



MENA CARPET NEWS

MOROCCAN CARPET PRESENTS VERY SPECIAL AND UNIQUE DESIGNS



**TWEED - NATURAL
WOOL RUG FOR
COSY LIVING**



**DOMOTEX 2023 -
INNOVATIVE,
INSPIRING &
INFORMATIVE**



**ZIMMER AUSTRIA IS NOW COMMITTED TO
REDUCING ITS
GREENHOUSE
GAS EMISSIONS BY 30%**

Yasmine Khamis: Oriental Weavers Committed to Reducing its Greenhouse Gas Emissions by 30%



Interview With Yasmine Mohamed Farid Khamis / The Chair of Oriental Weavers

Oriental weavers continue its journey based on Mr Mohamed Farid Khamis's philosophy, but with new ideas and roadmaps, let us know more About your vision for Oriental Weaver's development And goals for the future.

Throughout decades of operations and my father's vision, Oriental Weavers has relentlessly worked its way to becoming the world's largest manufacturer of machine-made carpets. The company continues to expand its product offerings with an eye to providing customers with the finest textile products at competitive price points.

My vision is, for Oriental Weavers to remain extensively recognized for the impeccable designs, superior quality, and innovation of its products. Oriental Weavers' strategies were developed with an eye for accelerating the growth of its operations. The company's strategic development takes on a stakeholder-centric approach, delivering sustainable value through its vertically integrated business models and innovative product offerings.

The company implements its strategy through key directions that include profitable growth, customer-centric focus, and trans-



formational and Ecosystem pillars. Through these directions, Oriental Weavers continues to penetrate new markets, develop existing product offerings, and enhance operational efficiency across production facilities.

Oriental Weavers is a leading brand in the flooring industry, please let us know about your sustainability policy. How can we have a sustainable carpet industry?

Oriental Weavers is committed, within the framework of its social responsibility, to the preservation and development of the environment in which it resides. While the company has a formal environmental policy in place, OW manufactures its products in compliance with ISO 14001 and the relevant country's laws and regulations.

Additionally, OW continuously seeks to reduce the impact of its activities on the environment by the use of safe technological methods and clean energy, and the reduction of waste by preservation and recycling

- The Group carries out an Annual Environmental Impact Assessment, which takes place every year to identify the environmental aspects and their impact and set an action plan to mitigate risks. The Group is committed to reducing its greenhouse gas emissions by 30%, within the coming 5 years. Through the implementation of an energy management system, Installing CHCP and Installing solar power stations 5 MW
- The company strategy is to reduce 50 % of generated solid waste within 5 years. An internal policy for waste recycling has resulted in



30% of generated solid waste being recycled internally. One of our subsidiaries, EFCO, uses recycled waste as its raw material

- Energy efficiency measures at OW factories have achieved an energy saving of more than c.10 % annually. OW is now using outdoor solar-powered lights in some of its factories

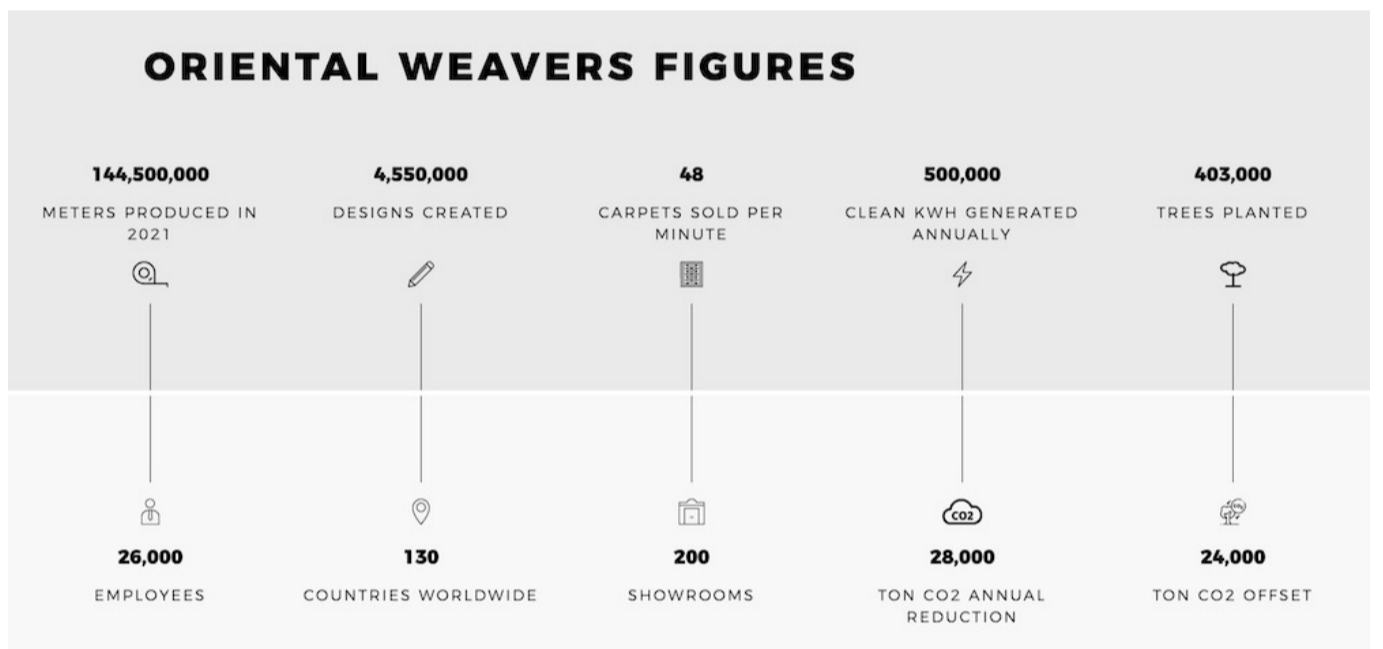
- OW strategy is to reduce water consumption by 20 % within 5 years by modifying its technology to transfer the significant water consumed to zero liquid discharge by using underground water for irrigation

Egypt is one of the important countries in the carpet sector, how do you evaluate the carpet and flooring sector in Egypt?

Oriental Weavers has around 80% market share in machine-made carpets in Egypt, with more than 250 showrooms scattered across the country.

We remain to be the leaders in our local market, with an expansion plan to open new showrooms annually and elevate the customers' shopping experience.

The United States market is the biggest market for flooring and machine-made carpets, and Oriental Weavers are one of the key players in this market. What do you think about this market and how do



you plan to get more share?

The United States market is one of our core markets, it constitutes around 34% of the company's revenues. We will always strive to remain one of the key players in the market, through our innovative designs, and sustainable eco-friendly product line. Meanwhile, efficiently manage our costs, to be able to compete in the market.

Could you please update us with Oriental Weaver's latest export statistics and export destinations in 2022?

- Exports represent 65% of the company's revenue.
- Our major markets are the US and Europe.
- The Arab region has been a growing market for the past 2 years, reaching 8% of the company's revenues compared to 3% in 2020

As a successful businesswoman, what is your message for women and girls in the Middle East and Africa?

Raising a young girl, myself, I wish nothing more than a world encouraging women, giving them equal opportunity and seeing them for their capabilities and potential, not for anything else.

My message to women across the Middle East and Africa is never give up and don't be afraid to make mistakes. We learn and grow from our mistakes and setbacks, so embrace them and move forward.



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.

