



MENA Carpet News

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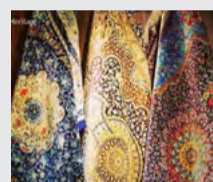
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ZENOVA EXPORTING 87% OF PRODUCTION TO 44 COUNTRIES WORLDWIDE

Zenova Carpet is a family company for yarn spinning and carpet weaving passed from father to son which – transferred its experience in weaving and yarns since 1960.

Interview with Mr.Melih Üçkardeş
General Director of Zenova carpet company

More details about Zenova Carpet company, history and Potentials

Today Zenoava Carpet become one of the rare fully vertical carpet manufacturers and process is totally integrated,

starting from fibres blending, carding, spinning, stock or hank dyeing right through to the finished weave.

Throughout all processes we are constantly hand-inspecting at every single stage. Whether it be the quality of the woollen yarn, the accuracy of the weaving process, or the final carpet.

Our quality management system involves monitoring developments in our market segment precisely, to exacting standards enabling to maintain our position in an increasingly competitive environment. [To Page 8 ...](#)

Export of carpets from Turkey in 2022 is planned to be increased to \$ 4 billion

Turkey aims to increase its carpet exports to \$ 4 billion in 2022. Representative of the Assembly of Exporters of Turkey Salattin Kaplan said this, Trend reports referring to Anadolu.

Kaplan noted that from January 1 to December 19, Turkey exported carpets to 177 countries in the amount of 3 billion 50 million 745 thousand dollars.

The sector has achieved export targets for the current year of \$ 3 billion, he said.

The United States became the leading importer of Turkish carpets. In the current year, the volume of supplies of carpets to the United States amounted to 1 billion 188 million 594 thousand dollars.

At the same time, Turkish machine-made carpets were in the greatest demand abroad – 2 billion 570 million 335 thousand dollars.

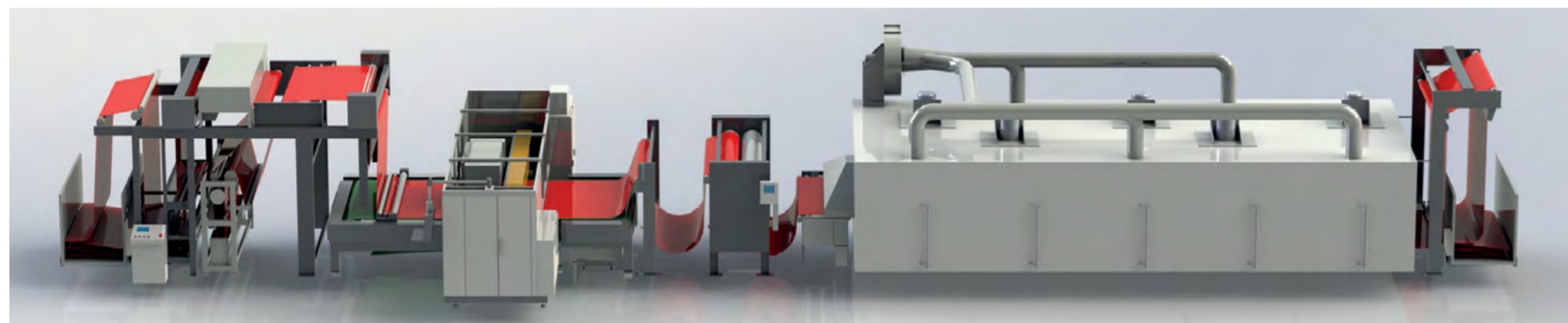
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ZIMMER AUSTRIA Digital Printing Systems is the competent partner to your success in blanket printing.



A broad range of line components and the extremely flexible and scalable printer solutions from our CHROMOJET and COLARIS printer families allow us to configure most economic production lines for any of our customer's needs.

Deep penetration paired with bright and brilliant colors are essential for PES and acrylic blankets. Whereas CHROMOJET is mostly used in high pile, heavy PES blankets above 400 gsm, COLARIS is offering a broad variety from low pile, light weight coral and polar fleece starting at 180 gsm to raschel blankets up to 600 or even 650 gsm.

COLARIS is the preferred system for high resolution prints, whereas CHROMOJET would be beneficial for flat colors and low resolution raster prints up to 76 dpi.

Common blanket widths demand for printers of minimum 2.6 m width. Our blanket printers are built in 3.4 m working width. Quite often existing blanket print lines are converted from screen to digital printing systems. ZIMMER AUSTRIA manufactures the printers in a modular system which allows integration into an existing line. A shortened installation time and a substantial reduction of investment costs are the benefits.

CHALLENGE US

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TECHNICAL DATA:

Technology:	COLARIS – Digital Inkjet Technology or CHROMOJET – valve based digital printers
Possible supply:	Printer only, or complete production lines
Working widths:	2.600, 3.400, 4.200, 5.200 mm
Product range:	Polar & coral fleece, raschel blankets
Fiber base:	Polyester, CDPC (cationic PES), Acrylic
Fabric weight range:	COLARIS from 180 through 650 gsm CHROMOJET from 400 through 1.200 gsm
End products:	Single and double layer blankets
Scalable capacity:	From 70 to 950 sqm/hour
Line components:	Feeding system from plait or roll, COLARIS or CHROMOJET printer, fabric dryer, heat fixation systems, post print washing, drying systems etc.
Auxilliary equipment:	Fabric cleaning, in-line dye fixation by stenter dryer, offline dye fixation by MODUS loop steamer, various laboratory equipment.

