model could be a valuable blueprint for the African continent. It presents a compelling opportunity for Africa to nurture and expand its own carpet and flooring industry.

Africa's Abundant Cultural and Design Heritage

While the tradition of carpet weaving may not be deeply rooted in African countries, there is unquestionably a wealth of history and distinctive indigenous designs and patterns across the continent. These distinctive themes are prominently displayed in the vibrant and native attire of African clothing. Over the past decade, African trends have made their presence felt in numerous countries worldwide.

This rich cultural heritage and the indigenous artwork found in African nations offer a unique opportunity for the carpet production industry. Leveraging these culturally significant designs could not only cater to a significant portion of the African market but also open doors for exports to foreign countries.

Advances in Digital Carpet Printing

The utilization of digital printing machines for machine carpet production is gaining traction and offers promising prospects for the African continent. Notably, Tapidor, based in Algeria, stands as a successful and pioneering example, having equipped its



factory with these machines in 2020. Furthermore, Oriental Vivirs Egypt is another African company effectively harnessing digital carpet printing technology.

The evolution of digital printing machines has led to a reduction in water consumption during the printing process, a significant advantage in Africa's arid climate. This technological advancement aligns well with the continent's needs.

Although the initial investment for digital printed carpet production may be relatively high, it yields cost-effective solutions for mass-produced, budget-friendly carpets, offering an extensive array of designs and patterns. With the incorporation of fashion into the printed carpet industry and the growing demand for affordable options in the African market, this technology has the potential to find global markets in the years ahead.

Untapped Opportunities in Africa: Mosque Carpets and Recycled Carpets

With a Muslim population of 400 million in Africa, there exists a largely untapped market for mosque carpets and those designed for religious rituals. These carpets are typically affordable and have a straightforward production process, making them ideal for production in African countries with significant Muslim communities.



The Recycled Carpets Market: A Growing Trend

Undoubtedly, recycled products represent a significant trend in today's textile market, with support from various sectors and brands. In Africa, the establishment of startups specializing in the production of recycled carpets presents a promising opportunity. Africa is abundant in second-hand garments, and its accessible labor force makes it an ideal location for such ventures.

For instance, a small-scale startup in Africa can collect old and discarded jeans, wash and cut them, and transform them into carpets comprised of up to 40 pieces of denim cuttings. These recycled carpets can

then be exported to regions like EUROPE and America, proudly labeled as 'Recycled Carpets Produced in Africa.' Additionally, the utilization of leather cuttings can even enable the production of leather rugs with lightweight underlays, further expanding the possibilities in this industry."

Empowering African Carpets and Rugs: A Simple and Swift Solution

As previously mentioned, the most efficient path for carpet and rug development in Africa often leans towards labor-intensive production methods, including handwoven carpets and Indian tufted carpets. However, Africa faces a significant challenge in terms of a shortage of skilled weavers.



One viable solution involves the collaboration of international development organizations such as GIZ and USAID to provide training and skills development programs for the workforce in Africa. Additionally, companies looking to invest in this sector can take the initiative to recruit and train the workforce to meet their specific standards before establishing production workshops. Drawing inspiration from countries like Turkey, India, Iran, Nepal, and Afghanistan, known for their expertise in decorative handwoven art, could provide valuable modeling opportunities for the development of this industry in Africa."



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 life-like 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 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.



CFE carpet & flooring expo

December 5-8, 2023

**ISTANBUL EXPO CENTER
YEŞİLKÖY, TÜRKİYE**

The carpet
and flooring
sector
meets in
Istanbul



www.icfexpo.com

[in](#) [@](#) [f](#) [t](#) [v](#) [@icfexpo](#)



Fair Scope

- Handmade carpets and rugs
- Machine-made carpets, rugs and mats
- Prayer rugs
- Textile floor coverings (wall to wall)
- Flexible floor coverings
- Laminate, wood and parquet
- Natural stone, marble and ceramic tiles
- Artificial turf and sports grounds
- Fibres, yarns and textiles
- Textile machinery and accessories
- Flooring equipment, cleaning and application Technologies
- Federation and Associations
- Sectoral Publication Organizations
- Other



Visitor Profile



Contact

TÜYAP FAIRS AND EXHIBITIONS ORGANIZATION INC.

+90 (212) 867 11 00 info@icfexpo.com

Largest Cross-Continent Carpet Factory Sale Takes Place in Egypt

The deal, brokered by Roozbeh Moravej, who has spent a lifetime in various areas of the carpet industry was negotiated over 15 months of intense talks between 2022 and 2023 mostly in Cairo, Egypt



From left to right: Mr Iskender Kaplan (Milat Hali Türkiye), Roozbeh Moravej (Broker), Mr Ahmed El Aguizy (Prado Carpets, Egypt)



One of the many meetings between Milat Türkiye & Prado Egypt in Cairo with the presence of lawyers from both sides and facilitation by Carpet industry expert, Roozbeh Moravej

Milat Hali stands as one of Turkey's powerhouses in the production and export of machine-made carpets, boasting a legacy rooted in generations of knowledge within the Kaplan family. In recent years, this formidable company has successfully transcended Turkey's borders, making its mark on the global stage.

With extensive exports to destinations across the world, notably capturing the attention of large markets such as the United States and Saudi Arabia, Milat Hali has taken a strategic step by establishing multiple factories in foreign countries. This bold move has not only accelerated the pace of exports but has also enhanced its influence in international markets.

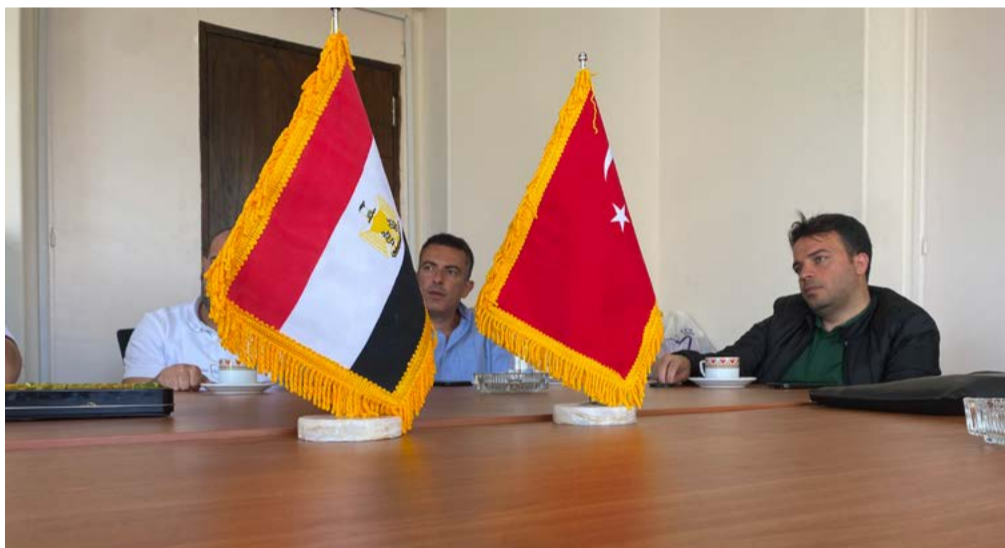
In its most recent venture beyond Turkey's borders, Milat Hali Has acquired numerous carpet weaving machines from Prado Company in Egypt. With the establishment of the new Milat Carpet Company in Egypt, the company has embarked on production in the African continent.