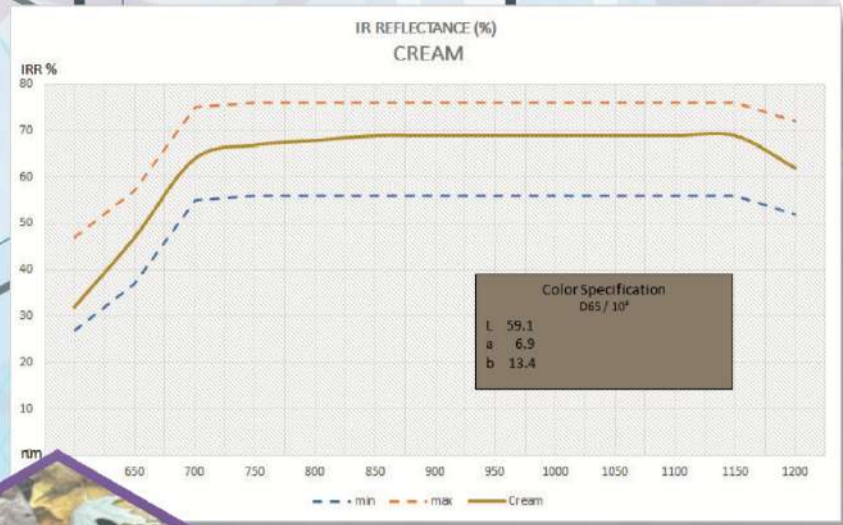
Color Fastness: good to excellent fastness to light, rubbing and washing must be matched.

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



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TWEED NATURAL WOOL RUG FOR COSY LIVING

AS COSY AND SOFT AS A FLUFFY PLAID ON COLD WINTER DAYS, TWEED FULFILLS OUR NEED FOR WARMTH AND A SENSE OF SHELTER.

There are even self-healing tweeds that have been specially developed for clothing against thorns and dense bushes. Other varieties, on the other hand, nestle against the skin as softly and elegantly as possible.

Our TWEED achieves its wonderfully soft surface through a yarn that is only loosely spun, allowing it to unfold all its naturalness. However, this also makes it somewhat more sensitive to mechanical stress. This wool carpet is therefore perfect for rooms with less through traffic, such as bedrooms and living rooms, but can also be used in the dining area if the chair legs are not too thin. This is because the wool itself is not sensitive. We always recommend the use of furniture glides for safety.

It owes its original charm and robust character to thick strands of natural wool. These

Low clouds cling to the mountains. Thick wisps of mist creep across the Highland plains. The cold, clear air smells of rich moss and damp stone. Grazing sheep move across the countryside, their thick coats calmly defying the harsh northern winds.

Our new wool rug is reminiscent of the Scottish tweed fabric made of robust wool and thus gets its name. As with the classic tweed, the basis is pure wool, which is processed by hand into a dense fabric. Since this fabric was developed as protection against wind and weather, it has to be able to withstand a lot.





aren't died in colours found naturally but sorted so perfectly that the natural colouring is retained in the yarn and woven into a complete overall picture. This not only ensures an extra natural colour structure, but also saves water in the manufacturing process and protects the environment by avoiding dyeing.

The soft fringes at the edge also create the classic look, which are naturally formed from the warp threads of the modern, double-strand weave pattern

In addition, it features an almost invisible felt backing, which helps the Floorwear® to lie smoothly and has a pleasant, sound-absorbing effect. As a high-quality wool rug, this model is also suitable for rooms with underfloor heating, ensuring all-round comfort.

So, in this way, TWEED creates pure relaxation and a calm atmosphere for cosy moments at home.

Our wool carpet is available in the standard sizes 170x240 cm, 200x200 cm, 200x300 cm, 250x350 cm and 300x400 cm for larger or smaller living rooms and other feel-good spaces..





CarpetCabler 1.10 Direct cabling machine



For over 35 years, our CarpetCblers and CarpetTwisters have been producing high-quality yarns for sophisticated carpets and other textiles.

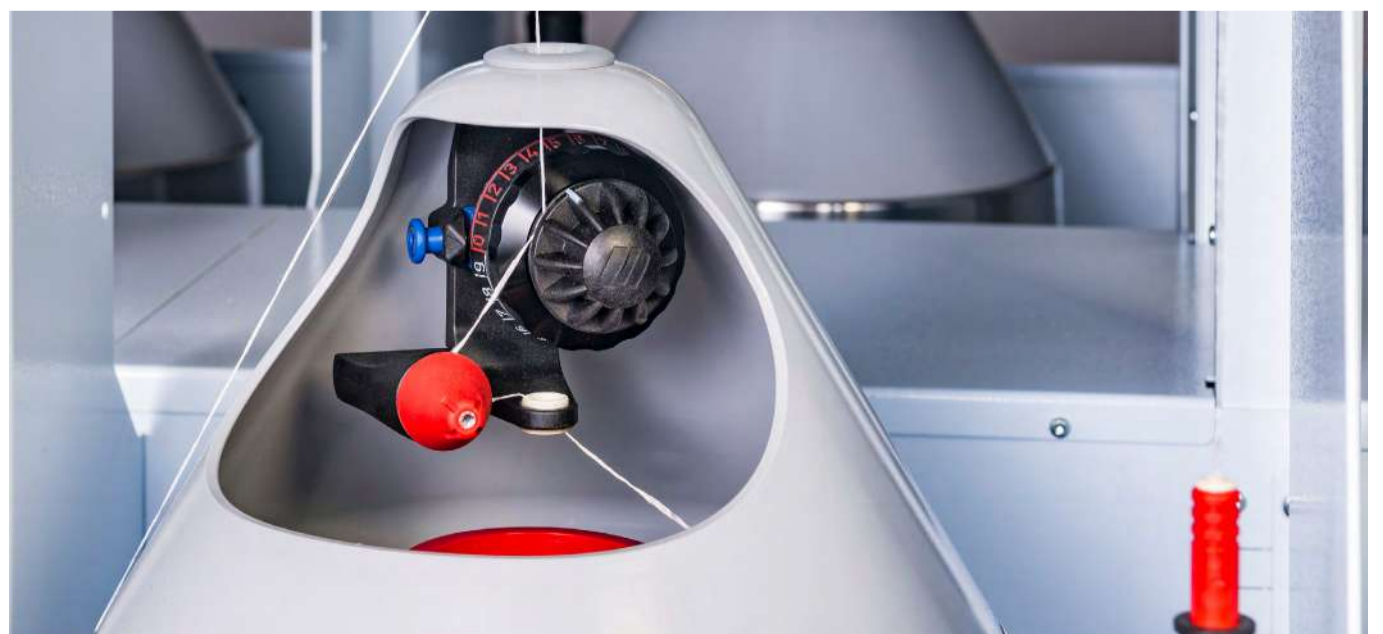
Innovative developments, use of the latest technology at all times and the readiness to go one step further with and for our customers have been a common thread over the decades.

Our new series 1.10 offers optimum possibilities for reliably and confidently mastering even the most unusual requirements of an ever-changing market.

- Lower energy consumption
- Higher productivity and package density
- Easy handling and cleaning

Why are carpet yarns directly cabled on Saurer cabling machines?

- Cabling is a mechanical yarn upgrading process which precedes carpet production.
- Cabled yarns are ideal for ensuring the formation of a high-quality pile during the manufacture of rugs and carpets.
- In the direct cabling process, two yarns are twisted around each other in a single operation without the individual strands themselves being twisted.