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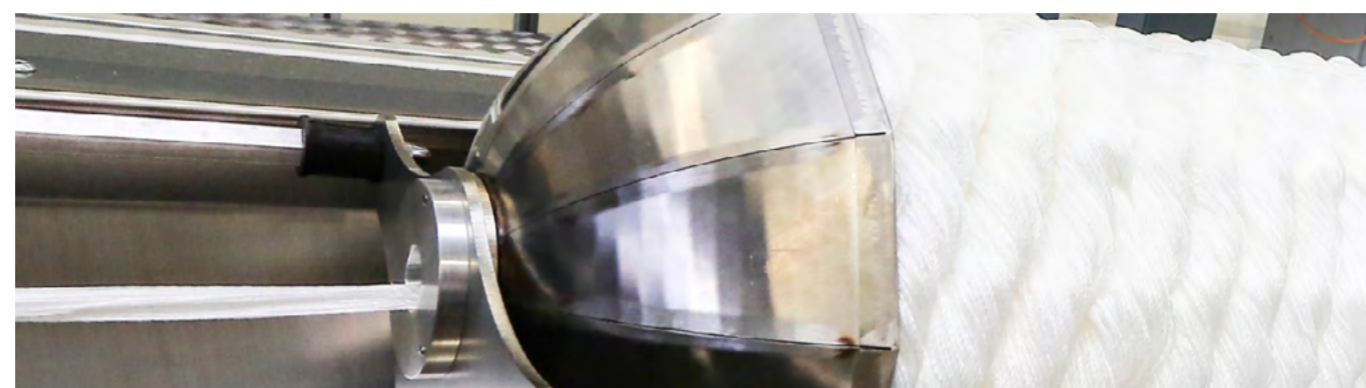
GVA IS CELEBRATING ITS 50TH BIRTHDAY

A new level of carpet yarn quality: The GVA, a machine for heat-setting carpet yarn, takes the heat-setting process to a new level – and celebrates its 50th birthday in 2021.

Born in 1971 in Töging am Inn, a small town near Munich in Germany, the GVA (GVA stands for "Garnveredelungsanlage" and means the refining of carpet yarn) was constructed by Resch Maschinenbau, when the company was commissioned to construct a single head machine for textile treatment to be presented at the ITMA in October 1975. However, the experience during the ITMA pointed towards a greater interest in a multiple head machine.

Therefore in 1975 Ludwig Resch sen. developed the first six-headed yarn heat-setting machine (GVA) for Hoerauf Suessen. In 1976 six machines had been sold and in 1977 already 14 machines.

Soon after, Resch Maschinenbau (Power-Heat-Set was founded as a sister compa-



ny in 2002) received the first orders for the American market.

From 1978 to 1987 400 GVAs were shipped to the United States as well as 30 machines to various customers in Europe and Japan, later worldwide to Saudi Arabia, Turkey and China.

Throughout the years the GVA was developed and improved and in 1995, the first GVA 5000 with doubled capacity was manufactured. Nowadays, all textile activities are concentrated at Power-Heat-Set GmbH, which has its own testline for de-

sign, research and development.

The GVA now offers the best flexibility and high performance for heat-setting carpet yarn with up to 96 ends. Due to its six-channel configuration, the GVA is a perfect solution for running high volumes of uniform production efficiently, but it also provides the flexibility to run six individual lot sizes while offering the ability to process frieze or straight yarn on any position.

It utilizes superheated steam with the full capacity of heat-setting natural or synthet-

ic fibers with an enormous output from eight to 17 tons of yarn per day.

Customers all over the world appreciate the high GVA standard with constant improvements, quick installation and worldwide service. Even today, there are several first generation GVAs that are still running after 20 years.

This is strong evidence of the high quality of Power-Heat-Set machines which are also aiming at sustainability in production. Low energy consumption and sustainable materials are an important element of the Power-Heat-Set philosophy and therefore, of course, for the new generation of GVA.

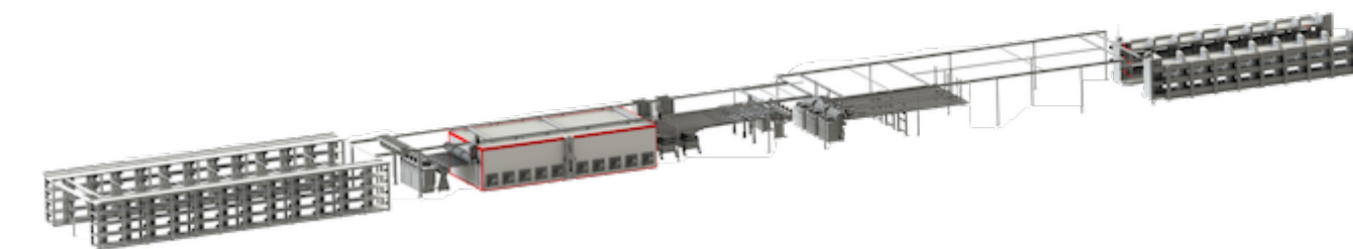
Especially the Middle East is one of the most important markets with new challenges of carpet-yarn-treatment procedures.

"As per our experience this area is full of innovation and high-quality products in the carpet and carpet yarn industry and therefore, we pay maximum attention to the needs and requests of our customers in the Middle East", explains Marcus Köhler, CEO of Power-Heat-Set.

Innovation is the key to the GVA success story. Demands on techniques and technologies change almost every day as the markets are influenced by many aspects such as fashion and trends, purpose of yarn/carpet, materials, technology, raw material availability and production costs. These changes mean a permanent chal-

lenge to the creative developers and determine the GVA of tomorrow.

As in the past, Power-Heat-Set today continuously works on optimizations to meet every customer's needs and the expectations of carpet yarn market – and to bring the GVA to the next level.



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The Azerbaijan National Carpet Museum hosted the opening ceremony of the exhibition Fragments of Being representing artworks by the famous Georgian artist and art historian Nino Kipshidze.



orful expression.

Nino Kipshidze's creativity is replete with still lifes depicting different colored bouquets of flowers arranged literally petal by petal. Along with that, the artist designed many figurative compositions. Her creativity preserves the ancient traditions of Georgian textile art".

Zurab Pataradze, Ambassador of Georgia to Azerbaijan praised the organization of this magnificent exhibition at the Azerbaijan National Carpet Museum as a significant event: "Events like this create favorable conditions for developing cultural ties between Azerbaijan and Georgia. We will organize more events like this in the future. These events exemplify the strategic cooperation and friendship between our countries".

Irina Koshoridze, Curator of the exhibition, Chief Curator of the Georgian National Museum, Professor of the Tbilisi State University said that the original and unique artworks displayed at the exhibition reflect the Georgian culture. She expressed confidence that the visitors will enjoy the exhibition.

The Azerbaijan National Carpet Museum hosted the opening ceremony of the exhibition Fragments of Being representing artworks by the famous Georgian artist and art historian Nino Kipshidze.