The company's managing director shared the vision behind this expansion, emphasizing the objective to provide seamless access to global markets, including the Middle East and Africa.

This strategic move is aimed at broadening the scope of the company's product range. He stated, "We will continue our investments in the production sector. Af-

ter establishing a new factory in Bulgaria following our Turkish operations, we embarked on a new journey in 2023 by acquiring the assets of Egypt's 2nd largest carpet producer. These initiatives not only enhance our flexibility in catering to customer needs but have also led to a rapid expansion of our product portfolio."

It's noteworthy that Milat Hali's investment beyond Turkish borders represents one of the most significant endeavors by a Turkish company in the carpet and flooring industry. The company's dynamic approach and commitment to innovation have propelled it to a position of global prominence. As the legacy continues, Milat Hali is not only enriching its product line but also strengthening its footprint across the international arena, solidifying its status as a leader in the machine-made carpet industry.



Mahmoud Abo Hussain (L) from Prado Egypt and Mr iskender Kaplan (R) from Milat Türkiye, listening in on other meeting participants in Cairo, Egypt



From Left to Right: Mr iskender Kaplan (Milat Türkiye), Mr Hussain & Ahmed El Aguizy (Prado Egypt), Mr Roozbeh Moravej (Broker), Mr Huseyin Erdem (Milat Türkiye)

J+J Launches Carpet Tile as Partner to Broadloom



FLOORING

J+J Flooring introduces Function, a carpet tile that is complementary to the existing Structure broadloom with refreshed and expanded colorways. The precision of architectural design that determines the functionality of a structure is the inspiration for this new collection.

"The harmonious nature of Function to the existing broadloom product gives designers more options," noted Laura Holzer, design manager at J+J Flooring.

Function has a molded wash of pattern with a subtle hint of texture and provides a seamless appearance between tiles. Structure features a clean form

with a pristine nubby appearance, serving as a proportional complement to Function. Both are offered in nine saturated neutrals covering the entire color spectrum from cool to warm.

Constructed with the Encore SD Ultima Nylon, Function and Structure are specifically engineered to maximize color retention and overall performance. Both Function's Nexus Modular backing and Structure's PremierBac Plus backing contain pre-consumer recycled content, contribute to LEED certification, and are recyclable through the J+J Flooring R4 Carpet Reclamation Program.

These are the Highlights of DOMOTEX – Home of Flooring



After its successful comeback at the beginning of the year, DOMOTEX presented the highlights of the upcoming event at its digital press conference on 07 November 2023. In addition to established events, the world's leading trade fair featuring 1,000 exhibitors will also offer new and surprising special displays.

The world's leading trade fair for carpets and floor coverings will once again open its doors in Hannover from 11 to 14 January 2024. During the annual DOMOTEX Preview, Saskia Kropf, DOMOTEX spokeswoman, and Sonia Wedell-Castellano, Global Director of DOMOTEX events worldwide, revealed which highlights are in store for visitors during the 34th edition.

Other speakers included interior designer and trend expert Holly Becker, Managing Director of Kronoflooring GmbH Markus Oberbauer, Managing Partner and Shareholder of Paulig Teppichweberei Theresa Paulig and Chairman of the Board of the MEGA-Gruppe Volker König.

Roundabout 1,000 exhibitors from 130 nations will participate in January – including many market leaders such as Tisca Austria, ABC Italia, Javi Home, Rezas, Oriental Weavers, Merinos, Otto Golze, Lalee, Amorim, SwissKrono, MeisterWerke, Design Parquet, Republic, mFLor, Neuhofer, SELIT, Välinge and many more.

In addition, DOMOTEX offers a variety of inspiring and informative special displays, which provide important stimuli for the day-to-day business of all participants. These include THE GREEN COLLECTION, the RETAILERS' PARK and the Mood Spaces designed by Holly Becker. A particular highlight of the upcoming event will be Insight Italy.

For the first time, DOMOTEX – Home of Flooring will present a dedicated country focus, providing insights into the trends, designs and innovations of the Italian carpet and flooring industry.

Insight Italy: Experience Italian trends up close at DOMOTEX 2024

In January 2024, visitors can look forward to the premiere of the new Insight concept. “Have you ever wondered why a material, a design or a specific product is well received in one country but doesn’t really appeal in another?”

Our Insight concept gets to the bottom of these questions by getting to know a country in detail,” explains Sonia Wedell-Castellano, emphasizing the intended ambition of the new special display: “We want to provide exclusive insights into the individual markets to help our visitors to better understand them and find their way around in these markets. In addition, the special display serves as a source of inspiration and is intended to promote exchange within the community.”

What’s Insight Italy?

With a total of 600 m² in the halls 2 and 22, design-oriented and creative Italy will kick the new concept off. With extraordinary trend presentations by Italian designer Camilla Bellini and interior designer Gaia Miacola, an exhibition by materials expert Materially, collaborations with interior and industry media, a cozy networking area and inspiring contributions in the DOMOTEX on Stage conference program, architects, interior designers and buyers in particular will have to use all their senses to grasp Insight Italy.

“At Insight Italy, we are focusing on the importance of materials in interior design. Through contributions from designers and material experts such as Materially, we want to provide new perspectives and ideas and show the contribution of Italy in the field of sustainable carpets and floor coverings,” explains Andreas Züge, General Manager Hannover Fairs International GmbH.

The latter is the focus of the exhibition “Il cielo in una stanza” (“The sky in a room”), in which Materially takes participants on a journey through Italian research on sustainable flooring solutions.



Nonstop from Milan to Hannover & back: Exclusive charter flights during DOMOTEX

For visitors from Italy, DOMOTEX 2024 is offering direct flights from Milan Malpensa Airport (MXP) to Hannover (HAJ) every morning and evening from 10 to 13 January 2024. The flights can be booked as a one-way trip or including a return flight for 270 euros each way via the following platforms:

- www.skyalps.com/it/
- www.skyscanner.it
- www.momondo.it
- www.opodo.it
- www.booking.com/
- www.flug.check24.de/

The global flooring community meets in January

For decades, DOMOTEX in Hannover has been the meeting point and platform for the entire global flooring industry and is the only event worldwide to successfully unite the worlds of carpets and floor coverings in one place.

With 1,000 international exhibitors and inspiring special displays, the event in January 2024 will once again offer all trade fair participants not only a comprehensive and unique market overview of all product segments, but will also prove once again that it continues to be the industry’s most important trade, innovation and trend platform.

Sonia Wedell-Castellano concluded her contribution to the DOMOTEX Preview with an invitation to all visitors: “Join us at DOMOTEX! Come to Hannover – find out about the latest trends and new products and exchange ideas with exhibitors and participants. It’s definitely worth it!”