Conversion of direct-cabling machine to two-for-one twisting machine

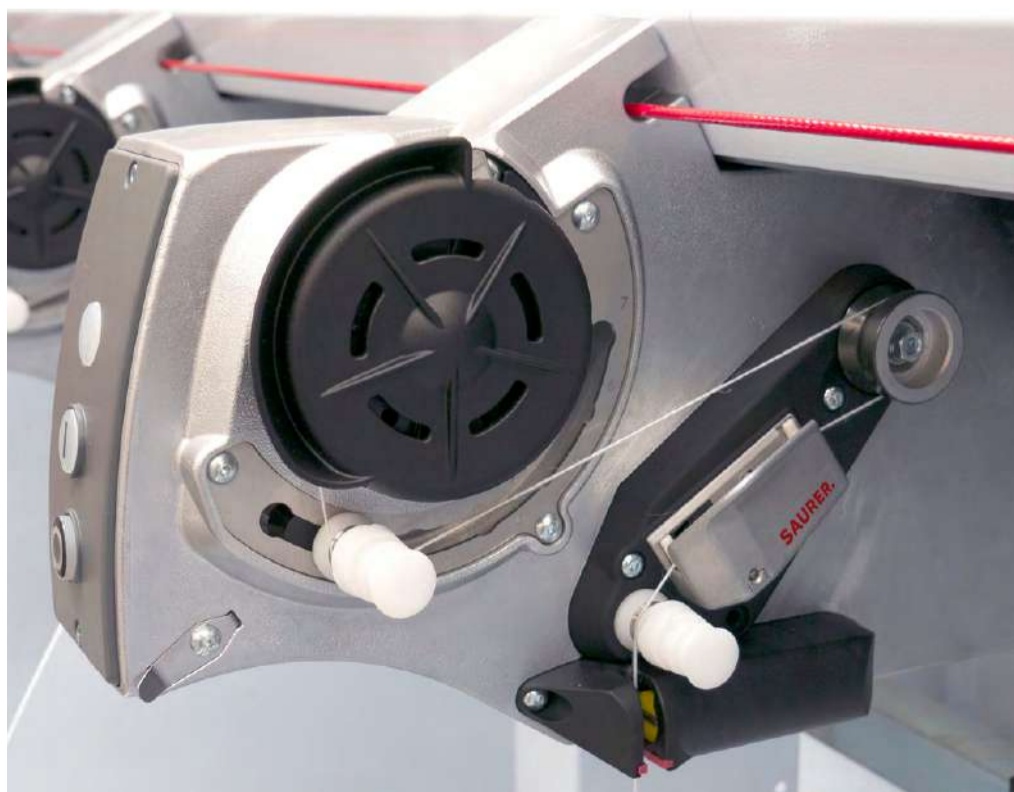
The universal hollow-shaft spindle allows the simple alternating conversion from the two-for-one method to the cabling method. The high-quality and wear-resistant surface enables a yarn guidance without damaging the strand. The ideal design of the spindle pot allows a maximum number of feed packages. The reserve disc with its wear-resistant special surface guarantees a balanced tension level in the yarn balloon.

Novelties

Control panel (human-machine interface)

The new control panel with multitouch technology and the innovative user interface makes operation even more intuitive and easier. It registers, controls and monitors the entire production sequence and administers all machine and lot parameters as well as your production data.

The simple and self-explanatory user interface guarantees fast and straightforward input and simplifies machine control. Stored lot data can be called up easily and simplifies handling.



Overfeed roller

Depending on the wrap-around angle, the pre-take-up roller reduces the balloon tension to the desired take-up tension. The overfeed covers enable safe working and additionally carry the yarn clamp and the storage pin for easy intermediate storage of unwinding aids.



and more...

Quality sensor

Our latest generation of quality sensor takes the testing of your yarn to a new level. By combining intelligent software and innovative evaluation technology, the new quality sensor generates the best possible results for your strand quality.

The quality sensor always provides the right basis to increase significantly the quality standard of your strand.

Different Creel Tensioners:

Capsule Tensioner

The capsule break enables a stepwise change of break capsules as well as precise setting of the yarn tension. Its universal usable.

Compensation Tensioner

The compensation tensioner ensures that the yarn runs steadily out of the tubes as well as it balances the tension variations in the yarn.

Creel ball yarn tensioner

Due to the arrangement of the creel ball yarn tensioner, the inner and outer yarn tensioners can be easily read at the same time.

Roller yarn tensioner

The roller yarn tensioner is pneumatical central adjustable and reduces conversion times.



Pneumatic Hi-Lo creel

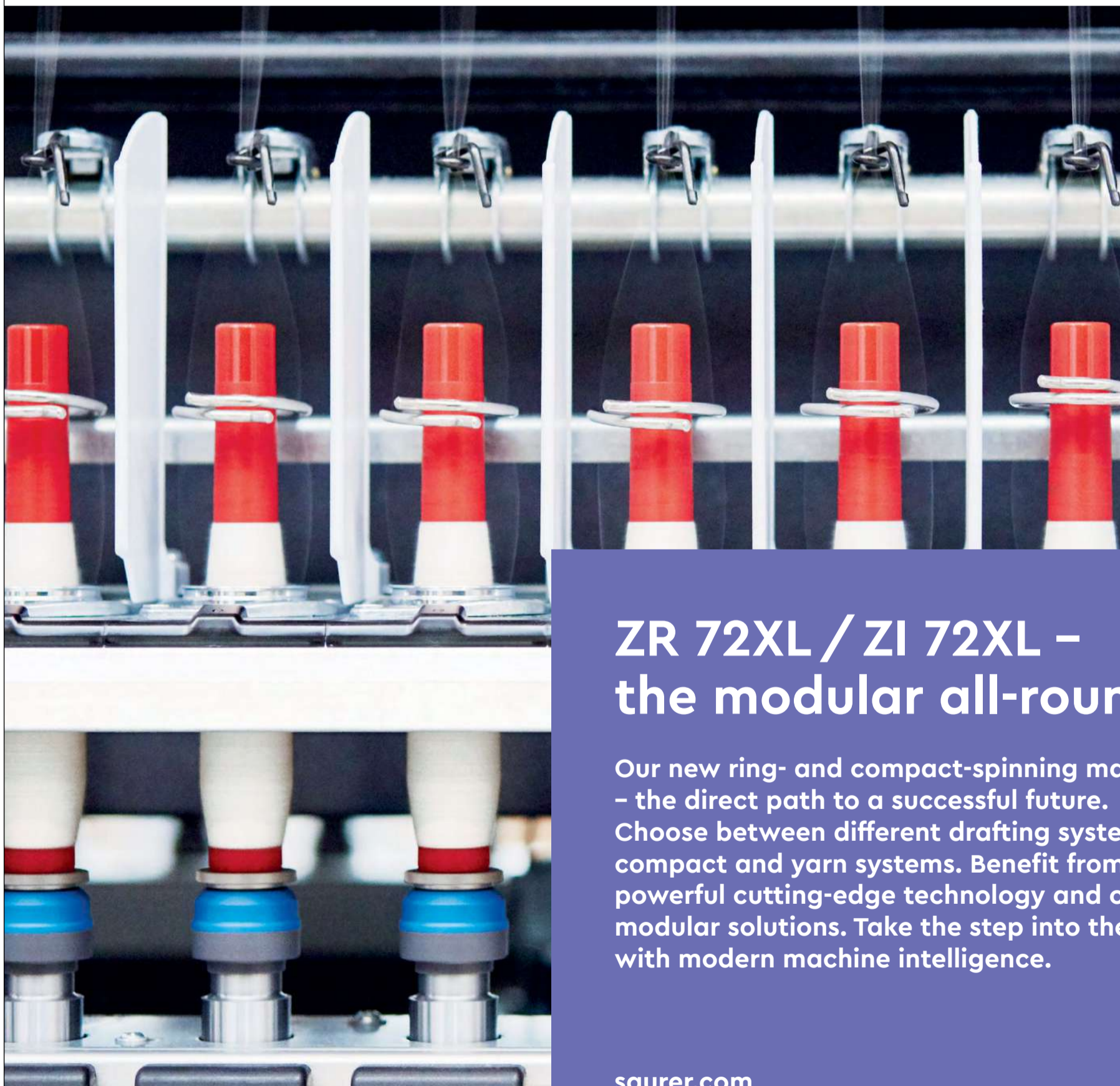
The pneumatic Hi-Lo creel makes it easier to present the packages due to its clear and simple operation. The reduced working height supports the operator during loading. It almost slides automatically into the operating position.

