

# MENA Carpet News

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Volume 2 | Issue 8 | September 2014

Middle East and North Africa Carpet World

**Toos Carpet**

- producer of All kinds of machine-made carpets & rugs
- 320reeds, 500reeds and 700reeds hand look like carpets and rugs
- In Acrylic, PP, Heat Set and frize qualities

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## Tehran hosts 6<sup>th</sup> International Machine Made Carpet Exhibition

The 6<sup>th</sup> International Floor Covering, Moquette, Machine-Made Carpet and Related Industries Exhibition held at Tehran's International Permanent Fairground during September 6-9.

Davoud Kashefi, the exposition's director, said 120 domestic and foreign companies from Turkey, Taiwan and China are to participate in the exhibition. He said machine-made carpets and related equipments and machineries, threads, parquet, floorcoverings, moquette, related spare parts and raw materials showcased in the expo.

Kashefi said the carpet industry's latest innovations also displayed in the event. The exhibition exhibit the latest domestic machine-made carpets, including those made of Acrylic, Polyester and Polypropylene carpet yarn. He listed the expo's objec-

tives as increasing production efficiency, attracting more attention to carpet industry, marketing Iranian carpets, boosting exports, acquainting domestic producers with the industry's latest and modern achievements and equipments, creating jobs and attracting Iranian officials' attention to the industry. Kashefi noted that one of the special characteristics of this year's fair is that more foreign companies participated in it.

Machine-made carpet industry plays a very significant role in the country's textile industry, which has developed favorably in the past few years. The machine-made carpet production accounts for 50 percent of the total annual revenues of textile industry, which is about \$350 million. The industry has also improved employment. Iran has the capacity to produce 120 million square



meters of machine-made carpets. The country can increase machine-made carpet production and exports to 100 million square meters and 50 million square meters respectively. ■

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## Manchester United training complex fitted with Dutch grass system by Desso

The Manchester United training complex is to be fitted with Desso's hybrid grass system. This involves a total of three fields (surface 20,000 m<sup>2</sup>) in the training complex. Thanks to the reinforced natural grass system, the fields will be in perfect playing condition in almost all weathers. Recently, this system was also installed at Bayern Munich (Allianz Arena) and Paris Saint-Germain (Parc des Princes). Next season, 15 of the 20 clubs in the Premier League will be playing their home games on Desso GrassMaster.

DESSO GrassMaster is a patented technology consisting of a 100% natural grass field in which synthetic fibres are injected 18 cm into the ground and 2 cm apart. This results in 20 million synthetic fibres which strengthen the field. However, the exciting part of the system is under the grass. The natural grass roots grow around the synthetic fibres and anchor the grass to provide a stable and flat playing surface.

During the World Cup 2014™ in Brazil (the São Paulo stadium), the EURO 2012 and the World Cup 2010™ in South Africa, games were also played on Desso GrassMaster fields. ■

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## Iranian Hand-Woven Carpet Exhibition 2014 opens in Tehran

Iran's First Vice President, Es'haq Jahangiri and the minister of Industry, Mine, and Trade, Mohammad Reza Nemati were among the officials who participated in the opening gala. A large number of domestic and foreign producers and visitors also flocked to the event.

"Iranian carpet with all its grace is sanctioned for 4 years and it's a great loss for both Iranian market and also the people of United States," said Jahangiri during his speech. Carpet traders were also concerned about the absence of an open and active market of carpet industry. The exhibition is hosting a variety of exquisite Persian carpets including hand-woven and tableau carpets as well as nomadic rugs. Carpet-weaving is one of the most distinguished manifestations of Persian culture and art, which dates back to ancient Persia. Persian carpets often feature geometric patterns which are a reflection of Islamic influences, although many Persian rugs depict natural scenes of animal and plant wildlife.

There is an estimated population of 1.2 million weavers in Iran, producing carpets for domestic markets and international export.

Iran exports carpets to at least 70 countries in the world. Experts attribute the increasingly lucrative market for Persian carpets worldwide to its quality, color and design.

The United Arab Emirates and Germany are the main destinations for the Persian carpet, followed by Japan, Lebanon, and Qatar.

in the first three months of the ongoing Iranian calendar year that began on March 21, 2014, Iran exported 1,000 tons of hand-woven carpets, valued at US\$ 57 million, according to Iran's National Carpet Center, Tehran Times reported.

In last calendar year that ended on March 20, 2014, exports of hand-woven carpets from Iran dropped by 26.35 percent year-on-year to \$314.8 million, which was the lowest in recent years.

During the year, Iran's hand-woven carpets were exported to nearly 80 countries. Major importers of Iranian carpets during the period were Germany, the UAE, Japan, Lebanon, Italy, the UK, Pakistan, Qatar, Switzerland and Sweden. The US also imported \$51,000 worth of Iranian hand-made carpets during the period.

In calendar year 2012-13, Iran's hand-woven carpet exports earned \$427 million, while they earned \$560 million in 2011-12.

Identified as one of the most illustrious expressions of the Persian culture, Persian carpets are known for their intricate design and skilful making.

Over 1.2 million weavers in Iran engage in carpet weaving and produce around five million square meters of carpets each year, 80 percent of which are exported. ■



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## DOMOTEX 2015

### Both a global showcase and a trend barometer



The gates are opening on DOMOTEX 2015 from 17 to 20 January, when some 1,300 exhibitors from more than 60 countries will be showcasing their product innovations and collections for the coming season at the world's leading trade fair for carpets and floor coverings in Hannover, Germany. Visitors can look forward to a highly international and innovative event. As a global meeting place and driving force behind the industry, DOMOTEX 2015 is guaranteed to provide fresh impetus and generate business. With Innovations@DOMOTEX, DOMOTEX offers a unique showcase to highlight selected innovations in a concise and targeted way.

In 2015 the trade fair is expanding its successful concept and will for the first time also feature innovations in applications and installation technology. These will be showcased in one of the three special display areas, which will also include textile and resilient floor coverings, parquet and laminate flooring, as well as modern hand-made rugs and carpets. In addition, internationally renowned architects and designers such as Stefan Diez, Ross Lovegrove and Roberto Palomba will be discussing the latest developments and applications

in the flooring sector at the Innovations@DOMOTEX Talks.

"In terms of the breadth and diversity of products, innovations and trends, there is no alternative to DOMOTEX. It is both a global trend barometer and a showcase," says Dr Jochen Köckler, Member of the Managing Board at Deutsche Messe in Hannover. Nowhere else do so many foreign trade visitors from the retail and wholesale trades, skilled trades, architecture and interior design come to find out about new products and trends in the industry. More than 90 percent of these visitors are involved in their companies' purchasing decisions.

The world's leading suppliers of floor coverings will be represented at DOMOTEX in January, with more than 85 percent of the companies coming from outside Germany. Exhibitors at DOMOTEX show products and innovations ranging from textile and resilient floor coverings for the residential and commercial sectors to rugs, carpets, parquet and laminate flooring and floor coverings for outdoor areas as well as installation, maintenance and application techniques.

Following its successful debut this year, Innovations@DOMOTEX will be back for a second time in January 2015. "The concept of providing visitors with more orientation, which significantly helps to initiate business contacts at the exhibitors' stands, has been well received by the industry," says Köckler. The coming year will also see innovations in applications and installation technology featured in one of the three special exhibition areas for the first time. On 5 November 2014, a jury of ten chaired by internationally renowned industrial designer Stefan Diez will be selecting the best ideas from those submitted.

#### Special guests: top designers Stefan Diez, Ross Lovegrove, Roberto Palomba

A series of presentations and discussion forums complete the program. With the focus increasingly shifting towards the design of striking floors, internationally renowned architects, interior designers, planners and designers such as Stefan Diez, Roberto Palomba and Ross Lovegrove will discuss tomorrow's trends and the effects on their work at the Innovations@DOMOTEX Talks in Hall 6. In addition, architects and designers participating in the presentation program will lead visitors on Guided Tours from the special areas to the exhibitors' stands.

#### Carpet Design Awards 2015 presented in conjunction with Innovations@DOMOTEX

For the first time, the Carpet Design Awards will be presented as part of Innovations@DOMOTEX in 2015. "Uniting the two will offer exhibitors significant added value for the presentation and promotion of their exclusive creations," underlines Köckler. The renowned competition is regarded as the most prestigious international award for modern hand-made carpets. Chaired by London-based designer Michael Sodeau, an international jury will select three carpets in each of eight categories. These will be featured in the Innovations@DOMOTEX area in Hall 17. The winners in each category will be announced on Sunday, 18 January 2015 during the official award-giving ceremony. ■



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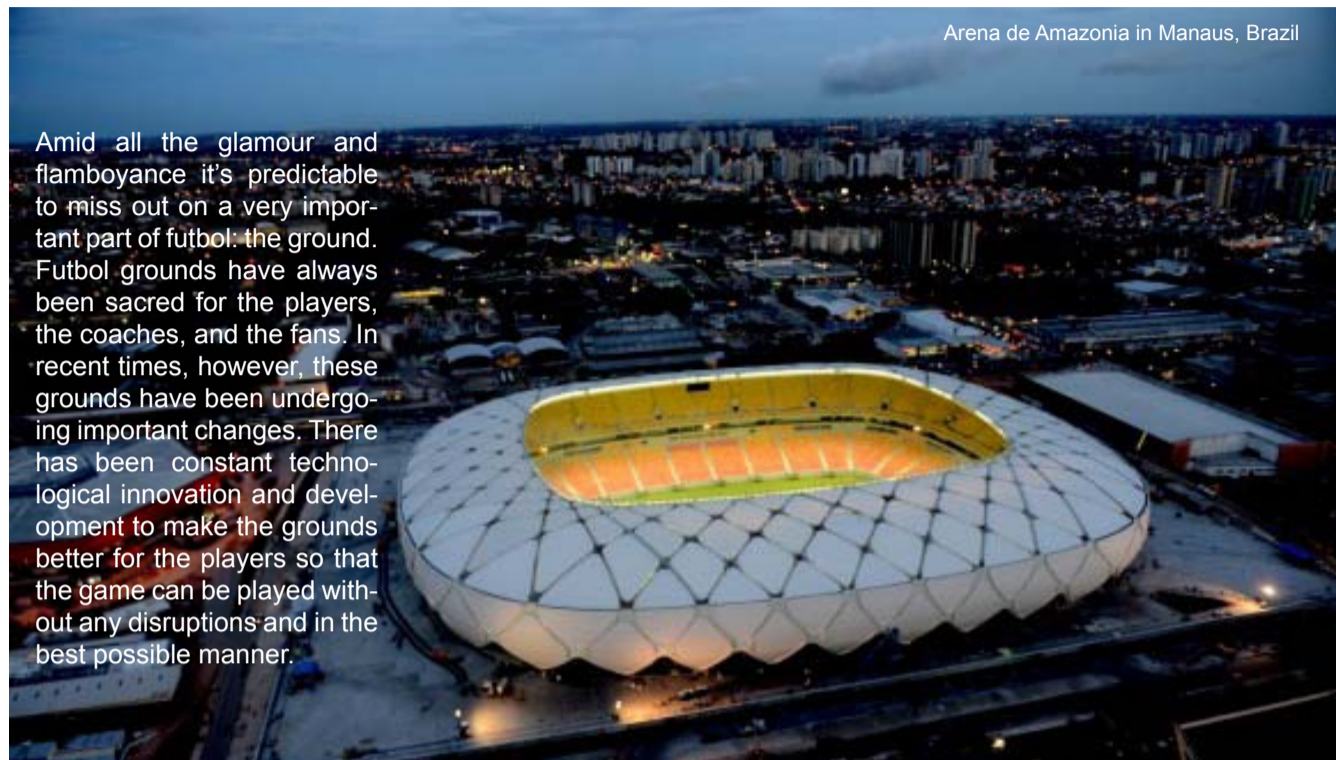
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# FIFA Continues Technology Push with SYNTHETIC TURF

Arena de Amazonia in Manaus, Brazil



Amid all the glamour and flamboyance it's predictable to miss out on a very important part of futbol: the ground. Futbol grounds have always been sacred for the players, the coaches, and the fans. In recent times, however, these grounds have been undergoing important changes. There has been constant technological innovation and development to make the grounds better for the players so that the game can be played without any disruptions and in the best possible manner.