During the opening speech, Dr. Shirin Melikova, Director of ANCM said: "I am very glad that the exhibition representing artworks by the talented artist Nino Kipshidze today on display in Baku. Her artworks of different shapes and colors are absolutely amazing. They constitute complex textile mosaics where the fabric fragments of various shades and textures create an amazing surface that visually breaks the limits of the two-dimensional plane and presents a completely new, special, unique, and multidimensional world. Her artworks are on the fine and astonishing verge of painting and textile. I am pleased that we could provide an opportunity for our compatriots to enjoy this beauty".

Dr. Melikova also mentioned that the artist creates mainly landscapes and still lifes: "Her mystical landscapes resemble the Eastern engravings or the architecture elements due to the laconic col-

During her speech, Nino Kipshidze thanked the organizers for their hospitality, special attention, and warmth.

Exhibition organizers: Ministry of Culture of the Republic of Azerbaijan, Azerbaijan National Carpet Museum, and Embassy of Georgia to the Republic of Azerbaijan. Exhibition runs until January 22, 2022.



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FIRMAMIZ HALI JAKAR PALANGA, KADIFE JAKAR PALANGA, ETIKET JAKAR PALANGA ÜRETİMİ (VAN DE WIELE, GÜNNE, GÜSKEN, JAKOB MÜLLER) YAPMAKTADIR.

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From page 1

... We always fulfilling or exceeding the expectations of our customers, constantly monitoring and improving our manufacturing techniques and processes, meeting industry standards whilst establishing the highest of production standards, increasing the expertise of our staff through training and improvements to the working environment, determining responsibilities for all parties involved, constantly monitoring adherence to these and constantly developing them further, by so doing, becoming a sought after partner in our market segment.

To this end we are working with and through the British Standards Industry (BSI) ISO 9001 2015.

Let us know about your range of products, which kind of carpet and flooring you produce?

AXMINSTER CARPET

Zenova is the largest Axminster carpet manufacturer in Turkey with our Axminster 16 colors looms capacity 1 million square meter per year and we only use the very best raw materials and from a range of British and New Zealand wool yarns.

The backing that we use is another critical

element in fabricating the best quality carpets possible. Our specialist backing is crafted from natural cotton and jute, which are neatly woven into lines – this leaves very small holes, through which our yarn can be woven. Selecting the very best core components is just the start of the job. We also employ the very best craftsmen and women, and empower them with the secrets of making Axminster Carpets.

We produce bespoke designs, based on the specific requirements of our customers. This flexibility has led to us creating unique designs for royal residences, fine hotels, exhibitions and stately homes.

Tufted Carpets are among the most popular and famous products in Zenova

Possibly explained by the advancements in new manufacturing techniques and raw materials we have which allows our customers for more design choices across a variety of yarn materials offering an array of color and pattern choices. Our production techniques allows for the use of Natural and man-made fibres or combinations of all, bringing textures and patterns to life.

YARNS

With more than 50 years of wool spinning Our main yarn product is very high quality

pure New Zealand or British wool yarn fibers for our customers and for our carpet's productions.

At Zenova we use the latest equipment and production techniques ensuring our rigorous high standards are maintained at all of our manufacturing also new technology & know how have strengthened the capability in processing yarns. we have a big variety of wool yarns between antistatic and blended wools.

How many percent of your products go to export market? Where is your export main destinations?

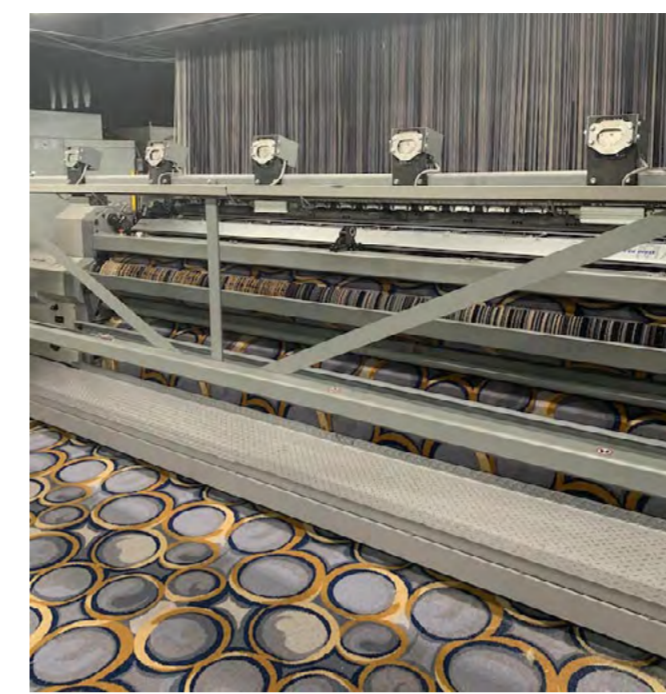
Zenova currently exporting more than 87% of production to more than 44 countries worldwide. as we have gained an outstanding reputation for quality and services from our Trade partners across the Globe and we are partners to the biggest hotel brands worldwide. Most of our carpets goes to Great Britain, USA, Germany, Australia, Scandinavian countries and undoubtedly Gulf Area.

How do you evaluate Carpet and flooring industry after pandemic?

While there are some who hope to return to some normality in order to survive financially. We expectant of big changes especially in hospitality flooring based on the Significant growth in the construction industry and the increasing development of residential and commercial complexes, especially in the developing economies in the last 2 years along with rapid urbanization, are anticipated to drive the market toward growth.

As an expert how do you evaluate carpet and flooring industry in Middle East? Why middle east and north Africa Region is important in carpet industry?

The Middle East has become a gravity point in the global carpet manufacturing industry because of good worldwide distribution ports, combined with low energy and labor costs, as well as the availability of raw ma-



terials and the power to invest, give the region a competitive edge. It also allows its market share to grow in a healthy way.

Now the Middle East is the world's fourth largest carpet manufacturer and expected to grow between 10 -25 % over the next five years.

COVID 19 shows us we should rely more on sustainability and green products, how we can improve sustainability in carpet industry? do you have any plan in your factory?

We always say to our customers "At Zenova We love Wool" as 95% of our products from natural sheep wool which is sustainable resource, perfect for those living a green lifestyle.

we also believe that sustainable carpet it's not just the materials that need to be sustainable but the entire manufacturing process.