Further advantages:

- Ergonomic loading position
- Simple high-low operation
- Robust and reliable
- Automatic locking
- Optimised yarn path
- Flexible creel loading with up to 3 packages and a maximum total weight of 16 kg
- Extra plug-in options for alternative customer requirements
- Various creel yarn brakes
- Simple operation

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Interview with **Narges Ghorbanali Zadeh**
Carpet Designer

A Journey Full of Colors and Designs



First of all, please let us know more about your biography and your experience in the carpet industry and carpet design.

I have been a carpet designer since 2010. I first started designing carpets at a company called "Mohtasham Carpets", in Iran, where I learnt about drawing classic motives, shadows and colors. After that, I worked for "Negin Mashhad" as a Manager, responsible for the design process for a unit of five staff members.

In 2018 I came to Türkiye for my new journey in carpet designing, where I have worked for "Durkar", where I was introduced to more modern style designs. I learnt about Turkish-style carpets there. Since then, I've moved to "Artemis", followed by "Empera". Currently, I'm the Lead Designer at Empera, utilizing both my designing skills for classical as well as modern designs.

In general, how do you evaluate machine made carpet sector in Türkiye?

The machine-made carpet industry in Türkiye is well-developed. The raw materials are produced in the country with high quality and standards. The quality of the prints is generally of the lower number of pixels (48

reeds), which makes it more suitable for international markets in the US and in Europe.

Turkish machine-made carpet export is around 2.5 billion dollars and carpets made in Turkey is a reliable brand for international buyers and traders. Turkish machine-made carpet export statistics show solid growth in the last decade. now Gaziantep city in Turkey is well known as the heart of carpet production and export in the world.

The emphasis within the Turkish carpet design industry is on Modern-style carpets of general purpose for a wide, international market.

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

It depends first of all on which country/industry I am designing. This influenced the choice of colors and style, mostly. For example, generally, Arab-speaking countries prefer the colors green and red, as well as Classic designs. In Europe, they like more modern designs with light and soft colors.

What are the differences between carpet design for Türkiye's domestic market, and designs for the international export mar-

ket?

For the domestic market, normally Turkish families prefer classical designs with light colors, or modern designs that have borders. For the international markets, we try to study our target export market and according to the end users' needs create new and suitable designs but in general international buyers especially in Europe and USA prefer abstract, vintage and modern designs.

Many People and students are interested to being carpet designer, how we can be creative carpet designer?

This question is a little difficult to follow. However, the eight steps to becoming a good (classical) carpet designer are as follows:

- 1) Having a background in arts,
- 2) Developing feelings for shapes and colors,
- 3) Need in-depth knowledge of all the different oriental, classic and modern styles of carpets and motives
- 4) Start copying famous designs to learn the motives,
- 5) Learn more about color styles,
- 6) Start doing your own creative designs,
- 7) Need to learn about materials, how the machines operate and produce carpets, as well as knowledge about (different types of

yarn),

8) Learn how to make a palette for different styles of designs.

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

For machine-made, there are more limited reeds, density, and colors. For digital, there are no limitations on colors, but limits on materials (i.e., only those that can be printed). Personally, I have limited experience with tufting, so I would have nothing to add on this point.

What are the copywriting term and conditions rules in Türkiye? Is it enough to pro-

tect your idea and designs?

There are legal instruments to protect your intellectual property, but the process takes too long to be effective. Usually, copies can still make it to the markets before a case is officially closed. Hence, it is not used very often and offers limited protection for carpet designers.

9- As an Iranian designer who works in both Iran and Turkey countries, how do you compare machine made carpet industry in Iran and Türkiye?

In Iran, there is a much heavier focus on the local market and classical designs, due to export controls. In Turkey, there is really a demand for both, and the local industry is

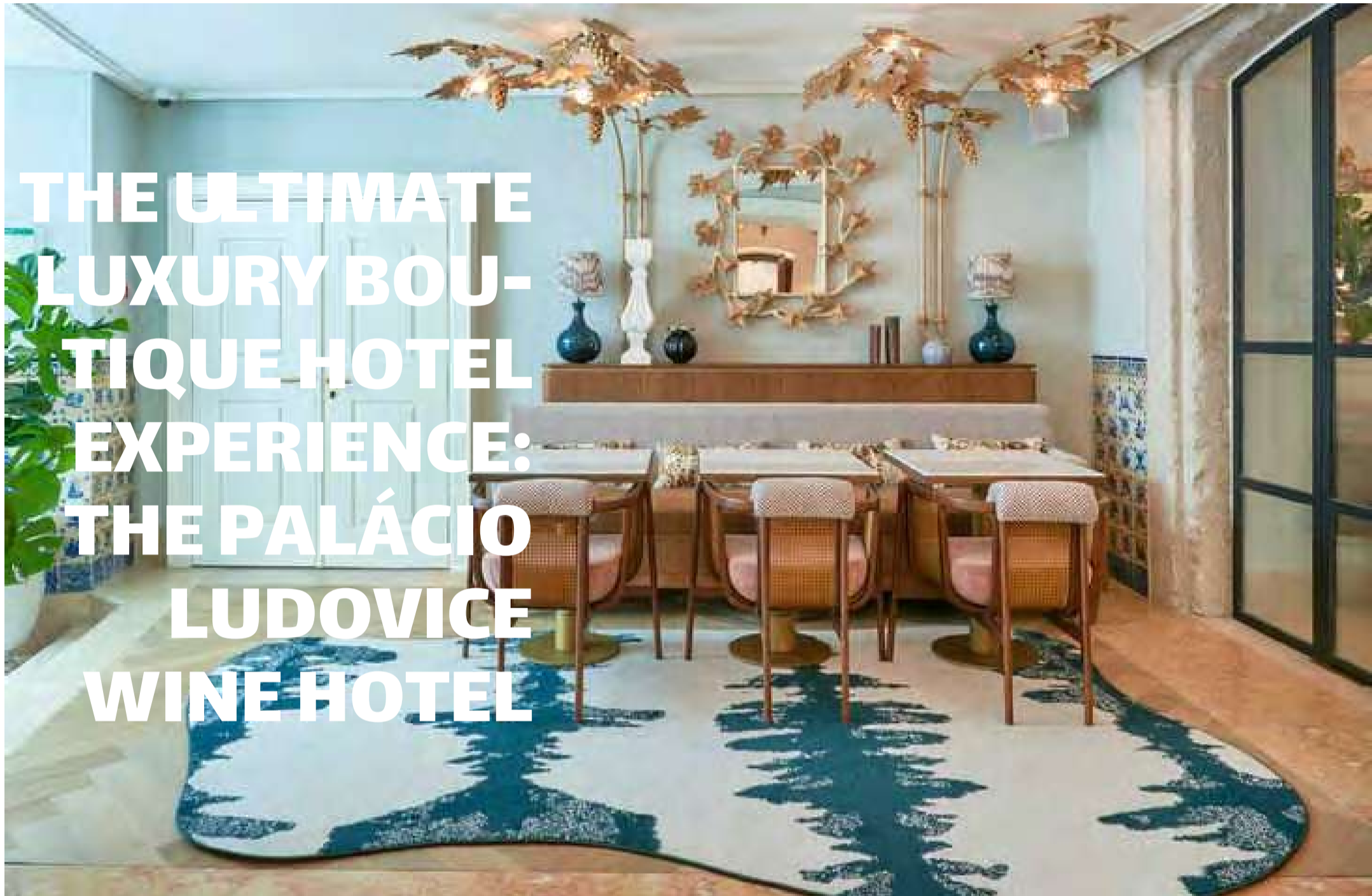
much more geared towards the international market. Iranian machine-made carpet mostly focuses on high-density and expensive carpets and using Acrylic carpet yarns, but in Turkey, you can find a vast variety of carpets with different densities and different surface materials.