Oriental Weavers Forges Sustainable Partnership with Amarenco Solarize for Clean Energy Operation

Oriental Weavers, the global leader in machine-made rugs and carpets, proudly announces a transformative partnership with Amarenco Solarize, the forefront provider of solar energy solutions. This collaboration marks a significant milestone in Oriental Weavers' commitment to sustainability, aligning seamlessly with Egypt's Vision 2030 and exemplifying the company's dedication to reducing carbon emissions.

Under this groundbreaking initiative, Oriental Weavers is set to operate one of its key factories in the Tenth of Ramadan area exclusively using solar energy, courtesy of Amarenco Solarize. The solar power station, boasting an impressive capacity of 1.3 MWp, is poised to cover 80% of the factory's energy needs, resulting in a remarkable annual reduction of 2,300 tons of carbon emissions.

This eco-friendly endeavor not only aligns with Oriental Weavers' vision for a sustainable future but also positions the company as a trailblazer in environmental stewardship within the carpet industry.

Sustainability is at the core of our business model, and this partnership with Amarenco Solarize is a testament to our unwavering commitment to reducing our environmental footprint. As a company deeply rooted in Egyptian heritage, we are proud to contribute to Egypt's Vision 2030 and lead by example in sustainable practices.



Over the past three years, Oriental Weavers has achieved an impressive 30% reduction in total emissions through various energy efficiency projects, demonstrating its proactive approach to environmental responsibility. The collaboration with Amarenco Solarize represents a natural progression in Oriental Weavers' sustainability journey, further enriching the company's legacy of crafting innovative, sustainable, and value-driven rugs and carpets.

The solar-powered factory is not only a strategic move towards clean energy but also a testament to Oriental Weavers' commitment to providing consumers with high-end and affordable carpets and rugs through its extensive network of over 120 showrooms across Egypt. This initiative is set to redefine industry standards, showcasing Oriental Weavers' dedication to creating a more vibrant and sustainable world through passionate creativity and responsible business practices.

As Oriental Weavers continues to lead the way in the global carpet industry, this partnership sets a precedent for other companies to follow suit, contributing collectively towards a greener and more sustainable future. Stay tuned for further updates on Oriental Weavers' journey towards innovative and eco-conscious practices.





IHGF DELHI FAIR

Spring

06-10

FEBRUARY

2024

HOME | LIFESTYLE | FASHION | FURNISHINGS | FURNITURE

INDIA EXPO CENTRE & MART, GREATER NOIDA EXPRESSWAY, DELHI-NCR

Organised by:



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Tel: +91-11-26125893, 26130689

Email: visitors@ingfdelhifair.in

Interact with us at

www.epch.in



Afghan Carpet Exports Thriving Despite Challenges, Industry Eyes Direct Global Reach



The Union of Carpet Producers and Exporters in Afghanistan's western region has revealed a consistent export of over 80,000 square meters of carpets monthly, marking a steady growth in export volumes. However, while the figures show promise, the absence of direct access to global markets necessitates routing Afghan carpets through Pakistan to reach European, American, and select Asian countries.

"Based on our survey conducted in 1402, we estimate that between 80,000 to 100,000 square meters of carpets are shipped to various countries each month," noted Mohammad Rafi Naderi, the union's head. This trade route predominantly channels carpets through Pakistan, reaching markets in the US, Canada, England, Europe, and several Asian nations.

Despite improvements in the local carpet

market, sellers in Herat city remain constrained in directly sending domestically handwoven carpets to global markets. Their concern stems from the prevalent practice of Afghan carpets being labeled and exported as products of neighboring countries, emphasizing the urgent need for authentic promotion of Afghan-made carpets in the global arena.

Abdul Khaliq Qaderi, a carpet seller, voiced the prevailing sentiment, lamenting, "Traders no longer come to us; our goods now transit through Pakistan, bearing the label of Pakistani goods upon export."

Recognizing these challenges, Herat's Department of Industry and Commerce acknowledged recent advancements in the export process. Bashir Mohammad Seerat, the department's head, highlighted ongoing efforts to enhance the carpet industry and streamline global exports. Seerat disclosed plans to designate specific zones for optimized export procedures, quality control, and improved packaging.

Moreover, to further bolster the export of carpets from Herat, plans are underway to establish a dedicated facility for packaging carpets, aiming to enhance efficiency in the export process.

The industry's determination to overcome hurdles and attain direct access to global markets underscores the potential for growth in Afghanistan's carpet sector. The concerted efforts by industry stakeholders and local authorities signal a promising trajectory toward establishing Afghan carpets on the world stage.

Freudenberg Expands ECO Range to Enhance Sustainable Carpet Backings

Freudenberg Performance Materials (Freudenberg) continues its commitment to sustainability by extending its ECO range of nonwoven carpet backings. The newly introduced Lutradur ECO-R and Colback ECO-R backings are crafted with a significant proportion of recycled raw materials, reinforcing Freudenberg's dedication to supporting carpet manufacturers in their journey towards offering more sustainable products.

ECO-R Products: Elevated Sustainability for Diverse Applications

Freudenberg's spunbond nonwoven primary and secondary carpet backings have long been known for enhancing manufacturers' production efficiency and delivering high-performance end products.

The company is now expanding its ECO range in Europe with the introduction of Colback ECO-R and Lutradur ECO-R backings, boasting recycled content ranging from 51% to 90%. By substituting virgin raw materials with recycled polyester, these ECO-R backings contribute to resource conservation and a reduced carbon footprint in the final products.

Specifically designed for carpet tiles, broadloom, dust control mats, and automotive option mats, the ECO-R series aligns with Freudenberg's commitment to versatile sustainability.

ECO-RE Products: Resource Efficiency and Recyclability

Earlier this year, Freudenberg unveiled its ECO-RE resource-efficient backings as



part of the ECO range, emphasizing reduced raw material usage and enhanced end product recyclability. This innovation was made possible through advancements in the company's proprietary yarn production technology, allowing for the creation of extremely thin filaments.

Comprehensive ECO Range: Tailored Solutions for Sustainable Choices

Freudenberg, with its longstanding history as a supplier to the industry, continues to collaborate closely with industry partners, resulting in continuous advancements like the development of backings with recycled content.

Global Impact: CO2 Savings through Localized Production

Freudenberg's commitment to sustainability transcends borders, as the company manufactures carpet backings with recycled content in Europe, North America, and China. This strategic approach not only ensures high-quality products but

also enables customers to optimize their CO2 footprint by leveraging short transportation routes within their respective world regions.

Albert Hammerschmied, Director for EMEA carpet business with responsibility for New Business Development and Sustainability, remarks, "With the extended ECO range, Freudenberg now offers a variety of different solutions supporting carpet manufacturers in making sustainable choices to suit their ambitions and processes."