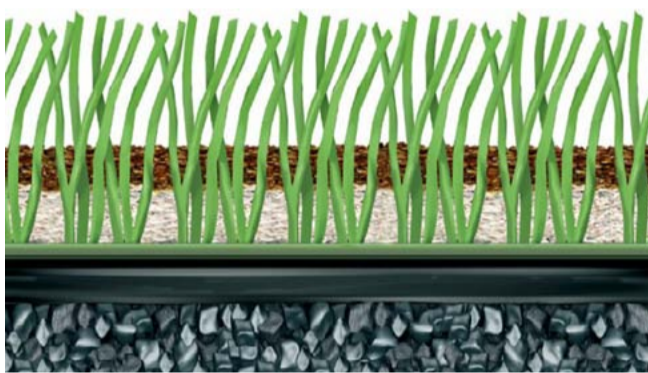
One of the ways to achieve this has been the development of synthetic turf and hybrid fields. In the current world cup, the headquarters for the Brazilian national football team is the Granja Comary Football Complex, which utilizes a FIFA-certified synthetic football turf.

The pitch meets the most stringent requirements of elite futbol. To become a FIFA-recommended two-star pitch, it had to undergo two phases of arduous laboratory and field testing. Performance, quality, durability and safety of the artificial futbol turf are repeatedly checked by FIFA and the recommended marks are allotted only when FIFA is fully convinced of its quality.

Over time, FIFA has realized the significance of synthetic turf in the international football arena. This is due to the massive advantages that high quality synthetic turf offers.

### Overcoming Climatic Barriers

Artificial turf makes playing futbol possible in all seasons. This is a big reason why it has received the nod from the authorities. Many regions of the world suffer from extreme climatic conditions, which make natural grass fields practically impossible. Natural grass fields suitable for playing football are rare, both in extremely hot and dry as well as very cold countries. Even if they do exist, they are vulnerable to climatic conditions, which make their upkeep and maintenance very expensive. Artificial turf is the answer to these woes. Rainfall is another culprit responsible for the postpon-



A closer look at the FIFA approved synthetic turf. (FIFA)

ing and cancellation of matches. This results in reduced playtime. With artificial turf, the field is not affected by the rains and the game can continue. Rainfall also causes severe damage to grass fields. When a particular club trains and practices on synthetic turf, it does not have to face these climatic hazards and can practice and play better.

### A Better Pace

Ruts, bumps, overgrown or uneven grass can break the pace of the game. The pace of the game depends on the quality of the field. In a synthetic field such obstacles are missing and the grass is always well trimmed. As a result the ball moves better and faster and the pace of the game is not disturbed. This has been further enhanced by the fact that the latest generation of

artificial grass mirrors the characteristics of the natural grass that players are used to.

Though the pace is set and the ball travels faster, the fields are designed in a way that the player-to-surface interaction feels the same as it would on natural grass fields. These characteristics make the latest generation of artificial grass perfect for futbol fields.

### Better Longevity, Less Maintenance

Economics cannot be taken out of anything. Futbol is a costly affair; when unpredictable climatic conditions or the nature of the soil prevent scheduled matches and practices from happening or cut them short, the clubs experience losses. The players lack training and practice. This is not a scenario that the governing organization of any sport will prefer.

Synthetic turf does not pose any such problems. The grass is always going to be just right, the surface flat and smooth. Play life is going to be much longer. The durability and climatic resistance of football turf is extensively tested in the laboratory. Only when FIFA is satisfied, does it give a pitch its certification.

A FIFA certified pitch automatically guarantees longevity. You can use it all the time with very little maintenance. No mowing, cutting, edging and all of that. Besides, natural grass pitches are bound to wear and tear. The restoring of a pitch takes a lot of time, effort and money. It works out as a costly affair. Synthetic pitches on the other hand, especially those that are FIFA-certified, have undergone rigorous laboratory and field testing for features like ball roll and rebound, abrasion and traction rate at ball-surface interaction and player-surface interaction, deformation, energy restitution, and shock absorption. So despite long and excessive use they become resistant to wear and tear. Therefore, they give a good return on investment and prove profitable.

### Higher Levels of Safety

Artificial turf was used in professional football for the first time in the 1980s in a few England clubs but soon found itself out of favor because of the injuries it was believed to have caused the players. The hardness of the artificial turf was blamed for the higher number of increasingly severe injuries sustained by the players. It took a lot of technological improvement and development to finally design an artificial football turf that was as safe for players as natural grass. Finally, FIFA's study and analysis of the U-17 championship in Peru in 2005 concluded that both natural and artificial grass cause the same number and extent of injuries to the players. Today FIFA and the IATS (International Artificial Turf Standards) have stringent safety criteria in place for artificial football turfs to be considered world class. Football grounds made of synthetic grass are now designed keeping the players' safety in mind. This step by football turf manufactures has increased its popularity immensely. Indoor sports centers and international stadiums are looking at artificial football turf as a viable alternative to natural grass grounds. ■

## Sixth annual conference inspires Design For Recycling

Celebrating success and building impetus for meeting new challenges emerged as key themes of a dynamic Carpet Recycling UK Annual Conference in Birmingham last month.

A record-breaking number of delegates attended the event, which followed an evening networking dinner sponsored by Invista, manufacturers of ANTRON carpet fibres. For the first time the conference also featured an awards ceremony to recognise members' innovations.

Sophie Thomas, RSA, presenting with the spotlight on designing new products for recycling and reuse at end of life, a talk from the RSA's (Royal Society for the Encouragement of Arts, Manufactures and Commerce) Sophie Thomas (pictured) explored how new approaches to sustainability issues could improve value and resource recovery from the flooring sector.

Laurance Bird CRUK director, emphasised the importance of these innovations: «To achieve our next target

of diverting 60% carpet waste from landfill by 2020, we need to look at how we design the sustainable products of the future and how easily they can be recycled.»

Presentations from CRUK manufacturing members Forbo Flooring, Abingdon Flooring and Milliken highlighted their achievements in improving product sustainability. The programme also included technological developments, recycling and collections schemes, and other manufacturing and sustainability issues. CRUK's newest member, The John Lewis Partnership, provided an update on their trial in carpet off-cut recycling with Anglo Recycling which is now being expanded nationwide.

Networking at 2014 CRUK Conference Our annual conference is welcomed as a valuable forum for sharing ideas, innovation and successes» commented Laurance Bird. «By stimulating debate, we hope to inspire others with the aim of helping to drive the work of the wider carpet recycling network ever forward», he added. ■





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# Velvet Smart Innovator



Van de Wiele is known for its constant drive for innovation with the company's principle being "innovation through creativity". This drive together with customer input led to the development of a new generation of velvet weaving machines: the Velvet Smart Innovator. The VSi range consists of 3 types: the VSi22 for plain and geometrically designed fabrics, the VSi32 for jacquard velvet and the VSi42 for technical fabrics. This new generation of machines offers fully electronic control as well as an expansion of the weaving width up to 3m.



**VSi22 for plain and geometrical designed velvet**



**VSi32 for jacquard velvet**



**VSi42 for technical fabrics**

### Smart Frames

With customers demanding increased flexibility, higher running speeds and fully electronic control, Van De Wiele responded with the development of the VSi.

The biggest innovation is situated in the heddle motion where the shedding is 100% electronically controlled by the use of Smart Frames, which are servomotor driven heddle frames. The servomotor technology is derived from the experience Van de Wiele obtained in carpet weaving and has already proven its value in the market.

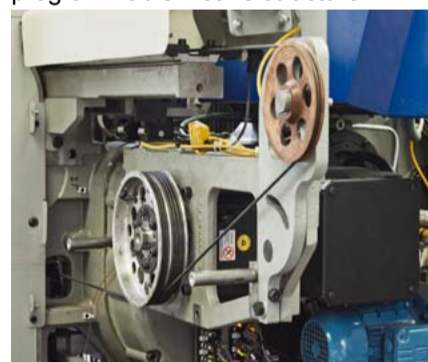
With fully electronic control of the shedding motion, every heddle frame is individually controlled and adjusted without any mechanical interference. Several weave structures are programmed in the software of the Smart Frames. Electronic adjustments are possible depending on the velvet quality and experience of the weaver. All changes made by the operator are stored on the HMI, making it possible to quickly change between settings. To prevent wrong settings and possibly breaking yarns during the first run, the HMI offers the possibility to simulate the motion of the heddle frames together with the rapier movement. This allows operators to try out different settings on a quick and easy way leading to higher weaving efficiency, quick quality change and increased flexibility.

### Fully Electronic Control

The jacquard machine, in case of the VSi32, is driven by a servomotor eliminating the need for a mechanical connection between the weaving machine and the jacquard. There is no longer a limitation in jacquard capacity as multiple jacquards can be installed on a single VSi machine. Without the mechanical connection, the load on the weaving machine is reduced leading to higher production speed. The servo drive makes changing the timing between the jacquard and the velvet machine a matter of tapping on the HMI screen. The same can be done to change the running speed of the weaving machine, also powered by a servomotor.

With the Smart Cutting Motion, the knife motion is electronically controlled with programmable cutting frequency and grinding interval to obtain optimal cutting quality.

To further improve weaving efficiency, both edges on the side of the fabric are controlled by 2 servomotors each, with programmable weave structure.



**SCM Smart Cutng Moton with programmed cutng and sharpening frequency**



**Servodrive Jacquard with electronic timing adjustment**

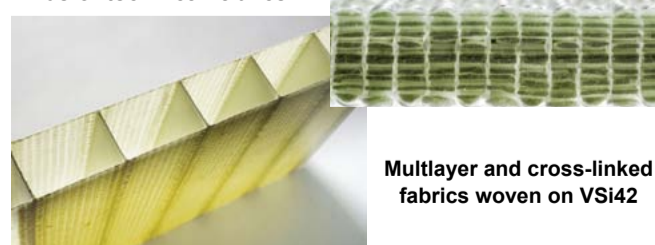


**SE Smart Edges for servomotor sel-edge control**

### Technical Fabrics

Van de Wiele is further expanding in the field of technical fabrics with the VSi42, a machine with specific application adaptations such as the 2 individually driven spike rolls providing optimised guiding of the fabric, the possibility to equip the machine with or without Smart Cutting Motion and special rapier and yarn guidance for weaving with sensitive technical yarns.

With the VSi42, Van de Wiele wants to offer a strong partnership with the technical fabrics industry by bringing specifically designed machines, capable of manufacturing all kinds of technical fabrics.