it is obvious that Turkish companies developed relationships with their European and international partners providing them a better understanding of international market demand but unfortunately in Iran, the manufacturers have limited trade relations with abroad due to sanctions and political situations in last 4 decades.



carpet design

Narges Ghorbanzadeh



THE ULTIMATE LUXURY BOU- TIQUE HOTEL EXPERIENCE: THE PALÁCIO LUDOVICE WINE HOTEL

BY METTE FRYDENBERG JACOBSEN/EGE CARPET
PHOTO CREDITS: RICARDO CASAL, PHOTOGRAPHER & BRAND DESIGNER

This project features Colortec carpets made from exquisite pre-dyed wool

The Palácio Ludovice Wine Hotel is located in the heart of Lisbon, Portugal, and is former private residence of João Federico Ludovice, architect to King João V. In the early 1700, Ludovice arrived in Lisbon, commissioned to transform the king's architectural desires into reality. In search of a place to build his private residence, Ludovice found this perfect spot.

Ludovice developed a facade in five floors of unequal heights and dimensions, balconies with stunning views over Lisbon, 18th century white-and-blue tiled walls, a chapel with Masonic symbols and a Hebraic inscription, palatial rooms with stucco ceilings and a majestic staircase. This was the first place of its kind and one to occupy an entire block.

After the Ludovice era, the building was turned into the headquarters of the police. And more recently, it was home to the Port Wine Institute – a historical fact with great impact on the current design concept, including the beautiful Colortec carpets featured in this article.

A port wine inspired luxury hotel

Recently, the palace was completely transformed and turned into 61 rooms and suites. The interior is tailored to create the ultimate luxury boutique hotel experience and includes 600 m2 soft and luxurious premium quality Colortec carpets made from exquisite pre-dyed





wool. The custom carpets feature an elegant design inspired by the vineyards and slopes of the Douro, the place of origin of the port wine.

In charge of the renovation work at Palácio Ludovice Wine Hotel was the renowned Portuguese architect and designer Miguel Cândia Martins, internationally recognised for projects such as the Buddha Bar in Paris and the Opium in London. Under his care and creative direction, the original white-and-blue tiles from the 18th century, the fresco paintings and the stucco ceilings were preserved, and a new and palatial accommodation arose in this historical landmark.

All the advantages of Colortec carpets

With Colortec, high level aesthetics combine with plush comfort to deliver timeless elegance, perfect for achieving the ultimate multi-sensory experience. But the Colortec concept offers so much more to your project.

Here's what you get:

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

lated matters.

- **Strong visual storytelling:** In addition to our elegant selection of pick-and-produce patterns, Colortec allows for complete design freedom. Using special colours or other signature elements from your brand identity, you can tell a visual story using your own creative ideas. Our industry leading manufacturing technology and use of pre-dyed yarn produce clearly defined pattern and design outputs.
- **Infinite colour palette:** Whatever your colour inspiration, we can match the shade perfectly with our pre-dyed yarn. Coupled with the capability of including different colours in a single design, you're guaranteed a creative expression that delivers on your vision.
- **Adapted widths to reduce waste and minimise cost:** Unlike many other types of wall-to-wall carpets, we're able to adjust the production width, thereby reducing waste and minimising cost and installation time. We offer two standard widths of 400 and 500 cm, but any widths from 300 cm are possible to match the actual room size as closely as possible.
- **Pre-cut to size service:** Make the most of our pre-cut service where we cut your carpet to size before shipment. An ideal option for rooms and corridors in cruise

ships and hotels that'll reduce your installation time significantly. Also, skirtings can be done before shipment and rolled separately to make handling on site much easier.

- **Higher comfort, better acoustics and easy installation:** Our laminated backings are available in textile and felt, with both options providing enhanced comfort and improved acoustics while guaranteeing the carpet is adequately supported. Our lamination process reduces the total weight of the carpet as the raw carpet and backing are fixed by a thin lamination layer. Our textile backing can be used with separate underlay and grippers or double stick, while the lightweight and flexible integrated felt backing is a more sustainable option, containing 80% regenerated polyester that allows for more speedy fitting (direct stick).
- **Easy decision-making process:** Visualisation through realistic carpet samples and large-scale paper prints eases your decision-making process. A small prototype in real materials allows you to feel the exquisite yarn, evaluate the pattern details and sense the impressive colour combinations. In addition, a large paper print is supplied to visualise the pattern scale.

Interview with Mr Abdelghani Hammoud, President of Moroccan Carpet LTD /By: Mena Carpet News



Moroccan Carpet Presents Very Special and Unique Designs

Moroccan Carpet is a brand created in 2017 by Abdelghani Hammoud, the third generation of a family of Moroccan Berber artisans in the Middle Atlas Mountains, in Khemisset, a small town near Rabat, the capital of Morocco.



Please let us know more details about the Moroccan Carpet company, history and its success story.

The objective of our project is to offer handmade, natural, beautiful and original Moroccan wool rugs. We are very passionate about the art of hand-woven carpets which represents one of the best art forms of our Amazigh culture.

Each rug is one of a kind and of exceptional quality. They are designed by women from our Berber tribes and woven using the highest quality natural wools and native dyes.

Moroccan Carpet is committed to fair trade and supports weaving communities. and to provide attractive rugs with a long lifespan.

2- Let us know about Moroccan Carpet's range of products and latest collections.

At Moroccan Carpet LTD, we provide customers from all over the world with genuine, high-quality, and affordable Moroccan Amazigh rugs : Kilim, Beni Ourain, Beni Mguild, Zemmour, Boucherouite and many other Mo-

roccan rug types.

Our rugs are all fully handmade, genuine, and made with high-quality materials. We do export our products to all over the world.

Our latest collection was released in July 2021. This collection was related to International Friendship Day.

3- Due to the coronavirus pandemic, last year was a hard year for all. How do you evaluate coronavirus effects on the carpet industry in Morocco and Globally and how do you evaluate the future of the carpet industry?

The coronavirus pandemic had a very negative

impact on the field of carpets industry here in Morocco. It was a very hard year for all people related to this field (weavers, rug sellers...).