The 15th Tehran Machine Made Carpet Exhibition: A Resounding Success and Promising Prospects

The Tehran Machine Made Carpet Exhibition, recognized as the largest event in the field of machine carpets and floor coverings in Iran, marked its 15th edition from October 28 to 25, 2023, in Tehran, Iran. This milestone event has become a cornerstone for showcasing the latest products in the industry and celebrating the dynamism and efforts of craftsmen and specialists within the Iranian carpet industry.

This international exhibition attracted companies specializing in machine carpets, yarns and fibers, carpets, parquets, all types of flooring, as well as machines and parts related to the carpet industry. The 15th edition boasted the participation of 150 domestic and foreign companies, occupying a vast space of more than 18,000 square meters. International participants hailed from China, Thailand, Malaysia, and Türkiye.

The grand opening of the exhibition was graced by the esteemed presence of Mr. Abbas Aliabadi, the Minister of Industry, Mining and Trade of Iran, alongside the Director General of the Textiles and Clothing Office, and representatives of related organizations.

During his visit, Mr. Aliabadi engaged in



candid discussions with the participating collections, gaining valuable insights into the industry's latest developments and addressing existing challenges. He estimated the export of Iran's machine-made carpets to reach \$330 million in 2023, emphasizing significant exports to neighboring countries, Africa, Europe, China, and Turkey.

Regarding export challenges, Mr. Aliabadi expressed optimism, stating, "We still have the market of Afghanistan and Iraq in the export of machine carpets. Although we faced some export difficulties in the past months due to decisions by the Iraqi government, we hope for a prompt resolution."

Mr. Gorgi, Director General of Textile Industries at the Ministry of Industry, highlighted positive trends in the carpet machinery sector. "We have experienced a 33% increase in machine imports compared to the previous year."

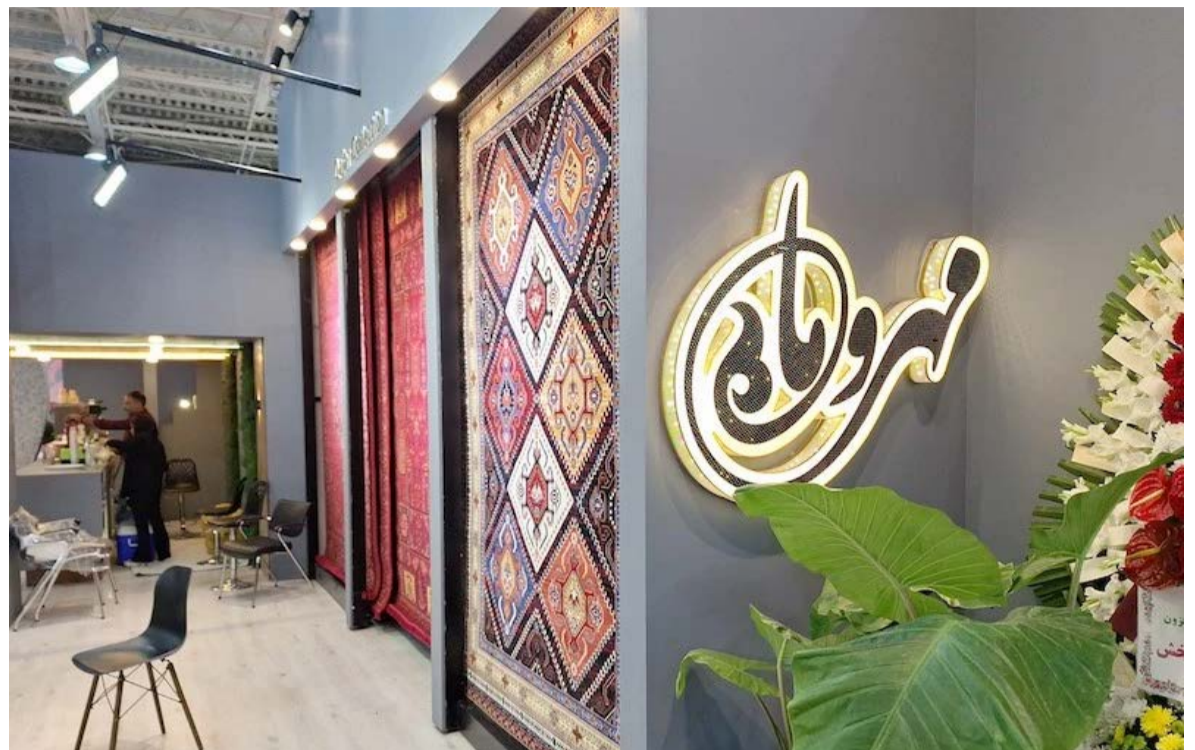
Mr. Gorgi also addressed the stability in the supply chain and the positive growth in acrylic yarn production, foreseeing an increase in acrylic carpet production. He emphasized the domestic manufacturer's success in attracting attention due to high-quality products in terms of both price and quality.

Looking ahead, he emphasized the potential for the machine carpet industry to reach up to one billion dollars in exports with proper support from the central bank.

Dawood Kashfi, the executive director of the exhibition organizer, expressed satisfaction with the event's success, noting that over 95% of participants were content with the exhibition. Plans for the next year include expanding the exhibition with additional halls to meet exhibitors' demands and ensure an even more comprehensive showcase of products.

This year's exhibition also marked the introduction of sponsorships, with 15% of participants being selected as sponsors, fostering collaboration and understanding between 25 chosen companies.

The 15th Tehran Machine Made Carpet Exhibition stands as a testament to the resilience and growth potential of the Iranian carpet industry, promising a bright future for both local and international stakeholders.



KRONOSPAN with the two brands KAINDL & Krono Original at DOMOTEX 2024

Domotex is without doubt the most important event in the flooring industry. Whether you are a professional or simply an enthusiast, visiting this fair is a must, to experience the very best in the world of flooring solutions. It is an ideal opportunity to showcase our newest 2024 flooring range. Whether you are looking for innovative floors, durability and waterproof features, timeless veneer designs, contemporary laminate flooring or eco-friendly products, we have it all.

Our dedication to quality and innovation enables us to manufacture sustainably, reducing our environmental impact and creating “CARBON NEGATIVE – CLIMATE POSITIVE” products. We believe that the Domotex main theme “FLOORED BY NATURE” is much more than just a slogan – it is a call for flooring production to be driven by the principles of circular economy and by the constant search for natural and recyclable materials. A call that Kronospan is proud to answer to.

Thanks to our continuous investments in technology and fully automated warehousing, we are able to deliver cost competitive and eco-friendly products to millions of customers within 24 hours.

Kronospan's latest collection



will be displayed across our 300m2 exhibition stand, showcasing water resistant flooring based on our exclusive O.R.C.A. and mo.re! technologies, alongside 6 innovative textures in our Atlantic and Floor-organic collections. The entire exhibit consists of 164 designs in the Krono Original and 203 designs in the KAINDL range.

Our preparations are in full swing, and we cannot wait to welcome you from January 11th to 14th 2024, at Stand C26 in Hall 19/20. The excitement is building as we unveil products that are not only exceptional in quality, functionality and design, but are also environmentally responsible.