We providing unparalleled standards and quality of service to all of its customers. We believe that this can and must be done in a way, which protects and enhances the environment.

Our manufacturing process pairing IT solutions with industry skills and expertise to keep waste to a minimum. Our goal is to implement the waste hierarchy and operate in-line with Reduce, Reuse, Recycle principles.

To this end, we have developed an environmental policy which has been designed and supported by an Environmental Management System that details our commitment to improving environmental performance.



Some projects of Zenova Carpet company



Radisson Blu Jeddah Hotel Saudi Arabia



Red Cow Moran Hotel Dublin Ireland



Silverbirch Hotel Omagh United Kingdom



Silverbirch Hotel Omagh United Kingdom



VOCO Al Khobar an IHG Hotel Saudi Arabia



Warner Bros hotel Abu Dhabi



IC Hotels Green Palace Kundu Antalya



Hilton Tashkent City Uzbekistan



Iveagh Garden Hotel, Dublin Ireland

THE CARPET INDUSTRY IN SAUDI ARABIA



Saudi Arabia is a well-known country for its carpet and flooring production. Alongside the internal usage of the people inside the country, a great number of carpets and floorings are exported every year and it is expected to increase in the future. The production helps not only to the people who work directly in it but also is a great benefit for the affiliated industries.

A carpet is a material for covering the floor that is woven by hand or in factories. It consists of a layer of pile over a backing that was mainly made of wool in the past, but since the last centuries, different types of fiber have been used frequently.

SAUDI ARABIA AND THE CARPET INDUSTRY

Arabian Carpet was first introduced to the western world by Italian merchants that traded with wealthy Arab tribes in the Renaissance. Arabian rugs have undergone significant changes after development of Islam. One specific type of rug known as Sajadeh was created afterward and is designed by Islamic art.

Due to the cultural and religious similarities in Saudi Arabia with its neighbor countries, the pattern, texture and materials used in the traditional flooring production industries are mainly similar, although there are specific cultural symbols and substances that characterize Arabian carpets individually.

There are several types of rugs woven in Saudi Arabia. One of the famous ones is the Tribal rug which is woven by people of different tribes and is usually smaller than many other floorings made in the city; for, the devices used in the tribes should be small, portable, and not so heavy. Floorings and carpets made in the city and modern factories are rather different. Here we are

going to have a brief look at the carpet industry in Saudi Arabia.

Production

In the past, most of the Arabian carpets and floorings used to be small with geometrical or abstract patterns that were dyed with natural colors such as, red, blue, or green with some black parts and they mostly would use wool or in some regions camel hair or goat hair. Nowadays, not only the rugs have got larger (something like wall to wall), but also the type of yarns have gone through a lot of change, altering from natural into oil-



Traditional Arabian carpet

based polymers.

Meanwhile, as the industry has grown alongside technology, the range of colors has widened and more colorful carpets with interesting patterns are being produced.

Saudi Arabia is a successful producer of wall-to-wall carpet that is mostly used in hotels, towers and commercial buildings.

A wall-to-wall carpet is a flooring that covers the whole surface of the floor and is mostly made of synthetic yarns.

There are several factors that help the production in carpet industry and flooring to grow. In recent years, the demand for using nature-friendly productions and construction of green buildings has increased in Saudi Arabia; the companies are being asked to use materials that can be recycled. For instance, less usage of polymer carpet yarns and applying other natural resources like wool has been mentioned.

Although this cannot be done easily because each type of rug needs a specific yarn with different textures.

MARKET

The importance of the flooring and carpet industry in Saudi Arabia is not limited to export, but also for internal usage inside the country. There are huge numbers of hotels and personal properties that demand high quality carpet, flooring and rugs yearly. Hotels are placed on top of the list in this subject.

Every year, Saudi Arabia welcomes many pilgrims from all around the world and the hotels need to provide suitable and satis-



fying flooring for their clients. This is done by the help of great factories such as Al Sorayai, Al Abdullatif, etc. that work specifically in the field of flooring and carpet industry. Alongside covering the floor, traditional carpets are known as valuable handicrafts and modern ones that are made in factories, are known as special decorative parts of houses and rooms. Thus, the market for this industry is wide and spreads around the globe.

AFFILIATED INDUSTRIES

The spinning industry is the major profession that is affected by flooring and Carpet industry and produces the yarn that is needed for the production of carpets and other types of flooring.

The warp and woof need to be made individually, apart from the carpet production process and it creates job opportunities for many people. Most of the warp and woofs are made of cotton.

Carpet design industries are engaged in this field as well. The color, pattern and shape of the carpets and floorings change within the novelties in fashion. The designers have to create layouts that are modern and meet the needs of clients.

Some of the yarns such as acrylic have to be kept and produced at a specific temperature and humidity; the carpet industries always need devices for adjusting the temperature of their salons so they can make sure their products have the best quality.

SAURER
APPOINTS
UWE
RONDÉ AS
NEW CEO



Saurer appoints Uwe Rondé as new CEO

The Saurer Group has appointed Uwe Rondé as its new CEO. With chairman Pan Xueping stepping down as CEO, Dr Rondé will take over the reins on 1 January 2022.

The incoming CEO brings with him over 30 years' experience in the machine tool business and the manufacturing space. Most recently, Dr Rondé was managing director of EMAG in Germany, having previously headed up the machine tool and production systems supplier's Chinese subsidiary.

He was also CEO of Franz Kessler, one of the biggest motor spindle manufacturers in the world and of Intercontec Pfeiffer, a manufacturer of connectors. Dr Rondé has held the role of vice chairman on the Saurer board of directors since October 2021.



A sample of Arabian carpet

One of the top industrial investment companies in Saudi Arabia is Al Abdullatif company that works specifically in the carpet industry and yarns; wool, nylon, polyester and acrylic yarns are some of the productions that are made and exported by this company. Abdullatif is among the top companies in the flooring and carpet industry in the Arab world.

Based on the evidence and the collected data, some of the experts have predicted significant growth in the industry of carpet and flooring in Saudi Arabia.

Oil is the main substance exported from Saudi Arabia but in recent years, this country has experienced magnificent growth in exporting other commodities and one of the most successful ones is carpet and flooring. American and European countries are the major users of Arabian carpets and cooperate with their companies.