We do believe that the Moroccan carpets industry will have a very bright future. Thanks to the internet, people around the world are now aware of the importance of Moroccan carpets in the field of home decor.

4- Please explain about the Moroccan Carpet and Rug sector, domestic and export markets situation. If you have any numbers, figures and statistics please share with us.

According to the Handicrafts Department in Morocco, handicrafts products exportation



have reached 530.50 million Dirhams at the end of July 2022. This number represented a 25% evolution compared to the same period last year. 30% of the total number is related to the carpets industry (105.85 million Dirhams).

5- Sustainability and green products is one the most important elements in hand made carpets , let us know more about your raw materials and Moroccan Carpet sustainability policy.

Moroccan carpets are mainly made of sheep wool. In our production we do use 100% of natural wool.

Here at Moroccan Carpet LTD, we have always adopted the principle that our products will always be made with 100% natural materials.

6- How do you evaluate the carpet and flooring market in the Middle East and Africa? Do you have any exports to this region?

The carpet and flooring market in the Middle East and Africa is developing day by day. According to the official reports here in Morocco (July 2022).

Exports of handicraft products to Middle East countries represent a market share of 14%, or 76.12 million dirhams (+32%). On the other hand, exports of Moroccan handicraft products to African countries skyrocketed by 138% at the end of June 2022 compared to the same period last year.

7- Let us know about unique Moroccan designs and motifs used in carpets.

Moroccan carpets have very special and unique designs. Every single kind of these rugs has its own type of motif. As an example, in Beni Ourain rugs we find the use of geometric shapes and lines.

Rhombus, squares, circles, straight lines etc. These shapes convey meanings of fertility, sexuality, survival, protection etc.



Iran's Machine- Made Carpet Exports Are Worth \$300 Million



The machine carpet sector has a 300 million dollar export capacity this year, according to the deputy minister of general industries at the Ministry of Mining, Industry, and Trade.

On the fringes of the 14th Tehran International Machine-Made Carpet Exhibition, Mr. Mohammad Mehdi Baradaran granted an exclusive interview to the reporter of Kohan Textile Journal magazine. In it, he stated: "Iran's machine-made carpet industry has advanced and developed as evidenced by the rise in its unit count, which has reached about 1200 in recent years".

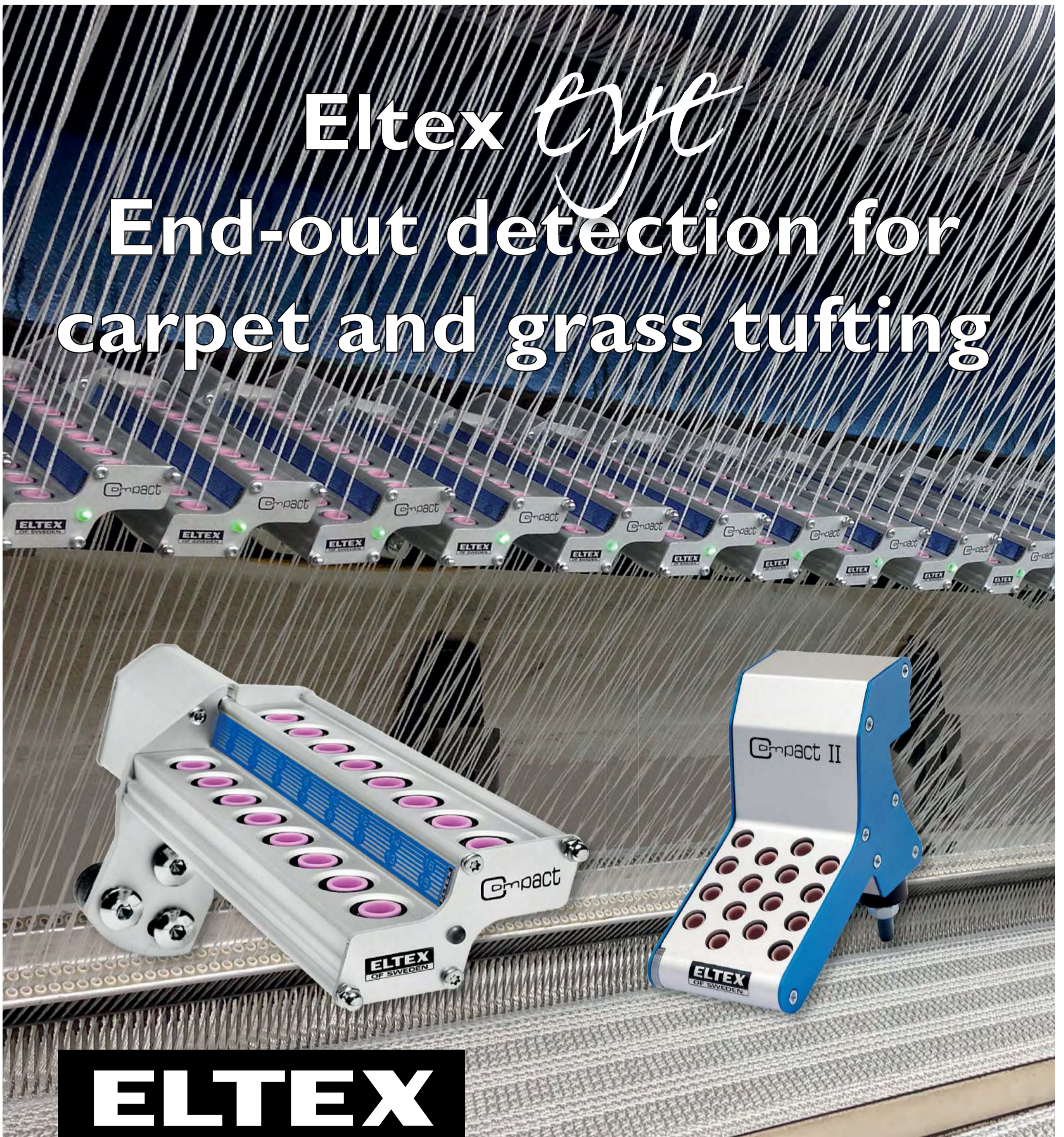
He continued, "We expect that with this increase, in addition to addressing domestic demands, greater focus will be made on exports." He alluded to the machine-made carpet sector's development of one million square meters last year.

We are working to boost this number, and we project it will reach \$300 million this year. The export value of machine carpets was \$250 million last year.

In a four-year strategy for this industry, which we will accomplish, one billion dollar horizons have been envisaged in light of the manufacturing capability of Iran's machine-made carpet collection for export.

Eltex *eye*

End-out detection for carpet and grass tufting



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Interview with Mr Sedat Kumartasli / R&D Supervisor of Tasdelen Group Turkey

Polyteks: Produce Polyester Yarn Today for a Sustainable Future.

Taşdelen Group, which foundations were laid in Bursa Demirtaş Organized Industrial Zone, started synthetic yarn production in 1986 with the establishment of Polyteks A.Ş. company. In the following years, Taşdelen Tekstil A.Ş. and Sintaş Büküm Boya A.Ş.



has been joined in the group.



Please give us more information about Taşdelen Group, its history and success story.

In this way, it has aimed to be able to respond to customer demands in a versatile way with its package dyeing and weaving units from synthetic yarn production and has become one of Türkiye's leading polyester yarn manufacturers.

Polyteks, which is the first foundation of Taşdelen Group, has approximately 650 employees who adopts a clean production approach and apply it to all processes in its technologically advanced modern production facilities located on an area of 40,000 m², exporting to 33 countries.