Carpet and Flooring Expo Unveils Exciting Opportunities at Istanbul Expo Center

The highly anticipated Carpet and Flooring Expo (CFE) is set to make a grand entrance from December 5-8, 2023, at the Istanbul Expo Center. This event, orchestrated by the Tüyap Fair Group in collaboration with the Istanbul Carpet Exporters' Association and the Southeast Anatolian Carpet Exporters' Association, aims to elevate the Turkish carpet industry to new heights.

Showcasing a comprehensive range of products including handmade carpets, machine-made carpets, rugs, mats, prayer rugs, textile floor coverings, flexible floor coverings, laminate, wood, and parquet, CFE is positioned not only as a center for carpet trade but also as a pivotal hub for carpet production in Turkey.

The exhibition will not only feature traditional carpet offerings but also sectoral innovations, spanning natural stones, marble and ceramic tiles, artificial grass, sports floors, fibers, yarns, textile machinery and accessories, flooring equipment, cleaning, and application technolo-



gies.

Anticipating a significant turnout, particularly from America, Europe, North Africa, and Scandinavia, CFE has already garnered immense interest from across Turkey and various global regions. Notable countries expressing high participation demand include Iran, India, Belgium, Germany, Afghanistan, Pakistan, and Indonesia.

Ilhan Ersozlu, General Manager of Tüyap Fairs Production Inc., emphasized the exhibition's role as a pivotal platform for showcasing sectoral innovations and establishing new business relations. He highlighted its potential to boost interest in industry players and products, leaving a lasting impact on visitor choices.

With approximately 350 participants expected from Turkey and around the globe, the expo will unfold across 100 thousand square meters in 8 expansive halls. Carpet and Flooring Expo, committed to advancing the success of the sector, is proceeding with its fair activities at full throttle.

Each Carpet Workshop Represents an Oil Well

Regional competitors have seized control of the market by replicating Iranian carpets. Each square meter of Persian handmade carpet is equivalent to the value of 5 to 20 barrels of oil.

Iran has been a major global exporter of carpets for many years, but regional competitors capitalized on the opportunity and dominated the market by imitating Iranian carpets.

Machine-made carpets pose another significant competition to handwoven carpets, as their industrial production results in lower costs.

Handwoven carpets are an important part of Iran's history and civilization, encompassing not only cultural and historical aspects but also art, industry, and commerce.

Iran used to be one of the primary carpet exporters, but sanctions targeted this sector extensively. Regional competitors seized the opportunity and captured the Iranian market by duplicating Iranian carpets. Machine-made carpets, with their lower production costs due to industrial processes, also present a formidable competition to handwoven carpets.

The National Carpet Center of Iran is responsible for formulating policies in the carpet industry, and while it has taken positive steps, it requires greater autonomy.

Ali Shahbazi, the CEO of the Rural Handwoven Carpet Union in Isfahan Province – Iran, lamented the lack of support for the handwoven carpet industry. He added that if only 10% of the advertising budget allocated to industries like oil were directed to the carpet sector, each square meter of carpet would generate the equivalent of 5 to 20 barrels of oil in revenue. In essence, every carpet workshop would be an oil well, but it remains unsupported.

Stressing the importance of raw materials, designs, patterns, and tools as foundational elements of carpet production, he highlighted that the raw materials sector directly links to agricultural efforts, including silk, wool, cotton, and yarn. Unfortunately, measures for self-sufficiency have not been taken, with over 70% of raw materials dependent on foreign sources, a figure that continues to rise.

While there are 270,000 certified Iranian



handwoven carpet weavers with identity codes, the actual number is higher. However, only one-third of these identified individuals are actively engaged in carpet weaving, with the majority having abandoned the profession.

However, in modern Iranian society, hand-made carper weaver is often seen as a challenging and low-status occupation. Consequently, there is a limited number of weavers under the age of 40, and there is little inclination to pursue this line of work.

Shahbazi expressed his dismay at the meager daily wages of carpet artists, pointing out that these low wages are not seen as economically viable from their perspective. Simultaneously, carpet producers face limitations in their ability to pay higher wages, presenting a complex issue requiring resolution.

Carpets are uniquely associated with Iran, representing not just an economic commodity but a multifaceted embodiment of culture, economy, civilization, employment, and social stability. However, it has not received the priority it deserves within the national agenda or the endorsement of the country's leaders.

Branding and franchising: Two pivotal strategies for the development and job creation within the carpet industry

When a successful business in production matures and reaches a stage of self-improvement and standardization, it can be replicated and generate income across various locations, referred to as franchising or commercial franchising. While this concept has thrived in sectors like automotive maintenance, food, textiles, and more, it has been less prevalent in the handwoven carpet industry, which is currently in a favorable position for branding. We are all know the significant challenges facing the export sector and the Iranian hand made carpet industry. Although many designs have been copied, the concept of exclusive production still holds relevance due to emerging roles.

The carpet industry remains one of the country's competitive advantages, necessitating an export-oriented approach. Specialized export activities should be primarily conducted by export management companies within the framework of trade development organizations.

New techniques, including nanotechnology, have been integrated into the carpet industry, providing a boost to the sector and sparking innovation. Correctly implemented, these advancements can render countries engaged in replication incapable of competing with authentic Iranian carpets.

Flooring Made with Lower-Carbon PVC

Altro uses Vinnolit GreenVin® PVC for the production of floor and wall systems designed for commercial and domestic spaces.

GreenVin® PVC is produced with renewable power and has a lower carbon footprint – with carbon-dioxide savings of about 25% compared to conventionally produced Vinnolit PVC.

Altro has set itself the goal of significantly reducing its carbon footprint for scope 1, 2 and 3 greenhouse gas emissions through a combination of increased efficiencies and renewable energy use. One component of Altro's sustainability strategy is the use of lower-carbon Vinnolit GreenVin® PVC in the production of Altro's flooring products, manufactured in both the UK and Germany.

Altro supplies flooring to a wide range of sectors including healthcare, education, hospitality, leisure and retail. Vinnolit GreenVin® PVC is utilised in the formulation of 90% of Altro's global flooring products.

To manufacture GreenVin® PVC, Westlake Vinnolit purchases electricity generated from renewable sources, such as wind or hydropower, fed to the shared power grid and backed by high-quality renewable energy certificates (Guarantees of Origin / GOs).



In this way, GreenVin® PVC is made with 100% renewable power and provides customers a material with reduced CO2 emissions. Depending on the PVC type, the carbon-dioxide savings of GreenVin® PVC are approximately 25% compared to conventionally produced Vinnolit PVC.

The respective carbon footprint for the entire Vinnolit product portfolio was calculated by Sustainable AG in accordance with the ISO 14067 standard. Review and certification are carried out by TÜV Rheinland.

“As carbon footprint reduction is one of our key strategic sustainability drivers, the partnership we have with Westlake Vinnolit is key to our success. Our innovation and product development team is continually striving for high quality, carbon reducing materials and Vinnolit GreenVin® PVC is a step in the right direction”, says Sarah de los Rios, Altro's Commercial and Marketing Director.