**Multilayer and cross-linked fabrics woven on VSi42**

### Smart Creel Velvet SCV75

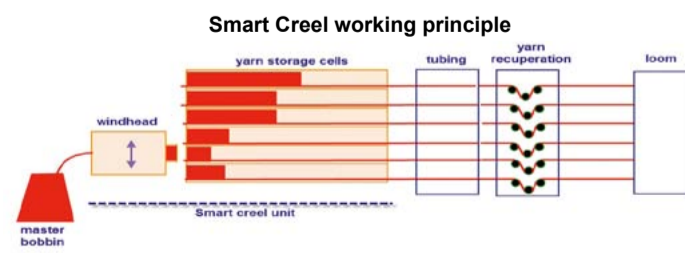
Technological evolution on the velvet machine requires technological improvements on the supporting components as well i.e. the creel. The continuous improvements in the performance of the weaving machine and the demand for shorter runs have led to the development of a completely automated creel, the Smart Creel for Velvet SCV75. The Smart Creel consists of several bins, which replace the traditional bobbins with every bin representing 1 bobbin or yarn thread. A robotised head connects the yarn from the previous order with yarn from the next order and winds the needed length of yarn into the bins according to the order size. Filling the bin sets takes place while weaving continues.

The Smart Creel has several benefits going from a reduction in labour cost, as creelers are no longer needed to fill the bins, to the increase in production efficiency, as a colour change does no longer require the machine to be stopped. Moreover savings on raw material, because only the order specific yarn length is wound into the bin. Precise and time consuming bobbin winding is eliminated as the different bins are filled from a centralised big bobbin. The smart creel gives velvet weavers who have a big variety of velvet qualities and colours the possibility to offer all those qualities at competitive prices even for small order sizes. SCV75, the Smart Creel for Smart Weavers.



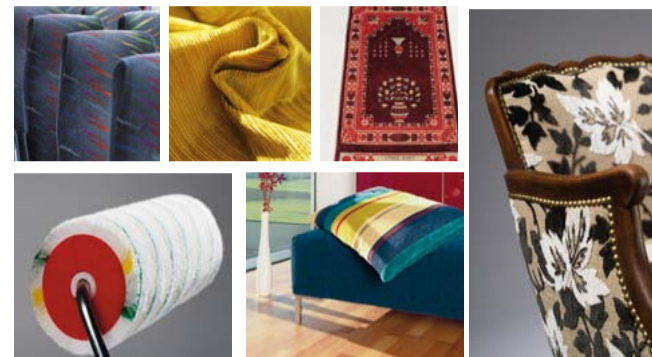
**Smart Creel Filling unit**

**Smart Creel Bin set**



### Applications

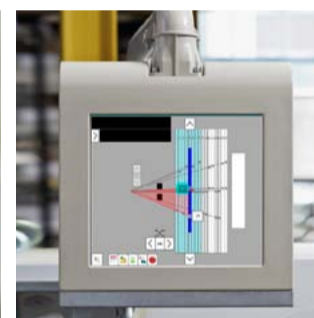
More than 40 VSi machines are already sold worldwide. With an application range going from upholstery fabrics for sofas, curtains and pillows up to paint brushes, bus clothing and even light weight composite materials and inflatable air cushions.



**Velvet applicatons in upholstery, light weight carpets, bus clothing and paint brushes**



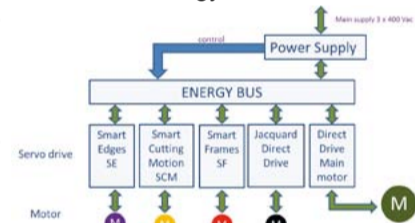
**SF Smart Frames: electronic shedding by servomotor**



**Full electronic shed setng on HMI**

### Energy Bus

All these servomotors are connected to the power grid through the Van de Wiele Energy Bus. This system allows the different drives to interchange electrical energy with each other. The acceleration of a heddle frame will demand electrical power from the Energy Bus while a deceleration pushes energy back into the Energy Bus. With the Energy Bus, overall energy consumption is kept to a minimum leading to a more energy efficient machine.



**Energy Bus System: efficient interchange of electrical energy between drives**

### Weft Insertion

The new weft insertion system with redesigned rapier heads, a fixed weft cutting system, stabilized rapier guidance and a weft selector with up to 2x4 colours is developed based on the need for higher production speed, better efficiency and quick weft changes.



**Redesigned weft inserton with improved rapier heads and weft cutng device**

### Conclusion

Whether it concerns machines for plain velvet, jacquard velvet or technical fabrics, the VSi range is capable of providing every customer with the right machine to further assist him in expanding his business. All these developments on the VSi have the sole purpose of offering our customers state of the art machinery to help them become successful in velvet weaving. Because the success of our customers makes the success of Van de Wiele. ■





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**Examination of Hand-Woven Carpets in Machine Carpet Exhibition**

**Iranian Patchwork Paves the Global Market**

One of the interesting points in the 6<sup>th</sup> Tehran Machine Carpet Exhibition was the presence of a known hand-woven carpet company in hall 10 and 11 of Tehran International Exhibition. This difference and distinction in type of product with kinds of beautiful machine and hand-woven carpets caused that we visited SOBHEH Stall and interviewed with its manager, *Ali Sobheh*. We asked him for the reason of their attendance at the exhibition and 40Tekeh products which recalls Iranian people the holiness of number 40 and hand-woven articles by Iranian women.



**Considering your attendance and activity in the field of hand-woven carpet, why have you attended at machine made carpet exhibition?**

The reason of our appearance at this exhibition is the tendency of machine made carpet shops and traders in middle east to cooperate with our company and we considered that machine made carpet exhibition is the best place to agree on commencement of this cooperation. Of course, we have had attended in hand-woven carpet exhibition.

**What is your assessment from hand-woven carpet exhibition?**

We had a positive operation in hand-woven carpet exhibition and obtained achievements. But we gained more attention in this exhibition in comparison with the hand-woven exhibition. Of course, we managed to conclude contract in hand-woven carpet exhibition.

**Did you conclude contract with Iranian or foreign companies?**

In fact, we export most of our products to Europe, America and Middle East. But there are tendencies to purchase these products in domestic. Consider-

ing the change in generation and entrance of youths and change in their tastes, the tendency to purchase this type of carpet which is a new design has been increased locally and internationally.

**What is the difference of this carpet with other hand-woven carpets?**

Really, the idea for producing these carpets has been inspired from patchwork items that our grandmothers weave by small pieces of unusable fabrics for different uses like tablecloth, counterpane, etc. So, we separate the intact parts of secondhand carpets, dye them by natural colors and sew them by a specific sewing machine in order to form these carpets.

**Does the smooth dyeing of the pieces hurt Iranian carpet design and weaving?**

The design and color of carpet may change but it does not hurt the nature of Iranian carpet, as these carpets are recycled. In fact, these are recycles and waste carpets which are processed as goods that may be used by people and not only it does not hurt Iranian carpet, but also it brings currency to the country.

**Many of your colleagues raised this complaint in hand-woven carpets that some carpets like your products may distort the nature of Iranian hand-woven carpet. What is your opinion?**

As I said, it does not. The today's customers do not need traditional and classic carpets. The young generation prefers these kinds of carpet. In addition, these carpets may bring huge amounts of money to the country. May be in future, classic carpets would be more preferable, but the today's customer demands this kind of carpet and we follow the customer's demand and taste.

**What are the consequences of producing this kind of carpet for Iran's economy?**

Production and exportation of this kind of carpet is very profitable for the manufacturer and result in high non-petroleum income for the government. In addition, it caused to make jobs in the country. Totally, there are 100 active forces who are employed to manufacture such product and earn money from this.

**How much is the volume of your annual exportation?**

It is not estimated exactly because it is a new product which will be offered in DEMOTEX Exhibition of Germany for the first next year and we have recently commenced our marketing plans. However, our exportation has grown and developed properly and we have

necessary motivation to continue the production of this product. These carpets are very welcomed in Europe, especially in Germany.

**What is your future plan for developing your sales? Which methods are you applying?**

Advertisement; we are using advertisement for local and foreign markets and we have commenced our advertisement from Europe. We are using public media like Persian and English magazines.

**It is proved that America is interested in Iranian carpet. What is your plan for entering into the American carpet market?**

American carpet market may act as same as the entire European market. There are high capacities therein. The interest of Americans in Iranian carpet is undeniable in a manner that some of American politicians, like Bill Clinton, removed the sanctions on Iranian products like carpet, saffron and pistachio due to their own interest. But the sanctions were enacted again after worsening of political relations and ties. By improving political ties, we hope to access the American market. Currently, we have a branch in Los Angeles city of U.S.A. under SOBHE brand and we offer our products through it. It is welcomed by both Iranians and Americans.

**What has to be said for introducing patchwork carpet?**

Our product has no competitor throughout the world. It is a new and different product from all products offered formerly. In addition, quality is the best advertisement and description for attracting the audiences.

**You implied to quality; how do you guarantee the quality of carpets made from recycled carpets?**

We use the intact parts of carpet. We apply the best dyes existing in the market and the sewing machines used to sew the carpets are of the best and most advanced machines. Generally, we try to offer a good and different product to the global market that would not hurt the name of Iranian carpet. ■



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The Middle East & North Africa Carpet & Textile Newsletter

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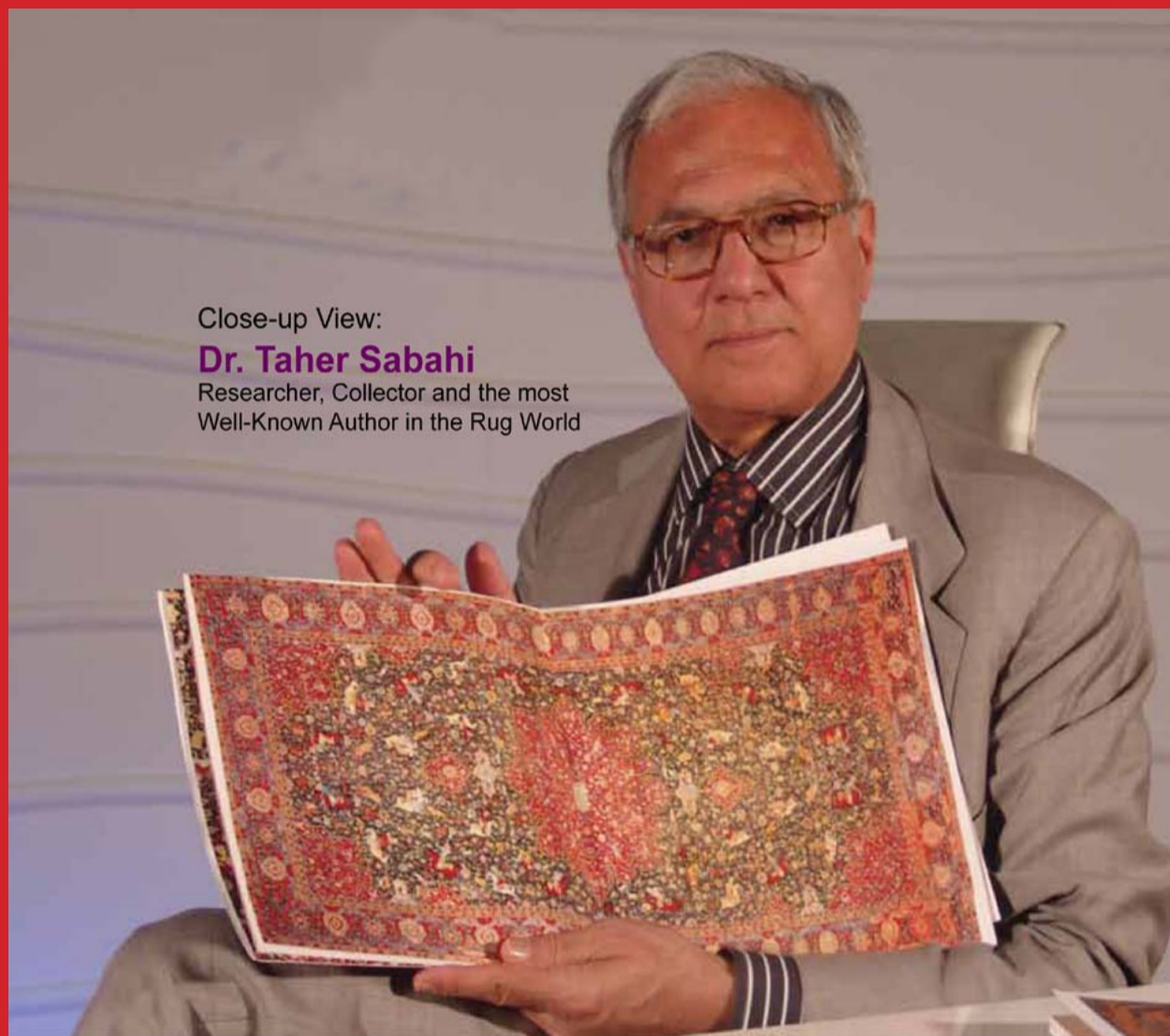
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# Taher Sabahi

**A quick look at the life,  
Scientific activities and research**



Close-up View:

**Dr. Taher Sabahi**

Researcher, Collector and the most Well-Known Author in the Rug World

**T**aher Sabahi is one of the most well-known authors in the rug world. Born in Tehran, he moved to Italy (Turin) in 1961 to continue his education. After his graduation, he worked and studied oriental rugs and textiles.