FEATURES OF ARABIAN CARPET

Before the industrial revolutions of the recent centuries, rug weaving had been an art and industry exclusively for women; families would begin teaching this handcraft to their girls from childhood.

Most of the Arabian carpets are made of wool but sometimes silk is used as well. Arabian Carpets are well known for their unique color, style and material that are not easily found in other regions of the world.

CARPET TILES

Carpet tiles are ceramic tiles that make the patterns of a rug on the floor. Its usage has increased in recent years especially in hotels and Saudi Arabia is among the top countries in producing and importing it.

There is one point that should be considered; the term Arabian Carpet can refer to rugs and carpets made in any Arabian country whether in the Middle East or North Africa.

Geo Chem Middle East is an approved textile and apparel testing lab for SASO and ESMA

Geo Chem Middle East provides testing for all the product categories

GEO CHEM Middle East CPS offers textile and apparel Testing services structured to your apparel, textile, home accessories, and related products to ensure safety, quality and performance through our broad textile and apparel testing and inspection programs all preformed by our technical team at our Laboratories in Dubai.

For textile and apparel manufacturers, retailers and resellers having a reliable brand with loyal consumers making repeat purchases is vital to achieving success in the textile and apparel industry worldwide.

It is essential to produce reliable, safe, and high-quality textile and apparel products that meet the consumers high expectations. To support achieving the desired quality and safety specifications, a trusted quality control partner is required. With a wide network at global scale, GEO CHEM CPS can extend its experience and expertise to clients easily.

GEO CHEM Middle East offers testing for raw material like yarn, fabric and to the finished goods like garments, home accessories and many other product categories like – leather, footwear, toys, furniture, electrical & electronics, food contact, wastewater analysis.

GEO CHEM Middle East provides testing for all the product categories starting from yarns / fabrics, regular day wear, active wear, sport-wear, sleepwear, sweaters, outerwear, and accessories like – belts and bags. It also provides testing services for home soft product categories like - bedding, curtains, towels, carpets, rugs, bathmats, kitchen linen and many more.

The apparel and textile industry are an extremely competitive market full of complex regulations which keep on changing. It is crucial for manufacturers, retailers, importers, and distributors to continuously evaluate the quality of their production lines to ensure they are producing the highest quality apparel and textile to meet the consumers demands while meeting domestic and international standards. GEO CHEM Middle East CPS can lend a hand in ensuring your manufacturing standards meet the ever-adapting governmental safety and quality standards.

GEO CHEM Middle East laboratory is an approved lab for SASO (Saudi standards, Metrology, and Quality Organization) and ESMA (Emirates Authority for standardization and metrology). This means we test as per SASO and ESMA perimeters ensuring your products



meet their safety and quality regulations.

Starting from product physical performance which includes strength analysis to regulatory compliance we offer all kinds of testing solution to meet international as well as domestic requirement.

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- ▣ Dimensional Stability & Construction Properties
- ▣ Fibre Analysis & Flammability
- ▣ Chemical Testing
- ▣ CPSIA (Consumer Product Safety Improvement Act)
- ▣ REACH (Registration, Evaluation, Authorization and Restriction of Chemicals)

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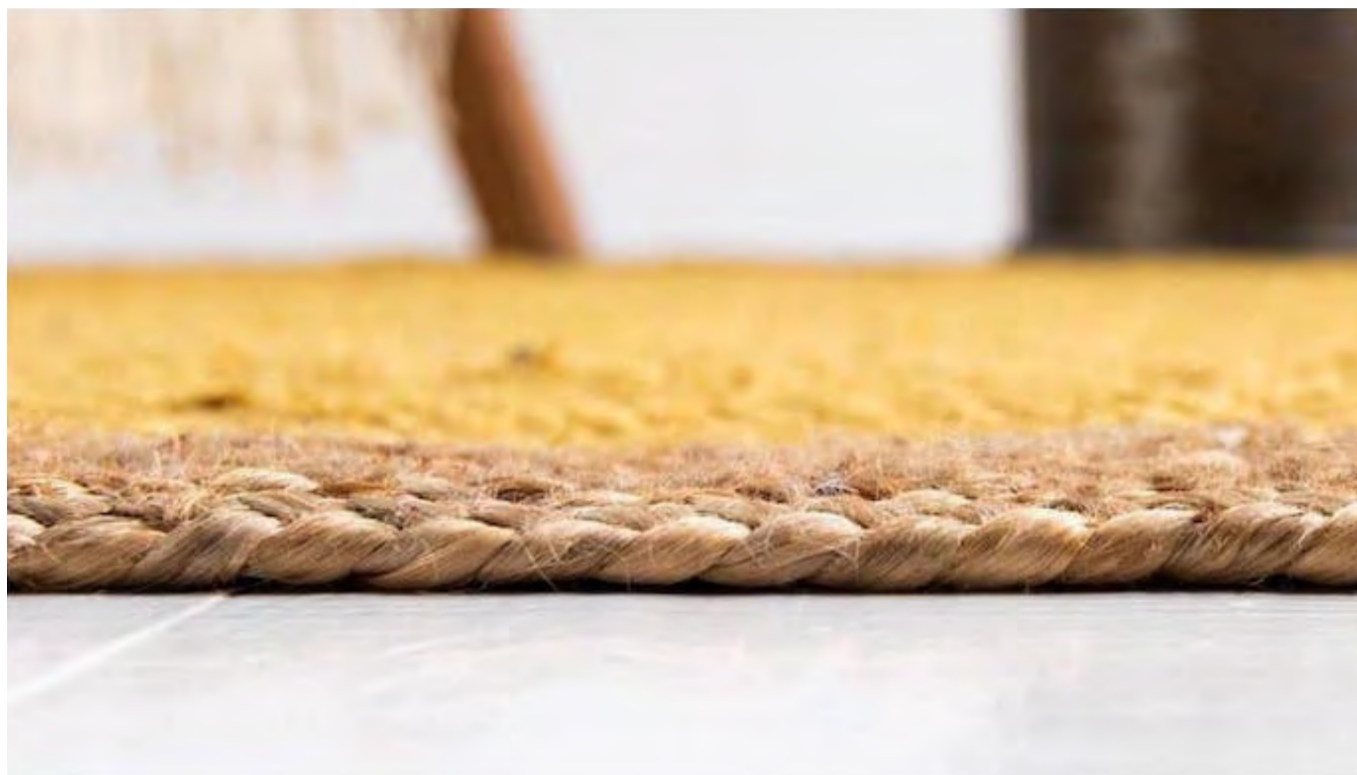
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JUTE CARPETS & RUGS



Jute rugs. What are they? Why are they so popular? Jute rugs are a hot topic in the interior design community, but are they actually worth the investment?