DOMOTEX 2024 Invites Sustainable Innovators to Shine!

Mark your calendars: January 11 – 14, 2024, is your golden opportunity to showcase your commitment to sustainability! If you are passionate about driving eco-conscious innovation, join the revolution that is shaping a greener future.

Submit your entries by November 17, 2023, and seize the chance to impress our esteemed international jury. The entry process is a breeze, requiring only a few minutes of your time. We've streamlined the process to make highlighting your green achievements effortless.

But wait, there's more! Elevate your visibility by securing a prime spot in the GREEN COLLECTION Area, where your sustainable strategy or products will take center stage. Reserve your spot now and connect with a discerning audience from the realms of architecture, trade, and crafts.



**GREEN
COLLECTION
AWARDS
2024**

Domotex
Mark your
calendars: January
11 - 14, 2024

SAURER.

SAVE THE DATE
12. or 13. January
2024

Invitation to the OpenHouse 2024 for Saurer customers.

Dear Valued Customer,

In January 2024, we will open our doors for you to be the first to see our world-premieres. We will also celebrate the opening of our Sustainability Hub for recycling spinning technology. We would like to invite you to the Saurer Group OpenHouse for Spinning and Twisting, which will take place on 12. and 13. January 2024 at our location in Übach-Palenberg.

Registration is required to attend the event for planning reasons. Please confirm the date of your participation at <http://saurer.salessuite.de>

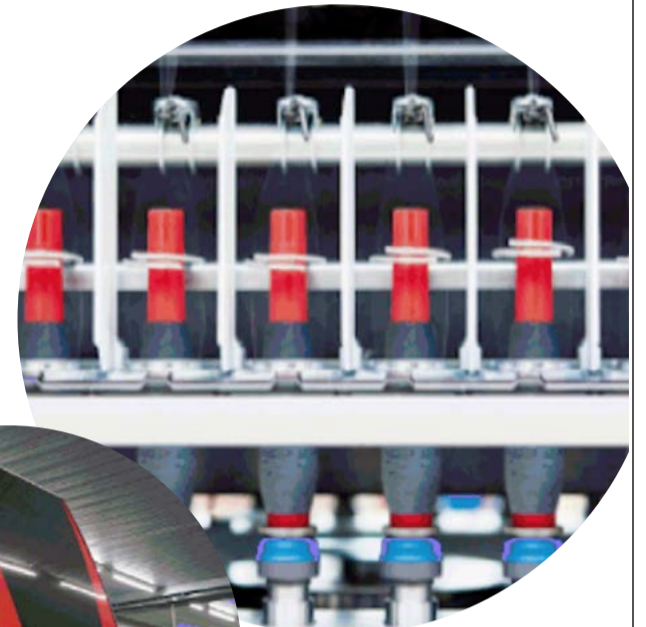
A detailed programme will be sent after registration. The programme of both days will be identical, so you can choose the date that suits you best.

We look forward to seeing you soon.

Kind regards,

The Saurer Group
Management Team

If you have any questions about the OpenHouse 2024, please contact Andrea Spielberg or Ute Belanger (events@saurer.com), who will be happy to help you.



Register



LOCATION

Übach-Palenberg, Germany.

Closest airports are:

- Düsseldorf / 1 h by car
- Cologne / 1 h by car
- Frankfurt / 2,5 h by car

PROGRAMME

- Factory visits
- Sustainability Hub
- Keynote speeches
- Panel discussions with textile industry and Saurer experts



More details



SHE: DURABLE LUXURY IN 100% WOOL

SHE is our first WOOL100 designer collection and a natural embrace of renewable materials, luxurious comfort and uncompromising quality. Crafted from 100% pure new wool yarn, which is spun with extra-long fibres perfectly matching the durability of mixed wool/nylon qualities, the carpet collection holds a heavy commercial wear rating.



SHE – a tribute to her

SHE celebrates female artists in their time not obtaining the recognition they deserved within the textile weaving, sculpture or painting handicrafts. Like Agnes Martin, Aino Aalto, Anni Albers, Ray Eames, Sonia Delaunay or Sonja Ferlov Mancoba – and others devel-

oping decisive works not to be disregarded.

SHE honours women who helped clear the way for future female artists, who, then and now, live and breathe design. The collection is a tribute to these women – a tribute to her.

SHE is designed by our long-term designer friends, Laura Bilde and Linnea Blæhr.

Six patterns made by hand

Following a particular fascination of the preferred techniques of the 1930s' and 1940s' artists, all six SHE patterns are made by hand to embrace the unique expression of a line that's either drawn, cut or put together by physical materials.

The designs originate from interpretations of distinctive patterns created by different weaving techniques, experimental expressionistic shapes or, in contrast, simple and graphic paintings. Bringing these imperfect details into carpet design while keeping a simplistic yet organic look adds a sense of naturalness and artistic freedom to each carpet.

Delicate yarn twisting techniques

The subdued SHE details are brought to life on the plush carpet surface by using yarn twisting techniques that stand out and create distinctive textural effects and a hint of crafted randomness in even unicoloured designs.

This way, we make the most of our state-



LB5
The tactile SHE carpet structures feature a textural interplay between pattern and background as the twisted yarn in the pattern layer adds a soft contrasting effect even in unicoloured designs.

LB1

Designed by hand using vintage techniques, the imperfectly perfect touch of the past enshrouds all six SHE patterns.



The colour scheme mixes the shades most predominant during the 1930s' functionalism – and equally relevant in contemporary interior design. Therefore, the dynamics between cold vs. warm and

feminine vs. masculine are balanced into exceptional two-coloured combinations that underline the zeitgeist of the collection's primary design inspiration.

of-the-art technological capabilities and the unique properties of our exquisite wool to let the past reflect in each of the six patterns.

Imperfectly perfect

While SHE is a tribute to her, Laura Bilde and Linnea Blæhr also want the collection to bring the imperfect into interior design – and life in general. This to encourage acceptance of the non-perfect life which is crucial to our sense of meaningfulness. Embracing the designs' unique, hand-made lines that merge into six aesthetic entiretys, SHE therefore aims at reflecting imperfectness in an aesthetic frame that stimulates all senses.

Eight architectural colour options



LB2
Featuring extreme colour saturation, our pre-dyed 100% wool carpet excels in adding depth and contrast to your premium floor design.

The combos & the monos

The six SHE colours are curated to create various moods through perfect yet surprising harmonies. While the combos represent predominant colour blends during the 1930s' functionalism, the monos indicate how the same colour will appear slightly different in designs with higher twisted yarn details.

Below example featuring LB4 in a light blue and burgundy combo as well as a dark blue mono colour version beautifully shows how SHE enables completely different looks to materialise on the carpet surface depending on your colour choice.

Designed by Laura Bilde & Linnea Blæhr

The design duo behind SHE, Laura Bilde and Linnea Blæhr, work in the tension field between functionality and sculptural expression. With their interior design background and conceptual approach, they create designs that experiment with materials and shapes while combining tactility, sensuousness and enticement.