**Cultural activities**

In 1972 he became the legal expert on carpets for the Italian Ministry of Justice. After a few years he was invited to sit in the national commission evaluating candidates. In 1983 he founded AIMTO, the Italian association gathering carpet merchants. The following year he also founded CATO, the club of "carpets lovers". At the same time, he started teaching a course on the culture of carpets structured in 24 hours and taking place in the major Italian cities.

Afterwards, Dr. Sabahi became a member of ICOC, the International Conference On Carpets.

In 2004 he was invited as honorary member in the commission of experts on carpets in Germany and Austria. He has taken part to many international conferences as speaker, as well as moderator.

**Commercial activity**

Since 1961 Dr. Sabahi has been financing his cultural activities selling carpets and textiles in his art gallery based in the centre of Turin, the ancient capital of Italy. His site is [www.taher-sabahi.com](http://www.taher-sabahi.com)

**Last publication**

He has written extensively on rugs and textiles. His last volume, just published by Electa Mondadori, is *L'arte del tappeto d'Oriente* (2007, 640 pages and 1170 photos, 340 drawings, 9 maps), which will soon be translated in other languages.

**Major works**

- Tappeti d'Oriente. Arte e tradizione (1986, 440 pages) and its French translation *Splendeur du tapis d'Orient* (1987);
- Vaghireh covering samplers (1987, 110 pages);
- ABC del tappeto orientale (1989, 220 pages);
- Kilim. Tappeti piani del Caucaso (1990, 224 pages) and its German translation as *Orientteppiche* (1992);
- Sumakh. Tappeti a trama avvolta (1992, 144 pages);
- Tulu. Tappeti anatolici a pelo lungo (1997, pages 98);
- Qashqai. Tappeti tribali persiani (1989, 240 pages); the bilingual book (Italian and English)
- Cavalieri d'Oriente and Horses Saddler covers (1991, pages 220);
- Samarkanda. Carpets from the Silk Road (1995, pages 138);
- China. Antique Rugs from the Celestial Empire (1998, pages 144); the bilingual volume (English and German)
- Tibet. Rugs from the Roof of the World and Teppiche vom Dach der Welt (2001, pages 72);
- Shavsavan jajim (1998, pages 144) and its English translation; *Cinque secoli di tessitura a Kirman* (2004, 172 pages) and its English translation *Five Centuries of Carpet Weaving in Kerman* (to be published soon).

**The magazine**

Besides the above mentioned volumes, Dr. Taher Sabahi has been publishing the magazine *Ghereh*. *International Carpet and Textile Review* since 1993. This is a quarterly review published in separate English and Italian editions. ■



**The Art of Oriental rug  
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Taher Sabahi  
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*The art of Oriental rug kilim. Flat woven Oriental ONE STUDY, COMPLETE, THOROUGHLY DOCUMENTED AND EXPLAINED.*

*The book is structured in three sections. The first and an introduction to the origins, history and developments of the ancient art of rug. Following a detailed survey of geographical areas, bringing together the pieces' major products in Persia, Turkey, Caucasus, Turkmenistan, Afghanistan, the Balkans, the Mediterranean Basin, China and India with examples from museums and collections around the world. The appendix, finally, focuses on weaving techniques, materials and colors, the origin and meaning of the decorative repertoire, and problems of conservation and restoration.*

**REVIEWS:**

*The Future II Sole24Ore La Stampa II Sole24Ore Northwest kilim. Fabrics plans d'oriente With this volume dedicated to kilims, Taher Sabahi - now among the best known experts and collectors of rugs in the world - with its already extensive bibliography*





## Damac launches second Dubailand mega project

**D**amac Properties has revealed details of its second master development in Dubailand, which will have a green theme and cover 55 million square feet, featuring a five-star hotel.

Akoya Oxygen will be the company's second project in Dubailand, following on from Akoya by Damac. It will also be the largest in the area, featuring various residential home options surrounding a championship golf course designed by a "well known international golfing star".

Announcing the project, Damac said it was being developed along the ethos of "Escape The City" and will be a lush green environment with an "upscale resort fee". Luxury residential properties will be integrated with retail and hospitality products, including a five-star hotel, a luxury wellness centre featuring wellness therapies, yoga programs, herbal treatments, diet control and ex-

ercise.

The fully-integrated community will also include globally-recognised retail brands, leisure and entertainment offerings, and organic market places.

"Akoya Oxygen is set to be the first community of its kind in Dubai. It is being designed to be a masterpiece that isn't just architecturally accomplished, but also lives in harmony with the environment," said Damac Properties managing director Ziad El Chaar.

"We will be relocating over 4,000 trees into the development to ensure cleaner air and naturally cooler temperature. This will be in addition to many water features throughout the community."

To meet the green vision of the developers, the project will feature low emission residences and will utilise recycled materials. Homes will also incorporate energy efficient materials such as lighting, low-emission paints and solar water heating systems.



A rendering of how Akoya Oxygen will look

The road network within the development is also being designed in a way to minimize pollution.

"After the success of Akoya by Damac, Akoya Oxygen came as a logical continuity to this brand and an important step forward in further building on the success in terms of quality, innovation and our association with international brands," added El Chaar. ■

## Swiss-Belhotel targets 20 ME hotels by end of 2015

**Swiss-Belhotel International is looking to build on the recent signing of its first UAE hotel with a phase of rapid expansion, with a target of 20 hotels in the Middle East by the end of 2015.**

Swiss-Belhotel International chairman



**A**t present, the company operates four hotels in the region, with another three being developed and set to open by the end of next year.

In recent months,

it has opened Swiss-Belhotel Seef in Bahrain and taken over the operation of the property formerly known as Cassells Ghantoot Hotel, with the latter being its first UAE hotel.

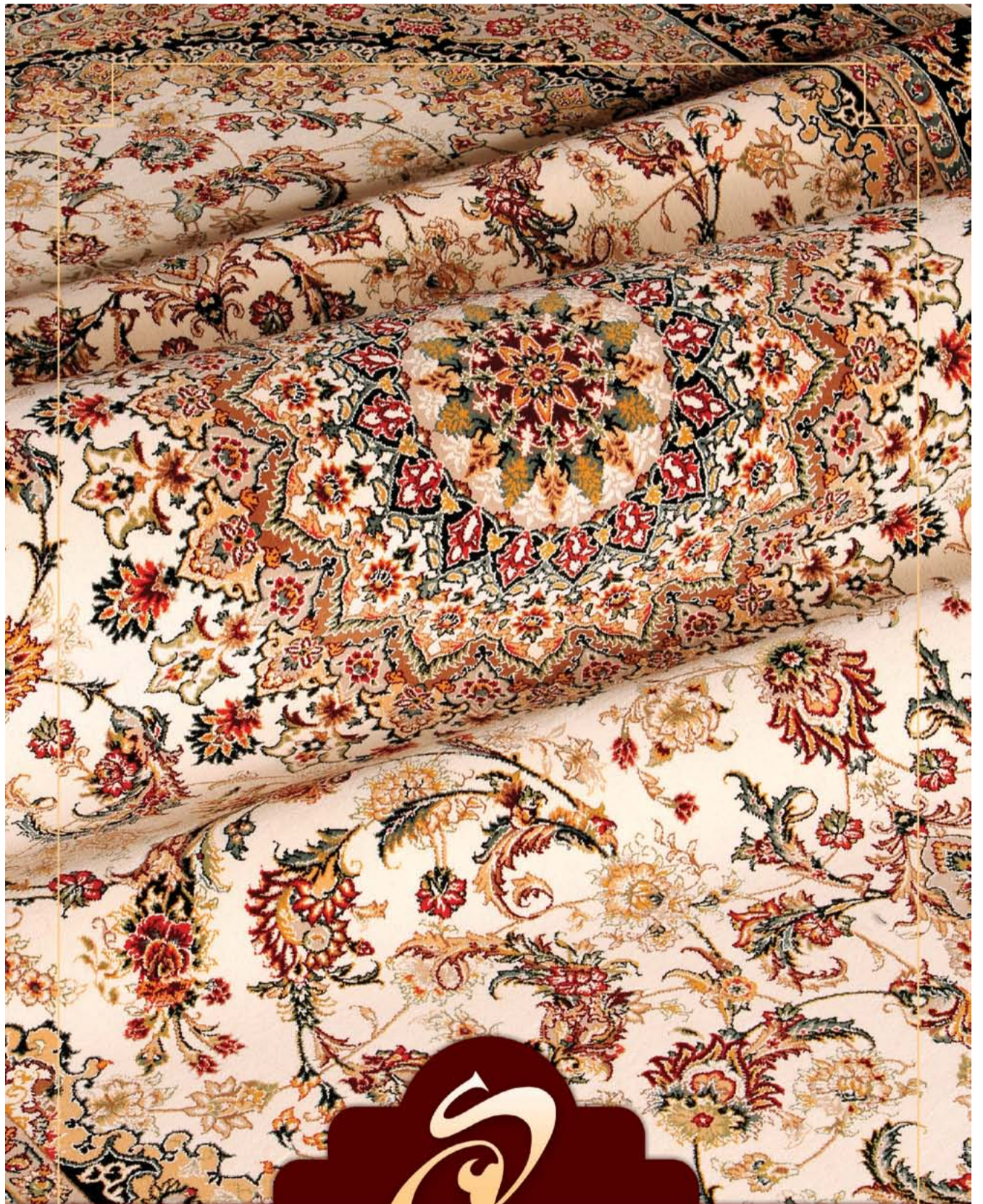
Speaking to Hotelier Middle East, Swiss-Belhotel International chairman and president Gavin Faull explained how the company would look to build on that progress. "We will have signed deals and have projects on the books for at least 20 hotels by December 2015," he said.

"I'm spending a week a month here [in Dubai] driving it. I've just been to Jordan and looked at some very interesting leads there." A large part of that growth is expected to come from a joint venture the company is working on with a local partner. Faull revealed the plans to Hotelier earlier this year and has confirmed that negotiations are now at an advanced stage. Regarding the Swiss-Belresort Ghantoot, which was once a palace for the ruler of Abu Dhabi, he explained why the operator chose to take on the challenging 118-room property.