Natural fiber carpets and rugs have grown in popularity in recent years. With a growing interest in sustainability and eco-friendly building and décor, carpets and rugs that are made from renewable resources are seeing a growing demand.

One of the natural fiber carpet options available from Floor Coverings International of Hillsborough is Jute. Jute is an organic plant fiber that grows primarily in India and Bangladesh, and its popularity is on the rise. The natural look of Jute is a great addition to most interior styles, so if your New Year's resolution was to go green, Jute carpeting is right for you. But the first things to consider are the pros and cons of Jute flooring.

Jute rugs offer inherent natural beauty to any space in which they're used since they're made of dried plant fibers, often left in their

original tan shade. Jute's durability -- like hemp or flax -- lends it a life of usefulness in woven form, as with an area rug. While jute is relatively maintenance-free, it does have a few care considerations that make it ideal for some locations and not others.

A Jute Rug can be placed in the living room, dining room, bedrooms, and hallways. It adds a warm texture to any area that needs it. And they are great at absorbing sound too! But, keep in mind they are not for high traffic usage so place it only in low traffic areas to make it last longer!

WHAT IS JUTE?

Jute is a type of grass found in Asia that is woven into a rug. The material is a natural, vegetable fiber made from jute grass. This plant is most commonly found in the Asian subcontinent and is a durable fiber that has

recently become popular for use in rugs. The Jute is also known as Golden fiber is a central woody part of the plant stalk. So, they are composed of cellulose and lignin. Now, once the plant stem is cut down, an interesting process takes part to craft it into a fiber.

After harvesting, the stems are put deliberately in running water (slow motion) for a few weeks. This practice makes 'Stripping' of Jute fibers easier as it softens the gummy. These split fibers are then further processed to transform them into a Jute yarn. A rug that would be woven using this jute yarn will be a Jute rug.

10 PROS OF BUYING A JUTE RUG:

1. Jute rugs are cheap, durable, and easy to clean. So if you want trendy and budget-friendly flooring in your home, then jute carpet is the best choice for you.
2. Your children can play on it without hurting themselves. It will also keep its color even when they spill everything from their food to drinks on it.
3. Jute rugs are easy to clean, simply vacuum it occasionally and then wipe it clean with a sponge.
4. Jute rugs are waterproof and easy to wash at home since they do not absorb water like other carpets. You can use soap or detergent with warm water when doing the washing.
5. Jute rugs are perfect for those who have allergies to wool because they are made of natural fibers.
6. Jute rugs are durable and long-lasting since it is a 100% renewable resource. Because of its durability, you can use it for years without worrying that your kids or pets will ruin the rug.
7. Jute rugs come in different colors and patterns which you can choose from, depending on your taste. Jute rug will help your room look classy, chic, and elegant because of its beautiful colors and patterns.



This type of rug will make your home look more welcoming to guests.

8. Jute rugs come in different sizes so that you can match them with the furniture of your living room.
9. Jute rug prevents dirt and dust from building up inside your home because they are water-resistant. Dirt will not stick onto jute materials easily compared to synthetic carpeting materials.
10. Jute rugs are eco-friendly. It is a natural material and environment-friendly, perfect for healthy living.

10 CONS OF BUYING A JUTE RUG:

1. Jute being a natural fiber, it is usually lighter in weight as compared to other rugs made of wool or cotton. This makes it less durable for heavy traffic areas and damp climates. It may not be the best option if you are looking for a long-term investment.
2. Jute rugs don't hold up well to scrubbing. As it is more prone to fraying and tearing, regular cleaning can reduce the life of your rug.
3. Jute rugs tend to fade easily as a result of exposure to sunlight or even some chemical cleaners and they are not hardy enough for areas prone to heavy traffic. They also have little effect on sound dampening.
4. Jute is not a very pleasant material to sit on, it's rough and prickly -- this means that you should choose a pad underneath your rug so you can enjoy the benefit of comfortable padding.
5. A jute rug can be used as a doormat, but it is not recommended for high-traffic areas.
6. Jute rugs are more expensive than other alternatives such as rush and grass, so if you're searching for the most cost-effective option with little maintenance involved, avoid this type of rug altogether.
7. Jute rugs can also pose a health hazard if they are not properly maintained. It's easy for them to become infested with pests, and even harder to treat their damage.
8. Jute rugs are a great choice for areas that

see little traffic as they have a medium pile, such as foyers or hallways. They can also be used in bathrooms and kitchens as long as you don't mind the extra amount of work they require. However, it is recommended to use in areas that are just for decoration and not in use.

Jute is a material that can be used for both flooring and rugs, which gives you the flexibility to choose a larger jute rug if you do decide to buy one. It also allows you to piece together smaller rugs in order to create an entire area rug. But, they are very thin, so you shouldn't use them in any area of your home that gets a lot of foot traffic.

Chemicals such as perfumes and cleaning products are absorbed by jute rugs, which is why they need to be washed more often than other types of rugs. The good news is that washing them isn't very difficult: you just need to use warm water, mild detergent, and a sponge. Let them air dry because they can shrink if you put them in the dryer.

DRAWBACKS OF JUTE RUGS

While jute is durable, it's not always the best solution for every type of rug you may need in or around the home. Since it's a natural

fiber, it is quite absorbent. This means using it in a humid or damp environment as a bathroom mat or outdoor welcome mat is out of the question, as it can become moldy, mildewed or fall apart. While dust does not show readily on the top of a jute rug, the rug does leave behind fibers on its bottom side, as evidenced when you move the rug for cleaning.

CARE AND MAINTENANCE

A simple vacuuming with a brush attachment removes dust that may build up in the woven texture of the rug; vacuum from several directions to remove the most debris and prolong the rug's usefulness and beauty. If the rug has a binding, avoid vacuuming the stitched area to prolong its life. Treating a spill on the rug involves blotting, rather than rubbing the spot out.