Their design philosophy is to create iconic, simple and timeless items. Laura Bilde and Linnea Blæhr are also the creative talents behind our multiple award winning ReForm A New Wave collection.



LB4
Light blue and burgundy – a harmonious yet slightly surprising combo of architectural colours.



LB4
Dark blue – a colour saturated mono design in which the twisted yarn creates the surprising element.

The WOOL100 concept

WOOL100 collections are crafted from the finest 100% pure new wool. Any carpet from the concept is an extraordinary experience developed to pamper all senses while making a lasting impression.

The exquisite look and feel derive from our entirely natural yarn, which is spun in our own spinning mill from the finest selection of extra-long and extra-durable wool fibres. Therefore, WOOL100 perfectly matches the durability of mixed wool/nylon qualities and any carpet from the collection is guaranteed to stand the test of time.

Your more sustainable option

Separating wool and nylon fibres in mixed



We stand on the shoulders of the women who cleared the way for us to work with design professionally. We want to pay a tribute to them, their work and the values, they fought so hard for.



– Laura Bilde & Linnea Blæhr



LB3
A 100% wool carpet collection, SHE is yet another step towards a circular system.

qualities after use is one of the main environmental challenges today. However, by introducing our 100% wool carpet, we've taken another step towards a circular system. As this carpet is crafted from a completely natural and renewable resource, it's a more sustainable option than mixed wool/nylon qualities when taking the entire carpet's life cycle into account.

We aim at becoming able to separate the carpet backing and turn it into completely new products, which will make pure wool carpet an even more sustainable choice.

A healthier and cost saving indoor environment

The living nature of this material is an additional advantage. Wool carpet "breathes" and in this process, it can both absorb and emit moisture. In other words, it helps regulate the humidity of any room and thereby contributes to a healthier and more comfortable indoor environment.

Wool also has a naturally hampering effect on bacteria, that are eliminated faster on this carpet type than for instance nylon carpet or any hard surfaces.

Furthermore, your comfortable wool underlay brings higher insulation effects than comparable fibre types, which results in energy and cost savings. And it even impacts the room temperature to be perceived higher than it is, thereby adding further comfort to the luxurious experience.



WOOL100
WOOL100 collections are crafted from 100% pure new wool yarn, which is spun from extra-long fibres perfectly matching the durability of mixed wool/nylon qualities.



LB5
SHE comes with embedded benefits promoting a healthier and more comfortable indoor environment.

Zollanvari Unveils Three Exquisite Handwoven Art Pieces at Inaugural Carpet Diem Paris

Zollanvari, a leading name in the world of handwoven carpets, is set to showcase three remarkable pieces of art at the premier edition of Carpet Diem Paris, scheduled from November 10-12, 2023. Collaborating with renowned brands such as Art and Loom, Balmaceda Estudio, Bomat, cc-tapis, and others, Zollanvari aims to make a significant impact at this prestigious event.

Joining a distinguished lineup of exhibitors, including Knots Rugs, Nanimarquina, and Toulemonde Bochart, Zollanvari will present three signature pieces that exemplify design creativity, execution excellence, and exceptional production quality.

1. Ikebana Kyoto from Zollanvari Studio: A Tribute to Japan's Influence

Zollanvari Studio's Ikebana Kyoto pays homage to Japan, drawing inspiration from late 19th-century Japanese trends that influenced Art Nouveau and Art Deco movements globally. Featuring a pelt-like ground with a touch of Persian magic, this design beautifully merges Japanese aesthetics with the uniqueness of Persian tribal and contemporary weaving.

2. Soltan 6 from The Lion Collection: A Diamond Jubilee Marvel

Part of The Lion Collection, Soltan 6 captivates with its naturalistic portrayal of a lion's head amid blooming hydrangeas and giant peonies. Studio NOV24 Vienna's



creation is inspired by Persian cultural depictions of lions, including the imagery of Anahita, the ancient Persian goddess. The design also incorporates influences from Chinese art, 19th/20th-century Persian carpets, and modern runway trends, resulting in a contemporary carpet design with deep cultural roots.

3. Squares Revisited from the Designer Flatweaves Collection: A Gabbeh-Inspired Gem

Zollanvari Studio introduces Squares Revisited, a signature baneh kelim crafted in vertical strips and sewn together. Drawing inspiration from south Persian Gabbeh art, this design combines multi-colored squares within-squares and irregular horizontal stripes to create a modern

yet bewitching look. Inspired by the work of German Abstract painter Josef Albers, this kelim showcases Zollanvari's commitment to innovation and sustainability in weaving traditions.

Reza Zollanvari, CEO of Zollanvari International, expresses the brand's commitment to innovation: "We have never shied away from trying something new, pushing the boundaries. We are always innovating, finding inspiration in weaving traditions from across the globe, but always giving the designs the Zollanvari twist."

Visit Zollanvari's exhibit at Carpet Diem Paris to experience the fusion of tradition and innovation in these extraordinary handwoven art pieces.



Saudi Arabia's Carpet and Rugs Market: Adapting Amidst Challenges and Growth Opportunities

The Saudi Arabian carpet and rugs market have experienced a noteworthy revenue of USD 0.45 billion in the current year, projecting a 3.5% Compound Annual Growth Rate (CAGR) for the forecasted period. Despite grappling with setbacks induced by the COVID-19 pandemic, the industry is poised for substantial growth, propelled by various factors and evolving market trends.

The onset of the pandemic led to significant disruptions in the carpet and rugs sector due to government-imposed lockdowns, impacting the flow of raw materials and manufacturing processes. Government regulations on public spaces, including hotels, restaurants, and offices, resulted in a sharp decline in demand. Additionally, restrictions on retail outlets and disruptions in distribution chains were observed, while e-commerce emerged as a crucial avenue for maintaining supply chains.

Carpet and rugs are not only sought after for their aesthetic appeal but also for their practicality in providing floor protection and insulation, particularly beneficial in colder climates. Saudi Arabia anticipates

considerable growth in this sector due to shifting consumer lifestyles, increased disposable incomes, and a growing emphasis on interior design preferences.

Currently producing around 120-130 million sq. m of carpet annually, with an approximate consumption of 70 million sq. m, Saudi Arabia exports its carpets to more than 70 countries. The market's growth is fueled by rising interest in interior décor products, aligned with homeowners' desires for comfortable living spaces with appealing interiors.

The kingdom's robust economy, burgeoning population, and thriving construction sector underpin the carpet and rugs industry's growth. With Vision 2030 driving economic diversification and development, major construction projects and infrastructure initiatives are anticipated to significantly impact the market's trajectory.

The construction boom in Saudi Arabia, especially in housing projects and renovations, is a key driver for the carpet and rugs market. The government's initiative to construct 3 million homes by 2025 is expected

to fuel demand further. Concurrently, the hospitality sector's growth, especially in cities like Jeddah, spurred by tourism and infrastructure development, will indirectly stimulate demand for carpets and rugs.