The way to survive in the industry and to make value-added production is through sustainable R&D and innovation; Since the way to make R&D process more systematic

and efficient is to be an actual R&D Center, Polyteks R&D Center was established in 2017 with the approval of the Ministry of Industry and Technology.

Currently, the R&D Center is working on more innovative, more innovative and more environmentally friendly projects with a team of 26 qualified employees in different disciplines. Our company also supports its researchers academically and provides opportunities for both graduate and doctoral education.

With many firsts in Türkiye, Polyteks obtained a clean production perspective by protecting natural resources on the production of technical/smart textiles with the military, medical and sportive clothing by using our national resources. Polyteks has also multifunctional threadwork in its process. He also has preliminary studies on composite fibres, the restructuring of fibers with nanotechnology,

and biodegradable fibers.

In addition to its innovative perspective, Polyteks also has a vision of clean production. Our company, which provides recycled polyester yarn services to its customers, has been producing sustainable products with the Global Recycle Standard Certificate (GRS) since 2018 and shows that they are traceable in the world.

2. What is your product range?

As Polyteks Tekstil, polyester, which is a synthetic yarn used in home textile, automotive, clothing, curtain, upholstery fabric, outdoor applications, garden furniture, sports and underwear etc. we offer our services in many other industries as well. In this sense, companies that have a large place in both domestic and foreign markets are our customers. We serve the textile industry with our standard and functional yarns.

While producing semi-matte, glossy, micro, matte, chip-dyed FDY, highly elastic, air-textured and slub yarns in our standard qualities, functional yarn can be recycled, dyed at low temperatures, moisture-controlled, flame retardant, UV resistance increased, low-melting, hollow We produce fluorescent colored and soft touch yarns with cross-sectional structure, increasing body temperature with the effect of sunlight, high shine, different effects.

3. Can you tell us more about your functional yarns and this kind of yarn market?

We have a product portfolio for multifunctional recycled technical textiles. Even though its name is just beginning to be pronounced in the sector, waterless dyeing is one of the important techniques we have applied since the day we were established.

In this way, we make environmentally friendly, clean production. In addition, with our polyester yarn with low-temperature dyeing feature, we save energy and water and obtain value-added products with less cost.

By using biodegradable polymers in our production lines, we offer synthetic yarns with less environmental impact to the market. Thus, we integrate the sustainability development goals into our internal processes. We also carry out joint studies with different industries such as the automotive, defence industry, aerospace and aerospace industries, and to obtain hybrid yarns with composite materials.

4. What percentage of your product do you export to international markets? Tell us more about your export destinations and the demand in the export market.

Polyteks Tekstil meets the needs of the synthetic yarn market with



its high production capacity. We have an important position in our country and in the world with our monthly production of over 3500 tons of POY, ecru and colored FDY, 3500 tons of textured, 500 tons of quilted and twisted yarn. Our export rate constitutes approximately 30% of our sales.

As in the domestic market, home textiles, clothing, outdoor applications, technical textiles, medical textiles, etc. We are used in fields and export to many countries.

While working with important customers in the foreign market, our company, which allocates 30% of our production to export, does our best to meet the expectations of our customers with the quality principle adopted and while serving to European countries, especially Germany, Sweden, Italy; We also export to Far East countries such as China, Vietnam, Bangladesh, Sri Lanka. With our export figures that we increase every year, we continue to work for cooperation with the USA, Russia and Belgium, which are in our target market.

5. How do you evaluate the textile industry and the yarn production industry in particular in Türkiye?

When we evaluate synthetic yarn production and Türkiye; Considering that the biggest producers of Europe and the Middle East are in Türkiye, the potential and capacity of functional and special yarn production is increasing gradually, besides classical conventional yarn production.

With the new investments made in Türkiye, the production of bi-

component yarn production technology, recycled polyester yarn production, FR yarns and functional yarns used in outdoor applications are increasing rapidly. Many companies create new markets for themselves by producing more specific yarns and increasing their profitability with value-added sales.

6. The Middle East and Africa are important destinations for textile products, how do you evaluate the textile and fashion industry in this region?

After the pandemic, the textile industry went beyond the usual markets such as Europe and America, due to the economic contraction and raw material prices, and set its sights on Africa and the Middle East in search of new markets. Considering the textile and fashion sectors in these two regions, it is certain that there is great potential.

At this point, we can say that the interest of the producers in Türkiye, especially Iran and Africa, in the Turkish market excites the sector. With the fairs and organizations held for this purpose, the desire to enter the market has increased considerably. It is aimed to create a large volume in the market by bringing together designers and manufacturers in

the Middle East and African countries.

Market entry, marketing, distribution and sales channels will play an important role in this region, which has the most sophisticated market economy in Africa and the Middle East and has a unique culture synthesis and lifestyle.

7. We should rely more on sustainability and green products, how can we improve sustainability in the textile industry?

Sustainability has been on our agenda for the last few years, just as it is on the world's agenda. We build our work on this and create our projects with an environmentally friendly product perspective. In almost many of our studies, recycled polyester is used.

We have a product portfolio for multifunctional recycled technical textiles. Even though its name is just beginning to be pronounced in the sector, waterless dyeing is one of the important techniques we have applied since the day we were established. In this way, we make environmentally friendly, clean production. In addition, with our polyester yarn with low-temperature dyeing feature, we save energy and water and obtain value-added products with less cost.

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World fame of Qoltuq handwoven carpet

The unveiling ceremony of the global registration document of the Qoltuq handwoven carpet was held in the presence of the Economic and Marketing Vice President of Iran Carpet Center, Hossein Golestani-fard, on the sidelines of the handwoven carpet exhibition at the Caspian International Exhibition in Zanzan.

All kinds of carpets and rugs were displayed in the Zanzan handwoven carpet exhibition, and autumn days with colorful carpets created a pleasant atmosphere for people and tourists in Zanzan.

Zanzan Province is one of Iran's active hubs in weaving carpets and rugs.

The history of the Qoltuq carpet goes back to the last five decades. Qoltuq Village is 70 kilometers west of Zanzan Province, and its handwoven carpets are world-famous.

The handwoven carpet is one of Iran's finest handicrafts, which is known worldwide and has many fans among tourists and officials from different countries.

The handwoven carpet of Qoltuq Village in Zanzan has been registered internationally, and the geographical indication of the Khamsa and Bidgine carpets of Zanzan has also been registered nationally.





Pune: Environmentalists Create Largest Natural Grass Carpet

Keeping in mind the degradation of the environment and increasing pollution, the environmentalists of Pune have created the largest natural grass carpet in the country to spread environmental awareness among the people.

At Peth Naigaon near Kunjirwadi on the Pune-Solapur road, these environmentalists have set up a rug manufacturing project, and a large number of environmentalists are visiting this project.

Jiboy Tambi of Planters India Landscaping Company has set up this project at Kunjirwadi along Pune Solapur road. In this, the rug is made from natural environmentally-friendly grass. This carpet can be used not only indoors but also in playgrounds, parks, golf courses, and backyards on a large scale. This carpet is very easy to use, and maintenance cost is very low. Even if this carpet is watered once in two to three days, this carpet remains very green and fresh.

This carpet is not only beneficial in terms of the environment but also has many physical benefits. If you walk on this rug without wearing slippers, it is very beneficial for your health. This project will help the farmers as well as the youth to create industry and business, thereby creating employment for the local youth on a large scale. This carpet can grow very well in black soil as well as in brackish water near the sea and red soil in Konkan.