A jute rug, unlike some other rug types, cannot be steam cleaned, as the moisture may ruin it or lead to mildew and mold. Rug cleaners and spot cleaners are also a no-no for jute, as these may stain or discolor the rug's natural tones. Continual exposure to sunlight may also fade the rug; rotate it if kept in a sunny location so the light affects it evenly over time.

Jute rugs can be washed, and to do this, you simply need to remove the rug from the area where it is placed. Then place it on a flat surface and slowly spot clean any stubborn stains. You can also use a mild detergent to wash.

It is not recommended to dry clean jute rugs as the jute fibers may become brittle. Also, it will cause the colors to fade or change and weaken the structure of the rug because of continuous exposure to chemicals in laundering.

It is not recommended for a jute rug to hang out under hot and direct sunlight as they tend to discolor or become brittle over time. So, Always dry your jute rugs in the shade. Or, if you want to place a jute rug in the outdoor areas then use shaded areas to prevent discoloration.





B.I.G. YARNS ANNOUNCES MAJOR INVESTMENTS IN NEW YARN TECHNOLOGY

Building a strong future. B.I.G. Yarns reveals significant investment in its next-generation Polyamide (PA) technology to help global carpet tile manufacturers meet the demands of the contract market. In addition to this key investment, the company also announces its decision to become a new producer of polyester (PET) yarns for the automotive industry.

The two announcements, made today, reinforce the business' leadership in yarn innovation and commitment to being at the forefront of supporting changing end-market needs.

B.I.G. Yarns is stepping up its focus on developing and producing one-step 3Ply PA yarns using next-generation technology to answer needs for flexibility and broader design options in the carpet tile segment. Total production capacity for one-step 3Ply yarns will increase by > 20% through new lines installed at the plant in France, creating higher output and greater supply security by serving customers from all three of its global plants.

The new lines use B.I.G. Yarns' cutting-edge PA yarn technology which expands design, contrast and colour freedoms for carpet tile manufacturers, and increases flexibility in lot sizes. These advances enable customers to respond quickly to developments in the contract market. In addition, the new technology features a higher level of automation which improves ergonomics for B.I.G. Yarns' employees. Importantly, it also optimizes energy use which contributes in energy savings at the French site specifically. The new production lines will be deployed from mid-2022.

To enhance support for a future of more sustainable automotive interiors, B.I.G. Yarns will enter into PET yarn production for the first time and offer a portfolio of PET yarns by the third quarter of 2022. These will be available for automotive applications alongside its EqoCycle® recycled-based PA6 yarns.

Emmanuel Colchen, General Manager, B.I.G. Yarns, comments: "With the additional capacity in the best-in-class 1 step 3ply PA yarns technology and expanding our portfolio into a new direction with PET, B.I.G. Yarns is taking strategic steps to better serve the evolving needs of its customers. We are opening up exciting new opportunities with a continuous focus on innovation and sustainability."

We will generate an important step that will support our goal of reducing our carbon footprint. We want to build a strong future path for our business and our customers, and these investments advance that commitment in full alignment with our vision. We also like to acknowledge and thank the support of the Hauts-de-France region and French "Reliance Program" which supported our initiative strongly and selected our French production plant for the industrial investment acceleration fund. We are grateful for this encouragement and belief in the B.I.G. Yarns' endeavors."

HOHENSTEIN



NEW QUALITY LABEL IDENTIFIES TRUSTWORTHY PET PRODUCTS

Safety, quality and durability are tested and certified.

Textile testing partner Hohenstein has established a quality label for tested pet supplies to ensure product safety, quality and durability of pet blankets, beds, toys and other products.

The number of pets in private households is growing every year. With many caring for pets as full members of the family, U.S. pet owners spent \$103.6 billion in 2020 (American Pet Products Association, 2021).

This quality label is designed for textile products such as blankets or pillows, clothing, toys or even horse blankets. The required testing validates quality, durability and safety from toxic substances. The product label provides pet owners with quick validation of quality claims.

Beyond its standard physical tests, the quality label can be flexibly extended depending on the intended use. Additional testing includes comfort and performance properties such as chew and scratch resistance, outdoor suitability, water repellence, water-proofness and air permeability.

The Hohenstein Quality Label – Tested Pet Supplies is independent proof of quality. It joins the ranks of existing Hohenstein quality labels that offer highly credible trust to customers in trade and consumer markets.

Test criteria can be found at [Hohenstein.US](https://www.hohenstein.us)



BALTA TO SELL ITS RUGS, RESIDENTIAL PP AND NON-WOVEN BUSINESS

Balta Group NV (Balta Group) is pleased to announce that it has entered into a binding agreement to sell its Rugs, Residential polypropylene (Residential PP) and Non-Woven businesses, together with the Balta brand, to Victoria PLC (the Transaction, the Divested Businesses). Completion of the Transaction is subject to certain conditions precedent, most of which are operational in nature and involve the carve out of the Divested Businesses.

The Transaction has an enterprise value on a debt and cash free basis of €225m and is expected to close at the beginning of Q2 2022.

The Transaction will allow the remaining Group to focus on developing its commercial businesses in Europe and the United States under the main brands modulyss and Bentley Mills, as well as its premium European Residential polyamide (Residential PA) business (ITC).

These businesses are yet to fully recover from the effects of pandemic restrictions. The remaining Group has a stronger cash flow and balance sheet, as well as a reduced risk profile.

A higher average EBITDA margin and better cash conversion will enable more investment in sustainability and growth through innovation, manufacturing optimization and more agile digital solutions. Being more focused and less complex is also expected to improve overall efficiency. Furthermore, the impact of currency fluctuations and international transport costs will be significantly reduced in the remaining Group.

The Transaction will significantly reduce Balta Group's absolute debt and is expected to deleverage the Group's balance sheet at the time of completion based on expected FY21 full year results.