Saudi Arabia's tourism ambitions, manifest in the Vision 2030 initiative, aim to position the kingdom as a global tourism hub. The planned investments of \$810 billion in cultural and entertainment projects and efforts to attract international tourists align with the country's goal to welcome 100 million visitors by 2030. These initiatives directly contribute to increased demand in the hospitality sector, consequently boosting the market for carpets and rugs.

In conclusion, while challenges persist, including high raw material costs, Saudi Arabia's carpet and rugs industry remains resilient. Driven by construction activities, evolving consumer preferences, and the kingdom's tourism ambitions, the market is poised for steady growth in the foreseeable future. The industry's ability to adapt and capitalize on emerging opportunities positions it for a robust expansion in the years ahead.

Türkiye Achieves Over \$1.2 Billion in Carpet Exports to Saudi Arabia

In the first seven months of 2023, Türkiye has witnessed a remarkable surge in exports to Saudi Arabia, surpassing \$1.2 billion. Despite an overall 0.5% decline in Türkiye's total exports during this period, the bilateral trade relationship with Saudi Arabia has experienced an impressive 630% growth.

The improvement in commercial ties follows the normalization of relations between the two nations. During President Recep Tayyip Erdoğan's recent visit to Saudi Arabia, both countries solidified their partnership by signing five new memoranda of understanding (MoU) across various sectors, including defense, research and development, energy, media, and direct investments.

According to data compiled by Anadolu from the Turkish Ex-



porters Assembly (TIM), Türkiye's overall exports dipped slightly by 0.5%, totaling \$143.4 billion in the seven months compared to the same period last year. In contrast, exports to Saudi Arabia saw a remarkable surge, reaching \$1.25 billion.

The carpet sector emerged as the leading contributor to this surge, achieving the highest exports to Saudi Arabia, totaling \$173.08 million. Following closely are the chemical and products sector with \$129.09 million, cereals, pulses, oil seeds, and products with \$124.6 million, machinery and parts with \$98.1 million, and ready-to-wear clothing and apparel with \$95 million.

Belgium's Export Performance Takes a Hit: Slips to Third Place in UK Rankings

Belgium, a long-standing leader in flooring exports to the UK, has now fallen to the third position in the rankings.

Recent data from August reveals a significant drop in Belgian exports, down by 36% compared to the same period last year. The Netherlands has taken the top spot in terms of UK imports, although its total imports are still down by 4.9% compared to August last year, as reported by HMRC data analyzed by The Furnishing Report.

A notable resurgence in the carpet business is witnessed in



Turkey, with its sales to the UK surging by an impressive 92%, reaching £13 million during August.

On a year-to-date basis, carpet imports have seen a 5.7% decrease, amounting to £607.4 million. The Netherlands contributed £166.6 million (-0.7%), Belgium fell to £120.8 million (-24%), while Turkey rose to £97.8 million, marking a substantial increase of 19%.

PRASHANT GROUP

SINCE 1975

Excellence in Weaving Preparatory



PWP



PRASHANT WEST POINT



Direct Warper with V Creel



SIZING MACHINE



Assembly line for filament sizing machine



POLYBEAMER WITH UNROLLING CREEL



INDIGO ROPE DYEING



INDIGO SHEET DYEING



BEAM TO CONE WINDER

EXPORT OVER 50 COUNTRY



CONTACT US

ADDRESS: 4, Phase - 1, GIDC Estate, Vatva, Ahmedabad - 382 445. India

EMAIL : gamatex@prashantgroup.com | sales@prashantgroup.com

CONTACT US :+91-79-2583 0603 | 2583 3384 | 2589 1779



www.prashantgroup.com

Smart solutions for Egyptian textile Industry

YOUR GATEWAY TO TEXTILE

Nobeltext experience goes back to more than 60 years in the field of machinery for spinning, weaving, dyeing, embroidery, twisting, doubling and re-winding, as well as humidification, ventilation and waste removal systems. In addition, we supply, install and maintain fire protection systems.

For many years, we have been capable of providing comprehensive and integrated services as we have the greatest experience and the biggest team, as well as being the exclusive agents in Egypt for the best machine manufacturer.



Cairo Head Office
188 El Nile St, Agouza, , P.O.Box 2788
Ataba-Egypt
Tel: (+20 2) 33041642 33035744

Alexandria Office
40 Safia Zaghoul Street -
Alexandria-Egypt
Tel : +20 3 4876220 - 4841093

www.nobeltext-gies.com

SAURER.

Autoairo Think progress.



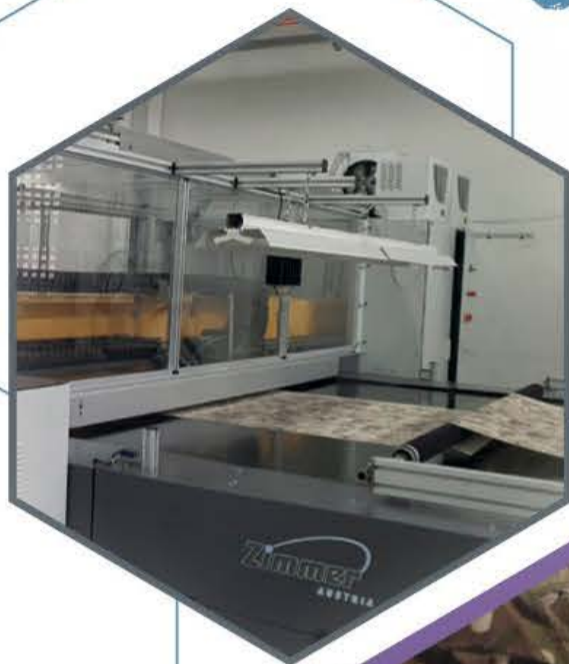
Autoairo sets news benchmarks

An unique combination of resource saving spinning technology with advanced automation solutions and digital control. This is the secret of high quality and sustainable Belairo air spun yarns.

[saurer.com](https://www.saurer.com)

READY TO SUPPORT YOU

challenge us



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

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

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

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

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



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

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



print seen at daylight



without IRR Control



with IRR Control



www.zimmer-austria.com



ZIMMER MASCHINENBAU GMBH
DIGITAL PRINTING SYSTEMS

 Eibergstrasse 2-8
6330 Kufstein | AUSTRIA

 +43 (5372) 64893-0
info@zimmer-austria.com



Your competent partner for process development, engineering, manufacturing and implementation of industrial printing and coating systems.

MENA

COVERING

25 NOVEMBER 2023



VOL. 8 ISSUE 65

RECONNECTING WITH FLOORING

THE CARPET AND FLOORING MARKET IN THE MENA HAS EXPERIENCED SIGNIFICANT GROWTH AND TRANSFORMATION IN RECENT YEARS. SEVERAL FACTORS HAVE CONTRIBUTED TO THE EXPANSION OF THE FLOORING INDUSTRY IN THE REGION, INCLUDING ECONOMIC DEVELOPMENT, POPULATION GROWTH, URBANIZATION, AND A SURGE IN CONSTRUCTION ACTIVITIES.

TEL: 0090 539 234 6324.

EMAIL: CONTACT@MENACOVERING.COM