"It was an opportunity and it's an interesting building, an interesting location. It needs a lot of help and it needs a lot of international management to develop its standards.

"It's next door to the [Expo] 2020 trade fair site. It just needs some software and some good management, and that's what we're bringing to it.

"This is probably unique and exotic but we've developed lots of resorts in Bali. It's a different product and we think we can really add value and we're very excited about the opportunity." ■



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## Assessment of Tehran and Hanover Exhibitions Hanover's DOMOTEX was a good place for gaining experience

Keramatian Carpet Company was founded following the activity of Flormat Company which manufactured the first Iranian machine carpet Machinery (1980). This company is managed by Keramatian Family. Of the important measures by this company we can imply to presenting the first carpet weaving Machine to the Textile Faculty of Esfahan University for more learning and benefit of the students of Textile Engineering. The most important product of this company which introduced it in the land of carpets was the production of artificial silk machine made carpets which are seriously beautiful and elegant. During the days of Tehran Machine made Carpet Exhibition, these carpets were shining in a manner that attracted us to feel the scent of Iranian art and motif. Following this visit, we conducted the following interview on this company with Behzad Keramatian, on the members of this family.

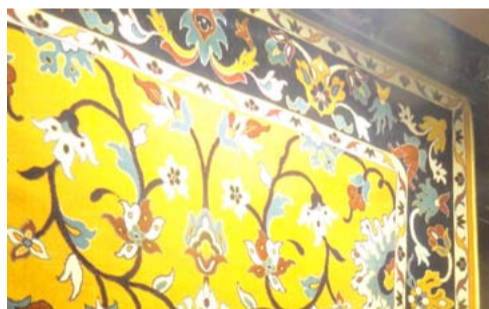


### Why your production is concentrated on artificial silk?

It is a new product with competitive advantage. It is free of the disadvantage of polyester like piles and being allergic. In addition, polyester is a product which has obtained its place in the Middle East carpet market. The importance of silk has increased the tendency of public to purchase this product since the ancient time.

### Considering high domestic demands for this product, are you concentrated on domestic or foreign markets?

In addition to selling products in the domestic market, the export department of our company is also active. We attend



at domestic and international exhibitions and we are developing our target market specially in Europe and Middle East.

### Where are the points of world that you concentrated your export and how did you select these points?

Currently we are concentrating on the Persian Gulf's countries. This region has the best facilities and capacity for purchasing products; so we concentrated on this.

### Did you earn your intended efficiency and results by attending at Hanover 2014 Exhibition?

Yes; it results in gaining experience for us, it helped us to identify our strengths and weaknesses. Now, we are focused on fortifying our strengths and eliminating our weaknesses. We hope to gain more successes and achievements. Generally, it was a good and helpful exhibition for us. We managed to conclude some agreements there.

### Which DOMOTEX exhibition have you been attended? What is your fu-

### ture plan?

We have been attended at Hannover's DOMOTEX till present time. We have plans for future exhibitions and possibly we will attend at DOMOTEX CHINA-FLOOR, in addition to Hannover.

### Have the market conditions and recession governing on Iran's economy due to international pressures during the recent years affected the trend of your production and sales?

Anyway the market conditions have affected all industries but we have been trying to decrease its effects by increasing the variety of our products and offering new products to the market. In production, we are also dealing with problems like purchasing spare parts and providing part of raw materials that must be purchased from foreign countries. However, we did our best and continued to attempt. We did not witness any decrease in our production capacity but these problems were noticeable.

### What is the effect of Keramatian Chain Shops, which offer in products throughout the country, on success of

### Keramatian Brand?

The first advantage of chain shops is that they introduce us to the customer and they are very effective in branding. They have helped us to identify the taste of our customers as well as the weaknesses and strengths of our products. Generally, they have been very helpful for us.

### Do you have any plan for establishing branch and offering products directly to the foreign customers?

Currently we have no foreign branch under the title of Keramatian, but we have definitely considered it in our development plan and we will take some measures for this purpose.

### In your opinion, how much Tehran Machine Carpet Exhibition is effective on development of exportation and promotion of brands like Keramatian?

Defiantly it is helpful and many carpet shop owners and traders from the Persian Gulf countries attend at this exhibition and it prepares the basis for us to export our products. ■

## What are Different Types of Carpet Cleaning Services?

The carpet cleaning methods that are right for a home will depend on the amount of traffic the carpet or rugs endure, whether or not children and pets live in the home, and whether anyone in the home has allergies. It is also very important for the life of the carpet to choose a cleaning method that is compatible with the materials that it is made of. This is why it is often better for people to hire a service staffed by professionals than to attempt to deep clean a carpets themselves. These services generally offer five methods of cleaning: shampooing, dry cleaning, foam cleaning, bonnet cleaning, and steam cleaning. Regardless of which method is used, all carpets that are to be deep cleaned will be will first thoroughly vacuumed first.

Carpet cleaning that involves shampooing is probably the least effective method. Special detergents are applied to the carpet or rug and agitated with a machine. The shampoo is then extracted from the carpet by vacuuming. The detergents used contain brighteners and deodorizers that leave the carpet looking nice and

smelling good, but much of the dirt and microbes stay in the carpet and later reappear.

The dry cleaning method is often considered preferable because there is no need to wait for the carpets to dry. This method is performed by covering the carpet with a special cleaning powder that is designed to attract dirt like a magnet. Once

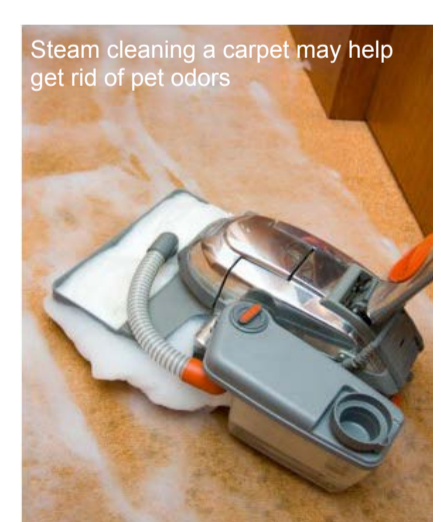


the powder is worked into the carpet, it is thoroughly vacuumed away.

The foam carpet cleaning method is a cross between shampooing and dry cleaning. It uses a minimal amount of water and foam detergent that attracts and adheres to the soil. After the foam is worked into the carpet, it is thoroughly vacuumed, extracting most of the water, detergent, and dirt.

The bonnet method is usually preformed only in commercial buildings. It does not work as well in residential homes, because it is designed mainly to maintain or restore the appearance of industrial carpeting rather than to provide deep cleaning. This method also has the potential of damaging the fibers that most home carpets are composed of. Bonnet cleaning is performed by applying a chemical detergent to the carpet and using an absorbent pad on a rotary shampoo machine to extract the dirt.

Steam cleaning, also known as hot water extraction, is the most effective method



of carpet cleaning. Professional services use a powerful machine that injects a solution of hot water and detergent into the carpet or rug. The mixture is then powerfully extracted by the machine, leaving the carpets looking and smelling like new, but most importantly, removing as much of the soil and microbes as possible. ■



Examination of the Exportation by the Exclusive Manufacturer of Iranian 900-reeds Carpet

## Production is a national capital; Produce the national capital upon standards

Abrisham Shomal Machine Carpet Company has a long experience in production all kinds of floor covering. The present manager of this company is Abbasali Zabeti who considers that the success of this company is indebted to 46-year experience of his father's manufacturing company in producing tufting carpet in Tehran. This company is the exclusive manufacturer of 900-reeds carpets in Iran and the trade partner of Schonherr Company of Germany. So, it uses the Schonherr brand. Simple and elegant decoration of this company's stall with beautiful carpets and Iranian original motifs in Tehran International Exhibition attracted every visitor and conducted him to Schonherr's stall. Among all carpets of this collection, 900-reeds Hunting Ground Motif carpet attracted us as a combination of art and technology and provided the basis for an interview on the international operation of Abrisham Shomal Company with the manager of this company.

### Why your production is concentrated on 900-reeds carpets?

Before I answer your question, I should say that production is a national capital. We should try to produce a standard capital. Production of 900-reeds carpet by our company is related to our cooperation with Schonherr Company of Germany and purchasing weaving machineries specific to produce such carpets. Weaving this kind of carpet and cooperating with us have advertisement aspects for the managers of Schonherr. In addition, I think they entrusted the production of this carpet to us due to our long experience and capabilities.

### Why this product is exclusively produced by your company?

Yes, this product is manufactured in Iran since three years ago. During this term, we have been the only manufacturer of this product, but our production is not limited to 900-reeds carpet. Concerning its exclusive production I should say that our

company (Abrisham Shomal) is the only Iranian company which uses 10 modern machines manufactured by Schonherr. Of course it is possible that the number of machines would be higher in other companies but all of them are not Schonherr. In addition, it considers that we have enough capacity and capability to produce this kind of carpet.

### How the take assurance from the quality of your products?

Our systems and machineries are connected to the German company through high speed internet and they assess and supervise on our production.

### How do you work for offering products and communicating with the users?

We offer the products on wholesale basis. Of course, some issues like dealing with customer and introduction of products by the suppliers are considered by our company and we conclude agreements with some of them. Additionally, we always



Interview With Mr. Zabti- Director of Abrisham Shomal Carpet

try to produce and offer high quality and standard products to the market and we think that it is the reason of our distinction from others.

### Where is your target market and how do you select and communicate with it?

Our target market are foreign countries, because the recession governing on the local economy resulting from international pressures and increasing in sanctions, has lowered the purchase power of people and interrupted the stability of domestic market. We hope that the conditions would be improved by assistance of the new government and measures taken by the president.

### So, why you have had few attendances at foreign exhibitions?

Yes, we have not attended at foreign exhibitions till present time but we have communicated with abroad through other ways. We have some forces and person-

nel abroad who cover different regions of the world like Western Europe, Eastern Bloc, Central Asia and Far East and provide the basis for communication and trade in these areas for us.

### Do you have any plan for participation at DEMOTEXs in 2015?

Yes, definitely we have plans to attend at Hanover's DEMOTEX. Of course we declared our readiness to attend at Hanover Exhibition last year but we could not attend there due to some reasons. However, in the next year, we will attend at Hanover.

### What plans do you intend to develop the activities of Abrisham Shomal Company?

Continuous working and activity that we preceded till present, qualitative promotion of the products and developing the variety of products which include 2600 items. Although, all of these made it hard for production and activity, it responded the demand of customers. ■

## "COLOR YOUR SUCCESS IN FLOORING" WITH DOMOTEX asia/CHINAFLOOR

**73% of the show is sold out and the online visitors registration is now open.**

The next appointment with DOMOTEX asia/CHINAFLOOR is coming together for its 17th edition in 2015, taking place on March 24-26. The show will present not only the latest in flooring, but also new themed areas and interesting conference topics to further support the industry development. With 140,000sqm of gross exhibit space, DOMOTEX asia/CHINAFLOOR will include 5 halls dedicated to carpet and rugs, 4 halls dedicated to wood, laminate, bamboo and other hard floors as well as 3 halls (one more compared to last year) dedicated to resilient commercial and industrial floorings with LVT leading this product category. The "World of Handmade Carpets" concept is coming back after a first launch edition in 2014 in hall W5, while the wood sector is back to the East halls of the Shanghai New International Exhibition Centre.