Even if the amount of rain is high, this rug does not smell bad. Since these rugs are naturally created, no poisonous reptiles can live in them. So it can be used in houses and gardens. Along with Pune, Kerala, Cochin, Andhra Pradesh, and Hyderabad, this carpet is also being produced on a large scale. That's why Jiboy Tambi informed us that not only in Maharashtra but also in all the countries this carpet has been delivered to environment lovers.

This is the DOMOTEX 2023 – innovative, inspiring & informative

Only around two and a half months remain until the start of DOMOTEX 2023, the world's leading trade fair for carpet and floor coverings in Hannover. From 12 to 15 January, the upcoming event will once again offer numerous highlights in all

“ ” product segments.



DOMOTEX 2023 will feature creative installations, presentations of sustainable products and an exciting conference program. "We are delighted to finally offer an eventful and innovative DOMOTEX again after such a long time. In January, visitors can look forward to new formats and contact points, as well as plenty of inspiration and information in all exhibition areas," explains Sonia Wedell-Castellano, Global Director of DOMOTEX.

Top-class presentations and discussions at DOMOTEX ON STAGE

The themes of sustainability and the circular economy run like a golden thread through the DOMOTEX ON STAGE conference, which takes place in hall 23 as part of the special display area THE GREEN COLLECTION. Interested listeners can expect diverse and informative contributions on the focus topics "Connecting Markets", "Conscious Living" and "Colourful Nature". These include the following presentations:

- Luxury carpets must be sustainable – Michael Christie, author and publisher of the blog "The Ruggist".
- Customer experience as a success factor in B2B trade – Kai Hudetz, IFH Köln
- Sustainability in Interior Design – Elina Grigoriou, interior designer and sustain-

ability expert

- Supply Chain Law – Bernd Lange, member of the European Parliament
- As well as many other contributions from speakers from politics, associations, interior design and trade.

With speakers from these different fields, DOMOTEX ON STAGE offers a holistic view of the challenges of sustainable design in the carpet and flooring industry.

Mood Spaces - Inspiring room installations

The new DOMOTEX Mood Spaces are an exciting source of inspiration for retailers and interior designers. Designed by five international interior architects, the room installations represent the latest furnishing trends and reflect the interplay between floor coverings and interior design. In the spirit of concept stores, the installations show how product combinations can form a coherent world.

The Mood Spaces are curated and designed under the direction of Holly Becker, an interior designer, blogger and trend expert from Hanover. In addition to Holly Becker, the renowned designers Mark Braun, Peter Fehrentz and Sebastian Herkner as well as the interdisciplinary design duo Studio Besau-Marguerre, consisting of Eva Marguerre

and Marcel Besau, are participating in the room installations. The Mood Spaces are located in hall 2.

Nominees and winners – award ceremonies at DOMOTEX 2023

Several award ceremonies will take place at DOMOTEX in January 2023. In cooperation with COVER and HALL, the internationally renowned Carpet Design Awards (CDA) will honour the world's most beautiful designer carpets in eight categories. The carpets of the finalists will be on display in Hall 2 until the last day of DOMOTEX. The CDA award ceremony will take place live on the second day of the fair.

The winners of the Parkett Star, Carpet Star and the Green Collection will be duly honored too. The award ceremonies will take place on 12 January as part of DOMOTEX ON STAGE. The Green Collection winners will be announced at 2 p.m., followed by the Parkett Star award ceremony at 5 p.m.

BODEN SCHÄTZE

The textile design course at the Staatliche Akademie der Bildenden Künste Stuttgart will display exhibits from their design project "BODEN SCHÄTZE". In addition to great technical freedom, sustainability plays an essential role in this project. The students also

address questions concerning aesthetics, (contemporary) design, environmental awareness, practicality and the limits of textile floor coverings. The exhibition will show individual stages of the process – from design to pattern development to the actual carpets. The final carpets were produced by the TISCA company in consultation with the students.

The floor coverings industry is very enthusiastic about the event. Anticipation for DOMOTEX 2023 is high. Over 700 exhibitors from nearly 50 countries have confirmed their participation.

For Çağlar Kepekçi, General Manager of Merinos, attending the upcoming event is a matter of course: "We will definitely take part at DOMOTEX in January 2023. It is the largest industry gathering with an international character and an absolute must for us. DOMOTEX is the ideal platform to meet existing trade partners, interested parties and colleagues from the industry as well as to efficiently present our new products to a wide audience in a limited timeframe."

Eduardo Diaz, Chairman of UNIFAM, is also looking forward to the event: "UNIFAM, the Spanish association of carpet, rug and ancillary product manufacturers welcomes the new edition of the world's largest flooring exhibition, with renewed enthusiasm to present its novelties as a result of a constant effort in research, development and innovation."

On the visitor side, the response to the January event has also been extremely positive. For example, Michael Roithner, central buyer for floor coverings and carpets at POCO Einrichtungsmärkte GmbH, "plans to visit DOMOTEX 2023 on all four days of the fair."



Turkish woven carpets adorn Japanese homes

Carpets woven by women in traditional looms in Gaziantep's Oğuzeli district with Turkish motifs that have sunk into oblivion are now exported to Japan.

Mayor of Oğuzeli district Mehmet Sait Kılıç said, "for handicrafts that are on the verge of disappearing, the aim is to continue this tradition that also reflects our culture." He highlighted that they have implemented a versatile project in carpet production.

"Türkiye is one of the oldest nations in history, with a great cultural background," he said. But with the development of technology, some of these cultural elements have started to disappear. "However, we want to continue this tradition to promote our culture. We are so pleased that the carpets produced here are in demand Japan," he added.

Weaving courses opened in four neighborhoods by the Oğuzeli Municipality in order to promote and transfer carpet weaving to future generations and to contribute to the family budget of women, attract a lot of attention.

The carpets woven by the women are decorated with Ottoman Turkish principalities and Kazakh motifs, and are exported to Japan by a private carpet company. Fifty of the carpets, which took a long time to complete, were sent to Japan within three years.

The women, who earn money per stitch they throw, carry two motifs. Firstly, to revive the culture that is on the verge of disappearing and secondly, to contribute to the family budget.

Kılıç explained that "in our carpet looms, our women produce handcrafted Turkish-patterned carpets with

natural threads and natural dye. Later, these are exported to Japan. Hence, both our citizens learn a profession and our district economy booms and aids our country. We are pleased with this activity. We are working with an understanding of a social and development-oriented municipality beyond making an income from here. We have a cultural element here, we have carpets with Turkish motifs."

Kılıç stated that the threads used in the weaving are made of goat and sheep wool produced by the farmers.

Master trainer Bedriye Özbey stated that she has been working on carpet weaving for about 30 years. Expressing her love for this profession, Özbey said: "They are proud to advance their tradition and culture through this work. This carpet weaving, which was used for the advancement of Turks centuries ago, is now hidden and they are trying to bring this work to the limelight."

Trainee Bediha Akaslan also explained that she has just started weaving and she loves weaving. While sharing her experience she said, her friends were attending the training, so she also came too. She initially didn't have much courage, but she learned. Now, she is very pleased. She said: "I question myself sometimes, did I really make it? I recommend it to everyone."

"The more patterns and colors we include, the more beautiful it gets. When some of our fine carpets are being exported, we say 'the buyer of this carpet will be very lucky.' It's a pleasure," she emphasized.



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