"Color the Success in Flooring" is the new slogan accompanying the 17th edition of this leading international trade event. Echoing the 2015 show key visual which presents in bright and shining colors some of the main exhibit categories, "Color the Success in Flooring" refers not only to the special atmosphere that the attendees experience at this exciting B2B event, but also to the positivity of the Asian construction and flooring markets. As a matter of fact, the construction market in China, especially the recent trend of renewing existing buildings, is continuously increasing the demand for "Made-in-the-West" products. In China, where the upper class is growing at an incredibly fast pace, the "Made-in" is getting momentum also among the flooring industry, with health and design being the top reasons for choosing imported products.

Gerflor's international sales & marketing director, Pierre Convers, exhibiting since many years, said in 2014: "Asia and China are really in the middle of the strategy for Gerflor. It's one of the fastest growing areas. [...] DOMOTEX asia/CHINAFLOOR is getting more and more professional year after year. [...] We are very satisfied not only with the quantity but also with the quality of the meetings we have onsite. The visitors have really clear ideas and precise needs now and they come to DOMOTEX asia/CHINAFLOOR to see innovations and new products." Gerflor and many other exhibitors chose DOMOTEX asia/CHINAFLOOR to launch their products in 2014. The InnovAction Flooring campaign, running for the third time

in 2015, will reveal once again the newest products developed by the industry specifically for the Asian needs but also for the global markets. This campaign has already become one of the favorite tools for manufacturers' products launches.

GreenStep Asia Awards, organized by FCW and hosted by the show, is also coming back in March 2015 for its second edition. This is the only awards program giving recognition to the green flooring solutions realized in Asia-Pacific.

After a record booth space rebooking performed onsite in March 2014, the show has been selling very fast over the past 5 months. As of today, the space sold is already 73% of the total exhibit area. Not only most of the companies confirmed their participation after the good results in 2014, but many new companies have been in contact with the organizers to secure their exhibit space in 2015.

The online registration system is now open! International visitors can get their free entrance tickets by simply registering at [domotexasiachinafloor.com](http://domotexasiachinafloor.com). The online registration gives access to online visitors services including the possibility of getting in contact with the show exhibitors before the show and wisely planning the visit to this big event.

The organizers wish all attendees a very successful exhibition in March 2015!



# Portuguese carpet

Persia , seventeenth century

Wool

477 x 200 cm



## “Portuguese” Carpet

Persia , seventeenth century

Wool

477 x 200 cm

Carpet with original composition starting from a central lozenge, with serrated border, completely decorated with flowers and four medallions around a rosette. The first lozenge is followed successively by concentric lozenges in distinct colours with the same borders also decorated with flowers. In the four corners of the field, on a zig-zag ground in blue and white representing the sea, there are maritime scenes, with a vessel with figures in European dress and someone swimming, as well as some maritime fauna. The red border is decorated with arabesques, palmettes and surrounded by inner borders in a light colour scattered with flowers.

The maritime scenes in the corners of the field are probably related to episodes relevant to the Portuguese passage to the Far East, which gave this kind of carpet its name.

There are scarcely more than a dozen of carpets with this decorative theme and these are to be found in the Museum of Decorative Arts in Vienna, Lyons Museum, the Metropolitan Museum in New York and the Rijksmuseum in Amsterdam.



Persian Hand-Knotted Carpet Think Tank  
thinktank@carpetour.net



A gift from the motherland Carpet:

# The Brilliant Persian Salting Carpet

The Safavids and Their Successors:  
Iran and Central Asia, c. 1500-1850

The David Collection  
Item no. 21 of 25



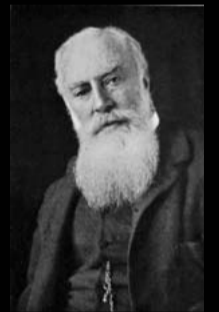
## “Salting\* carpet,”

wool, silk, and metal lamella  
Iran; c. 1600  
226 × 162 cm

Around an octagonal central medallion with arabesques is a rectangular panel with phoenixes and other exotic birds among tendrils with Chinese-inspired flowers. The widest of the three surrounding borders has ten panels with Persian verses written in Nastaliq – some of them mirror images. The palette is quite varied and was supplemented with silver lamella.

The carpet, whose decoration clearly reflects the Safavid court style in around 1600, belongs to a group that for a time was believed to comprise 19th-century Turkish copies of older Persian originals. This theory has now been disproved on the basis of historic, stylistic, and especially technological arguments.

Inv. no. 3/1964



\* A group of carpets named those collector George Salting.

George Salting (15 August 1835 – 12 December 1909) was an Australian-born British art collector of pictures and many other categories of art, whose works were left to the National Gallery, London, Victoria & Albert Museum and British Museum.





**A** Tabriz rug/carpet is a type in the general category of Persian carpets from the city of Tabriz, the capital city of East Azarbaijan Province in north west of Iran. It is one of the oldest rug weaving centers and makes a huge diversity of types of carpets. The range starts at Bazaar quality of 24 raj (Number of knots per length of 7 cm of the widths of the rug) and on up to the incredibly fine 110 raj. Raj are the units of knot density (it shows the fitness of the rug which based on the number of strings used for the foundation of the rug. Strings materials are usually made of cotton or silk which is used for very fine rugs). Tabriz has one of the most diverse displays of designs from medallion, Herati/Mahi, to figural, pictorial, and even 3-d shaped rugs.

The major producers in Tabriz today include: Alabaf of Tabriz, Galibafi Nassadji Tabriz, and Miri Brothers.

Tabriz has been a large and worldwide famous carpet making center in the Iran and the world. It played a significant role in development the rich traditions of the decorative and applied arts.

The art of Tabriz carpet was in its zenith in the 12th-16th centuries. About 200 Tabriz school masterpieces of the classical or «golden» period of the 14th century are characterized by a harmonic merge of the arts of miniature paintings and weaving, by a high level of craftsmanship demonstrated by artists and carpet weavers.

The Tabriz school can be divided into 2 subgroups: Tabriz and Ardabil.

**Tabriz**

Different types of carpets were made here, including pile and flat-weave, with simple and complex composition. The carpet making art was passed on from generation to generation and was considered the most valued heirloom. The traditional topics for the Tabriz carpets are the ornamental patterns, with the following dominant background colors: cream, red or navy blue. The most typical for this school are rugs and carpets grouped under the common name "Lachak turanj". In the middle of the center field and in the corners of the carpet ("lachak")(Persian: لچک triangle) there are "turanj" (Persian: ترنج Citron). The turanj in the center of the carpet is a symbol of the Moon, and the pattern formed by lozenges with the toothed leaves on the edges symbolizes the scales of the fish, which rise to the surface of the water at midnight to admire the Moon reflection. The origin of this composition dates back to the 9th-10th centuries. Often the topics for the Tabriz carpets are drawn from the works of the great Oriental poets. The carpets often depict the scenes of falconry or images of a ferocious lion. Well known are also Tabriz carpet-pictures with images of fragments of palaces and mosques, scenes of battles. Often, in creation of this or that ornamental pattern carpet weavers were inspired by the hand-painted covers of ancient books.

**Haris (Heriz)**



The name of these carpets is associated with the village of Haris or Herez to the North East of Tabriz. The stylistic decoration of the "Haris" carpets is rather unique. The composition and common shapes of the details are created on the basis of the composition "lachak turanj", which is formed by the foliate curve-linear patterns. However, with time the patterns of this composition became dotted and created an independent carpet pattern. Normally, the carpet was woven from memory, without a sketch. There is not surprising because since the beginning of the 16th century till the present day the craftsmen in Haris have traditionally been making only this type of carpet, and they know perfectly well its design and pattern. Note that the residents of Haris are also renowned for production of flat-weave rugs – palases and kilims.

**Four seasons**

The "Dord fasil" ("Four Seasons" in Azerbaijani) is famous in Azerbaijan and other parts of Iran. The carpets of this type combine ancient elements of the decorative art, traditional symbolism dating back to the spiritual conceptions of the early farming age, and religious scenes. Each of the four parts of the carpet field is independent in terms of its composition. It depicts scenes of each season and represents the images of the peasants' way of life. Autumn pictures: harvesting, tillage and sowing. Winter images: the peasants sweep the snow off the roofs, whip up the loaded donkeys to the village, in the foreground there is a worker with a spade offering his services while the background depicts the masterpiece of the Azerbaijani architecture of the 15th century – the "Blue Mosque" in Tabriz. The spring landscape is woven in vivid colors: trees in bloom, a shepherd with a flock of sheep, a girl listening to the sounds of his reed-pipe, and an old man with a tobacco pipe, talking to a peasant.

The summertime picture: harvesting, women and children bind sheaves and take them off the field. The background shows a camelcade. Despite the independence of each of the scenes, they are unified in terms of composition and style. The illusion of space is achieved through the three-plane reproduction of the topic motifs. The dominating colors are of golden and red hues, which help to ensure a common rhythm.

**Trees**

It is their composition that gave the name to these carpets rather than the place of production. In other parts of Iran, these carpets are widely known under the name of "Derakhti", in Afghanistan "Bagghi" and in Azerbaijan "Agajly". The composition of the center field the "Agajly" carpet consists largely of one or several trees and bushes, in rare cases – of a cluster of trees. The trees are of different appearance. In ancient times such compositions were based on some legendary events, love scenes, mythological and sometimes even religious and fanatical plots. The weeping willow was a symbol of love, the oak represented strength and courage, and the pomegranate personified abundance and luck.

**Subject carpets**

While the carpets with abstract patterns obviously prevail, there were subject carpets as well. The most ancient of them is mentioned by Nizami, the outstanding Iranian poet of the 12th century, whose work served as an inexhaustible source of inspiration not only for numerous miniature painters but for the carpet art as well. One of the most ancient subject carpets was the Sasanid carpet called "Zimistan" (Winter), which was taken by the Arabs as a trophy after the devastation of the Sasanid empire. Contrary to its name, this carpet is said to depict spring land-



scapes. It was called "Winter" because it was laid in the palace during wintertime and its vivid patterns brightened the winter interior with the luxuriant colors of the gardens and fields in bloom. Perhaps Khosrov Parviz, the Sasanid King, reminisced about spring when looking at this carpet in winter. Seasons constitute the most favorite carpet subjects. Normally, they form the background for the famous Oriental buildings, including forts, palaces, mosques, temples – the Nature blossoms and withers but the stones remain intact... Khosrau, Farhad, Shirin, Bahrām Gōr, Iskander, Layla and Majnun – these characters created by Ferdosi, Nizami and Fizuli, as well as scenes from their poems are often depicted in the carpets, whose style reminds you of the miniatures by the painters of the celebrated Tabriz school flourishing at the time of the Safavids. The subject carpets were based on various topics, the most favorite being those of hunting and animals, literature plots and religious themes.

One of the traditional subjects is the image of Omar Khayyam with his sweetheart. By virtue of the specific language of the miniature painting the carpet composition conveys the spirit and essence of Khayyam's poetry, and it does it with a great realistic force. The carpet bears the distichs and quatrains – verses and sections from the poems by Ferdosi, Saadi, Hafiz, Sheikh Attar, with some sage maxims and adages about love. ■



## Dubai needs 30,000 new homes by 2018 to maintain rent stability

Dubai needs to build an additional 30,000 residential units through to 2018 to maintain rent stability in the emirate.

Phidar Advisory said in a research note that residential sales prices and rents were still on the rise in Dubai during the second quarter of this year, but the rate of growth slowed dramatically for both sale prices and lease rates.



Based on transaction data from the first six weeks of Q3, the report also said that nominal prices for single family homes declined four percent and apartments declined 0.6 percent.

«This has led to yield compression but the report also states that as many as 30,000 additional units are needed through 2018 to maintain rent stability,» the report said, adding that the figure is based on Phidar's monitoring of announced, launched, stalled and ongoing projects.

Phidar said its House Price Index reflects real prices adjusted in representative projects across Dubai that have been completed since 2009.

Its report said residential development opportunities are still ample in Dubai, but added that the market would benefit «exponentially» from developer specialisation, particularly in the most under-supplied assets.

It said middle income housing could be a tangible and powerful catalyst, with Phidar research indicating that another 15,000 units could be reactivated from stalled projects.

Phidar said that in the short term, Dubai's property sector is likely to display volatility which could lead to a price correction, following a two-year period of «exuberant investor sentiment».

The report also suggests that long term capital appreciation due to strong demographics is a foreseeable scenario but the current supply trends and affordability constraints will pose challenges to sustained long term growth.

Last month, Knight Frank said in a report that annual growth in prime property prices in Dubai almost halved in the second quarter of 2014 compared to the previous quarter.

Prime prices rose by 6.3 percent in the year to June, down from 11.7 percent in the last quarter, its Prime Global Cities Index for Q2 showed.

Dubai was ranked the 13th best performing real estate market tracked by the property consultancy, a sharp fall from previous quarters when the emirate has featured in the top two positions.

Knight Frank said moves to introduce a mortgage cap and double transfer fees at the end of 2013 has «influenced buyer activity more than forecast».

Phidar Advisory is a recently established advisory firm specialising in real estate in the UAE and led by Jesse Downs, a former senior executive at Jones Lang LaSalle. ■

## Dubai Expo 2020 venue plans “progressing well”

The master planning for Dubai Expo 2020's host venue - a 438-hectare site that includes the dedicated Dubai Expo 2020 area and a residential, hospitality and logistics zone - is progressing well, senior officials said on Wednesday.

The work is being undertaken at Dubai Trade Centre-Jebel Ali by a consortium made up of HOK and Arup, which continue their association with the project from the successful bid phase.

The contract tenure for the master planners will run until the completion of all requirements for the mandatory Registration Phase, due to be approved by the Bureau of International Expositions (BIE), the governing body of the World Expo, by November 2015, a statement said.

«Expos have been home to some of the world's most landmark structures, from the Crystal Palace in London to the Eiffel Tower in Paris. Dubai is committed to building on this tradition and making the entire site an experiential environment,» said Reem Al Hashimy, UAE Minister of State, managing director of the Dubai Expo 2020 Higher Preparatory Committee and director general of Dubai Expo 2020 Office.

The HOK-Arup consortium will support the Dubai Expo 2020 in the development of strategic and operational components of the Expo master plan including sustainability practices, development of building, pavilions, urban design and engineering guidelines, spatial planning, public realm and landscaping, graphics and way-finding signage.

The group will also assist in transportation and pedestrian modelling, capacity assessment for utilities, infrastructure, security, logistics and environmental design practices as well as detailed integration of the site into the wider Dubai infrastructure.

«The master plan design and execution is driven by a clear vision for its legacy, integrating sustainable urban development with opportunities to foster economic and social development for the emirate, for the country and for our region,» said Helal Almarri, director general, Department of Tourism & Commerce Marketing; CEO, Dubai World Trade Centre and Dubai Expo 2020 Higher Preparatory Committee member.

Daniel Hajjar, senior vice president, HOK, added: «HOK and our consultants Arup are pleased to re-engage with this landmark project allowing us to continue on the next chapter and help in the development of a master plan that sets new precedents for hosting a global event of this type.»

«Dubai Expo 2020 will ensure the site leaves behind an iconic legacy befitting of this truly generation defining event.»

At its peak, the Dubai Expo 2020 exhibition site at Dubai Trade Centre-Jebel Ali is designed to accommodate up to 300,000 visitors, with average week-day attendance expected at 153,000. ■



## Turkey's carpet exports rise 1.1% in May'14

Turkey's carpet exports totaled US\$ 194,959 during the month of May 2014, recording a rise of 1.1 percent, compared to the same month last year, as per the data released by the Turkish Exporters Assembly (TIM).

According to the May 2014 Export Data of TIM, the country exported carpets worth \$194,959 during the month of May, whereas during the same month last year, carpet exports amounted to \$192,845. Carpet exports from the country accounted for 1.5 percent of the overall exports made by the country during the month of May 2014.

During April 2014, Turkey's carpet exports totaled \$204,012, registering a rise of 7.3 percent year-on-year. Carpet exports from the country accounted for 1.6 percent of the overall exports made from Turkey during the month of April.

Carpet exports from Turkey totaled US\$ 2.196 billion in 2013, indicating a rise of 9.3 percent year-on-year.

Also Textile and raw material exports from Turkey, excluding apparel, amounted to US\$ 769.8 million during the month of May 2014, registering a rise of 2.8 percent, compared to the same month last year, as per the data released by the Turkish Exporters Assembly (TIM).

According to the May Export Data of TIM, the country exported textiles and raw materials worth \$769.8 million in May 2014, compared to the \$748.5 million worth of textile and raw material exports made during the same month last year.

Textiles and raw material exports in May 2014 accounted for 5.7 percent of the overall exports made from the country during the month. ■



# DOMOTEX Hannover/Germany

## Incomparable Showcase for Carpet & Floor Covering

Interview with **SUSANNE KLAPROTH** Director of Domotex Germany

**Please briefly tell us about the trade fairs that you organize in Hannover in the textile field.**

Deutsche Messe - based in Hannover, Germany - is one of the world's foremost trade fair companies and is known all over the world as a producer of capital goods exhibitions. The aim of these tradeshows is to represent the latest markets and highlight international market trends. Apart from its competence in running international trade fairs and the unique capacity of its exhibition center, Deutsche Messe offers exhibitors an excellent range of quality services, ensuring the best possible support before, during and after the show. With DOMOTEX HANNOVER, the leading trade fair for floor coverings, Deutsche Messe provides a global business platform that brings the flooring markets of the world together at one convenient location. DOMOTEX Hannover is the only trade fair in the textile field that Deutsche Messe organizes in Hannover. It is an incomparable showcase for all product categories that encompasses everything from textile and resilient floor coverings to parquet and laminate flooring to carpets in an array of materials, colors and designs.

**► Is it fair to say that Domotex trade fair is the world's biggest fair in the field of carpet and floor covering industry. What is your plan to retain this position?**

DOMOTEX is the biggest global trade fair of its kind. As a key business platform and idea-giver at the outset of the year, DOMOTEX is an extremely attractive event for the global carpet and floor coverings and the ideal place to initiate new business, make contacts, showcase products and meet customers. Over 57 percent of visitors and 83 percent of exhibitors come from outside Germany, and the market leaders from all sectors of the industry are represented at DOMOTEX. Companies who want to cultivate international contacts and tap into new markets can't afford to miss out on DOMOTEX in Hannover. In just four days, they can meet with their most important customers and buyers from Europe, the Middle East, Asia, America and even Africa. This combination of professionalism and internationality and the clear focus on the flooring industry sets DOMOTEX apart from other trade shows. Our close working relationship with the industry enables us to pick up on market sentiment and the latest trends and developments, and to adapt the tradeshow format accordingly. We will continue to work closely with our partners from industry to further consolidate DOMOTEX's leading position of industry leader.

**► Surely Iran has gained a high position in the**

**world's machine-woven and hand-made carpets industry which can be presented in Hannover fairs. What is your point of view in this regard?**

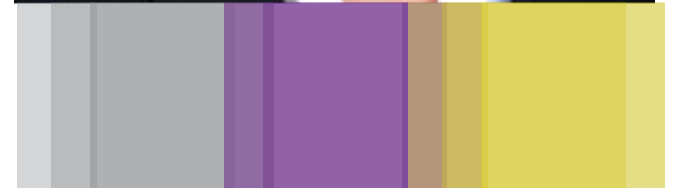
Certainly, Iran is one of the world's largest producers and exporter of handmade and machine woven carpets. This is also obvious at DOMOTEX in Hannover. Traditionally, many producers of hand-made carpets are presenting their products at DOMOTEX in Hannover. They stand for high-quality and sophisticated carpet weaving. Within the four days of the event, they create a huge bazaar in the middle of Germany which is attracting many buyers and carpet lovers. And we also see that the number of Iranian exhibitors in the machine-woven sector is significantly growing. About 20 exhibitors from Iran will showcase their latest products at DOMOTEX in January 2015.

**► We are all eagerly looking forward to Domotex 2015. What are the participants going to witness in January 2015?**

Next year, DOMOTEX will again enjoy strong international participation, with more than 1,300 exhibitors expected from around 60 nations. Spread across 12 exhibition halls, they will showcase their excellence, innovative flair and creativity. The huge array of invitingly cozy carpets, sophisticated parquet and laminate flooring, stylish designer floor coverings, and masterful hand-woven rugs on display feature captivating designs and an astounding variety of materials, colors and patterns which all testify to the highly innovative spirit of the international floor coverings industry – an industry which is clearly in great shape for the upcoming season. Exhibitors profit from the attention of an unrivalled professional audience. The quality of the visitors is beyond doubt – they are highly qualified and represent the flooring trade, the skilled trades, architecture and interior design. After all, a least 90 percent of the visitors are top decision-makers. DOMOTEX 2015 will confirm again its status as the most important platform for business.

**► Domotex is the leading figure in the world's carpet and flooring industry and it's obvious that you don't have merely financial objectives in mind and think of much bigger goals to achieve, what are your plans in order to lead the market and fulfill the needs and demands of the different sectors of this vast industry?**

There are three things which make a trade show successful: innovation, efficiency and inspiration. This means: We have to motivate the exhibitors to present innovative products and to show the visitors in which



direction the industry is moving. Then exhibitors and visitors are pleased with the event, because this is the place where business deals are made. In Hannover, exhibitors can meet trade professionals and senior decision-makers from all over the world – many of them only once a year. Attending DOMOTEX allows exhibitors the important face-to-face time with their customers and to accomplish a lot in a compact period of time. At DOMOTEX 2014 a new format was launched with the aim of placing the most important innovations and design highlights firmly centre stage. Innovations@DOMOTEX has proved to be an immediate success. Exhibitors and visitors alike were delighted by the concentrated display of innovation and invention that characterized the whole show. In 2015 Innovations@DOMOTEX will remain a central element before, during and after the show – featured in all aspects and all channels of the extensive publicity campaign. It serves to underline the role that DOMOTEX plays as the industry's most important driver of trends, and it will continue to offer innovative exhibitors special opportunities to showcase their work to maximum effect.

**► In the end we like to hear anything else you want to add to your comments or wish to say to those who are active in this field and participants of this big event from Iran.**

We thank all exhibitors and participants from Iran for their longstanding confidence in us as well as the outstanding and reliable cooperation for so many years, and we look forward to working with them in the years to come. At DOMOTEX we not only offer an ideal platform for new sales and orders, but also support customers every step of the way with a comprehensive package of marketing and other services. With our many years of experience and our professional know-how, we can help Iranian exhibitors develop new sales opportunities at DOMOTEX. We will be pleased to advise participants from Iran on all aspects of exhibiting – from their exhibit at the show to online campaigns and communication with their target audience. We look forward to welcoming participants from Iran at DOMOTEX in Hannover from 17 to 20 January 2015. Besides, Deutsche Messe stages DOMOTEX events in the Asia-Pacific Region, Russia and Turkey. These trade shows in Shanghai, Moscow and Gaziantep are geared to the particular requirements and trends in each of the respective countries and regions. ■





## DOMOTEX Gaziantep becomes DOMOTEX Turkey

The dates for DOMOTEX Turkey 2015 are now set: Hannover Fairs Turkey, a subsidiary of the Hannover-based Deutsche Messe group of companies, will stage DOMOTEX Turkey – the country’s leading trade fair for carpets and floor coverings – from 25 to 28 May 2015 at the Turkish carpet trading capital, Gaziantep. DOMOTEX Turkey represents the continuation of DOMOTEX Gaziantep, first staged in 2014, enhancing the event’s international character in terms of exhibitors and visitors and offering participating companies from all carpet and floor covering sectors an outstanding opportunity to reach the relevant markets in Turkey and the Middle East.

The “DOMOTEX Gaziantep Machine-Made Carpet Fair” celebrated its successful debut this year. Running from 26 to 29 May, the event featured 159 exhibiting enterprises occupying some 22,725 square meters of display space, with presentations centering on machine-made carpets and floor coverings. Participating nations included Turkey, Belgium, Uzbekistan, the United Arab Emirates (UAE) and Saudi Arabia. Numerous market-leading firms showcased their latest products at the show, including Merinos, Dinarsu, Kasmir, Royal/Pierre Cardin, Kartal/Sanat, Festival/Yasin Kaplan, Angora Kaplan Kardesler, Atlas, Atlantik, Gurteks/Flor and Bahariye. ■

## Shaw to recycle polyester carpet in Ringgold, at shuttered rug facility

The world’s largest carpet manufacturer is targeting Ringgold, Ga., as the new home for a \$17 million carpet recycling facility and 70 new full-time jobs on the site of what was once a 650,000-square-foot rug distribution center.



Shaw to build new plant in Ringgold

Carpet recycling has grown in importance for Shaw as the manufacturer tries to stay ahead of environmental regulators, who have raised questions - and in California have raised fees - on roughly 4 billion pounds of discarded carpet that ends up in landfills each year.

Shaw’s efforts are starting to make a dent. The company has recycled more than 700 million pounds of carpet since it began ramping up its recycling program in 2006. Much of the program, which it calls Cradle to Cradle, is a voluntary effort aimed at keeping carpet out of landfills.

Shaw already operates its original Evergreen plant in Augusta, Ga., where it recycles Nylon 6 carpet, as well as two plants in Dalton that convert non-recyclable carpet into steam power. The new Ringgold plant will be the first that recycles polyester in addition to nylon, the realization of a long-term goal for the manufacturer’s research and development team.

Aside from the environmental impact, there’s a tangible business benefit too. Most carpet materials, such as nylon and polyester, are made from petroleum, and wild swings in the price and supply of oil can affect profitability. By creating its own supply of nylon and polyester, Shaw can better control costs and profits. The company already certifies 64 percent of its products as Cradle to Cradle, and it wants to raise that to 100 percent by 2020.

Shaw Industries announced in January that it would exit the rug business, a move that affected multiple facilities in Catoosa County. The flooring manufacturer is transforming one such facility, plant 44, into a luxury vinyl tile facility, while the former plant 37 distribution center will become Evergreen Ringgold, a hub for carpet recycling in 2015, officials said.

The Dalton, Ga.-based flooring giant won’t pay any taxes for three years on some \$45 million in equipment it plans to install at its new Ringgold luxury vinyl tile plant. The manufacturer also won’t pay any taxes on the \$17 million it plans to spend on its recycling operations, a benefit that will decrease by 10 percent every year, said Randall Peters, chairman of the Catoosa County Development Authority.

Though the 70 new recycling jobs and 200 new luxury vinyl tile jobs won’t make up for all of the loss of 600 jobs in Shaw’s rug manufacturing operations, Peters said the development authority hopes that Shaw will continue to see Ringgold as a future hub for expansion.

The new jobs in Ringgold will bolster Shaw’s existing 15,000-employee workforce in Georgia, where most of the world’s carpet is created. But to bring discarded carpet back home, the company has created more than 50 collection points around the U.S., which lie within range of about 75 percent of the country’s population. ■

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## MOHAWK RISES FROM 314 to 241 IN NEWSWEEK'S RANKING OF TOP 500 GREEN COMPANIES

Mohawk remains the highest ranked flooring manufacturer for the fifth year



**M**ohawk Industries commitment to sustainability once again has been recognized by Newsweek in the magazine's fifth ranking of the 500 "greenest" U.S. companies. The company has been the highest ranked flooring manufacturer during each year the rankings have been released. The Newsweek rankings use key indicators to measure environmental performance of large publicly-traded companies that are delivering solid business results while minimizing their environmental impact.

The rankings focus heavily on how efficiently businesses manage resources, which is a critical component of corporate sustainability. Mohawk ranked 314th in "Green Rankings 2012," the last year the magazine compiled the list. The company's 2014 ranking is its highest since 2010.

Newsweek and its new methodology partner, Corporate Knights Capital, revised the metrics used to calculate the 2014 rankings, making comparisons between manufacturing companies like Mohawk more equitable with financial services, technology and other sectors.

"Our company continues to grow, and we're making good choices to manage our energy and water consumption and repurpose our waste stream," said Dave Patton, Chief Sustainability Officer. "Our investments in sustainability are making us a more efficient and productive operation and delivering value - added products for our customers."

Mohawk Industries has long been recognized as a leader in sustainability with many awards from leading industry publications as well as business partners, government agencies and trade groups. Mohawk has aggressively promoted a "no waste culture," with seven

teen North American facilities currently sending no process waste to landfills. The company plans to increase that number to twenty - eight by the end of 2014.

The company also has established aggressive goals for reduced waste and lower water, energy and green house gas (GHG) intensity. Progress is being made at both the site and enterprise levels. Six of the company's ten North American ceramic tile manufacturing facilities currently recycle 100% of their process waste water. Across the business, Mohawk has reduced energy and GHG intensities by targeting reductions, improving efficiencies and utilizing cleaner fuels.

This year, eight metrics were applied to collectively provide a transparent measurement of overall corporate environmental performance:

- Energy Productivity
- GHG Productivity
- Water Productivity
- Waste Productivity
- Reputation
- Sustainability Pay Link
- Sustainability Board Committee
- Audited Environmental Metrics



## KTM 2014 will open its doors to textile giants



**Kahramanmaraş Textile Machineries Fair to be held in Kahramanmaraş will meet 250 firms from 22 countries and their latest technologies with the Anatolian textile manufacturers. The fair also supported by ITHIB and ATHIB will be held on 23-25 October 2014.**

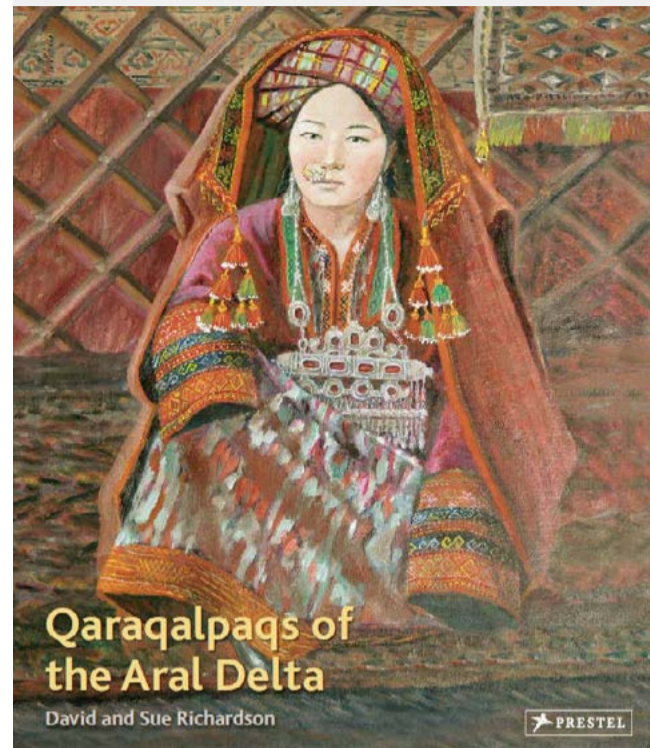
**R**ising rapidly with the textile investments it makes in the world and in its region, Turkey will host the global textile machinery manufacturers in Kahramanmaraş Textile Machineries Fair to be held on 23-25 October. Aiming at bringing the Anatolian textile manufacturers together with the latest innovations in the textile machinery technologies, the fair will host 250 firms from 22 countries. In the event where famous brands of the fields of yarn, knitting, weaving and textile laboratory will introduce their new machines and spare parts, most of the participants will exhibit their machines in the operating state. Besides, purchase delegations from Middle East and Iran will attend the fair.

### Kahramanmaraş will be the summit of the textile

The International Textile Summit, which was firstly held in Kahramanmaraş in 2013 and stood out by gathering the leading figures of the sector, will be held from 22 to 24 October concurrently with KTM 2014. 2014 theme of the event which is organised in cooperation of Textile Engineering Department of Kahramanmaraş Sütçü İmam University, Kahramanmaraş Chamber of Commerce and Industry (KMT-SO) and East Mediterranean Development Agency (DOĞAKA) will be "Textile Returns to its Homeland". In the event which aims at strengthening the position of Kahramanmaraş in the textile world, 42 presentations will be made on different fields of textile. Besides, a parade show consisting of denim fabrics will be organised during the event. ■



## Qaraqalpaqs of the Aral Delta



A sumptuous new book about the Qaraqalpaqs, the first comprehensive description of the Qaraqalpaqs and their extraordinary folk art ever published in the English language. Published by Prestel Verlag, Munich. Available in Europe from June 2012 and in North America, Japan, Australia, and the rest of the World from July 2012.

### Reviews

This book will be the standard work on the Qaraqalpaqs and is unlikely to be ever superseded. It is also a model for the way in which this kind of book should be written. Even if you have no interest in the textiles themselves, go out and treat yourself. The Richardsons have done a great service in producing their magnificent encyclopaedic work on the Qaraqalpaqs and their life. The combination of detail on this group's history, old photographs from Soviet archives, and new photographs and interviews by the authors themselves during their field trips makes this book «one stop shopping» for anyone interested in any aspect of the life and history of the Qaraqalpaq nation. This is the first and only such book in English and it will quickly become THE seminal reference book on this ethnic group for both scholars and textile enthusiasts everywhere.

### Details

- Hardcover with dust wrapper
- Large format, page size 31cm by 26.5cm
- 480 pages
- 1,000 illustrations, 760 in colour and 240 in black and white
- Many archival images from museums in Qaraqalpaqstan, Russia, and Switzerland.
- 180,000 words with 1,700 end notes
- ISBN: 978-3-7913-4738-7

### Overview

This beautifully illustrated large-format book introduces the textiles and weavings of the Qaraqalpaqs to an English-speaking audience for the very first time. Organized as four books in one, Book 1 cuts through the myths that have surrounded the Qaraqalpaqs for over two centuries and explains who they are and where they come from. Book 2 covers the Qaraqalpaqs choice of fibres, natural dyes, and looms, and describes the textiles that they wove locally as well as those that they imported. It provides new insights into the local speciality craft of producing polished cotton alasha, and the little-known ikat weaving and silk sash weaving industries of Khiva. Book 3 comprehensively covers all aspects of Qaraqalpaq headwear, costume, and jewellery, while Book 4 reviews Qaraqalpaq dwellings and their furnishings, describing the Qaraqalpaq yurt and its construction in detail, along with its associated tent bands, storage bags, and decorations. "Qaraqalpaqs of the Aral Delta" is destined to become the defining study of the Qaraqalpaqs for a generation. ■







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