If the Transaction had occurred on 1 January 2021, unaudited pro-forma results for the remaining Balta Group YTD Q3 would have been:

(€ million, unless otherwise mentioned)	YTD Q3 2021	YTD Q3 2020	% Change
Commercial	141.9	145.0	(2.1)%
Residential PA	58.1	46.8	24.1%
Consolidated Revenue	200.1	191.8	4.3%
Commercial	23.0	21.1	9.0%
Residential PA	8.3	4.1	102.8%
Consolidated Adjusted EBITDA	31.2	25.1	24.2%
Commercial	16.2%	14.5%	
Residential PA	14.2%	8.7%	
Consolidated Adjusted EBITDA Margin	15.6%	13.1%	

If the Transaction had occurred on 1 January 2021, the unaudited pro-forma YTD Q3 results of the Divested Businesses would have been:

(€ million, unless otherwise mentioned)	YTD Q3 2021	YTD Q3 2020	% Change
Consolidated Revenue	269.7	219.0	23.2%
Consolidated Adjusted EBITDA	33.9	14.9	127.1%
Consolidated Adjusted EBITDA Margin	12.6%	6.8%	

The Balta Group has secured a commitment to provide a facility after the Transaction completes in the form of new senior secured notes. This facility, together with the cash proceeds from the Transaction, will provide holders of our existing senior secured notes (Notes) the opportunity to retain their Notes or to receive a cash payment for their Notes.

As part of our drive to simplify the organisation and move in pace with our markets, we created a new Business Unit on 22nd November 2021, Commercial and Residential Europe, to align our business model with customer needs and move towards a more agile and flexible approach. Emmanuel Rigaux, previously Chief Transformation Officer, has been appointed as the Business Unit's Managing Director.

Cyrille Ragoucy, CEO and Chairman of the Board of Balta said, "I am pleased that we have achieved this mutually beneficial agreement with Victoria PLC. While our Rugs, Residential PP and Non-Woven businesses have found a new owner with a great operational fit, the Transaction will allow the remaining Group to focus on its Commercial businesses in Europe and the United States and their expected recovery after the lifting of pandemic restrictions, and on its premium European Residential PA business. The remaining Group has a stronger cash flow and balance sheet, as well as a reduced risk profile, allowing us to invest in growth and strengthen our position across markets."

Until the Transaction closes, we will continue to run our businesses "as usual" and our employees and customers remain a top priority. Customers will receive a call from their sales representative to explain the next steps in this transforming transaction."

Philippe Hamers, CEO of Victoria said, "This selective acquisition of two highly complementary businesses will be significantly value creating for Victoria's shareholders. The rugs division has been hugely successful over many years and there are very material operating synergies between the carpet division and Victoria's existing business. These are both businesses that Victoria already knows extremely well."



OBJECT CARPET: ZERO WASTE. NEXT LIFE.

Giving carpet tiles a whole new lifecycle in just one process. All materials used are fully recycled. Ecology meets economy

The floor coverings specialist OBJECT CARPET is continually setting new benchmarks with its commitment to sustainable production and business management.

The company has now succeeded in recycling 100 % of the materials used to make carpet tiles in a single economical process. The tiles are designed specifically to be fully recyclable, while the isolating mat that is produced gives a new life cycle to production waste. The company is now investing in a fully sustainable production cycle at its Krefeld site.

“WE’RE TAKING MATTERS INTO OUR OWN HANDS!” OBJECT CARPET Managing Director Daniel Butz is a doer and a motivator. For him, progress means always keeping on the move, be-

ing active and driving forward environmental processes. The company, which is now run by the second generation of the owner family, has always produced durable carpets for sophisticated interiors and upscale homes. They are made from high-quality materials and are free from harmful substances and emissions, thus promoting a healthy living and working environment.

“Conserving and not wasting resources, recycling products – protecting the environment is firmly embedded in our company’s DNA,” Daniel Butz explains

The firm is now taking another major step towards the future: “ZERO WASTE. NEXT LIFE! By 2024, we want all of our new products to be part of the circular economy.” This means fully recyclable designer carpets without an environmental footprint. OBJECT CARPET

will thus be closing the environmental loop.

Even now, the carpet manufacturer’s premium products generate as little waste as possible. Avoiding waste, preserving resources and reducing emissions wherever it can has always been the guiding principle of a company ahead of its time. With innovative manufacturing technologies and certified high-quality products, many of which are already made from recycled raw materials, OBJECT CARPET is helping to protect the environment and keep people healthy.

OBJECT CARPET began very early to design its carpets and carpet tiles in such a way that they only contain clean materials from the circular economy and recyclable substances without any toxic chemical compounds – put simply, designed for recycling.

They have been free from bitumen, latex and PVC since as long ago as 2017 and are fully recyclable as a so-called secondary raw material. This means that no chemical recycling processes are required either, something that can only be achieved with clean, circular materials. That is because, at OBJECT CARPET, the entire product is always recycled in a single process and does not undergo laborious and time-consuming separation, get transported here, there and everywhere and generate high costs to end up “only” in energy recovery or, worse still, in landfill.

Instead, remnants such as trimmings from finished goods, cut-offs from edges, leftover yarn, test pieces, material formulations, backing material and rejects are collected up and shredded. These are then turned into a secondary raw material in a purely mechanical process involving no chemicals whatsoever.

This secondary raw material is composed solely of the materials that were fed in – nothing is added or generated as waste. The material is then heated and cooled to produce stable matting, which is cut into individual

pieces and given a new lease of life as a soundproofing building material. What is more, three quarters of all the products in the whole OBJECT CARPET collection are made from 100 % recycled yarn at present.

“By designing products to be recyclable, we want to save resources and combat waste: protecting the environment, the human race and the natural world is always our top priority,” — says Managing Director Daniel Butz

This is because the people at OBJECT CARPET have spotted the opportunity that using waste as a raw material presents. By developing a future-oriented recycling process for modern carpets, the company is balancing ecology with economy. “Avoiding waste is part of our history,” underlines Heiko Kühnen, Head of Production at OBJECT CARPET.

“We’ve been systematically searching for solutions for reusing and recycling yarns, production waste and packaging materials for over 20 years.”

This means ongoing restructuring and investment in the production lines too:

“We overhaul processes, renovate our buildings to make them more sustainable and research how we can fundamentally improve our products to ensure we close the loop – entirely in the ‘designed for recycling’ spirit,” explains Lars Engelke, Managing Director Production & Development.

This enables the carpet manufacturer to give the materials it uses a whole second lifecycle. It does not stop there, however,

as the first new product with an unlimited number of lifecycles will soon be making its debut.

“OBJECT CARPET is currently laying the foundations for a completely sustainable production loop at its Krefeld site. These are investments that will pay off in the future in every sense of the word,” Lars Engelke

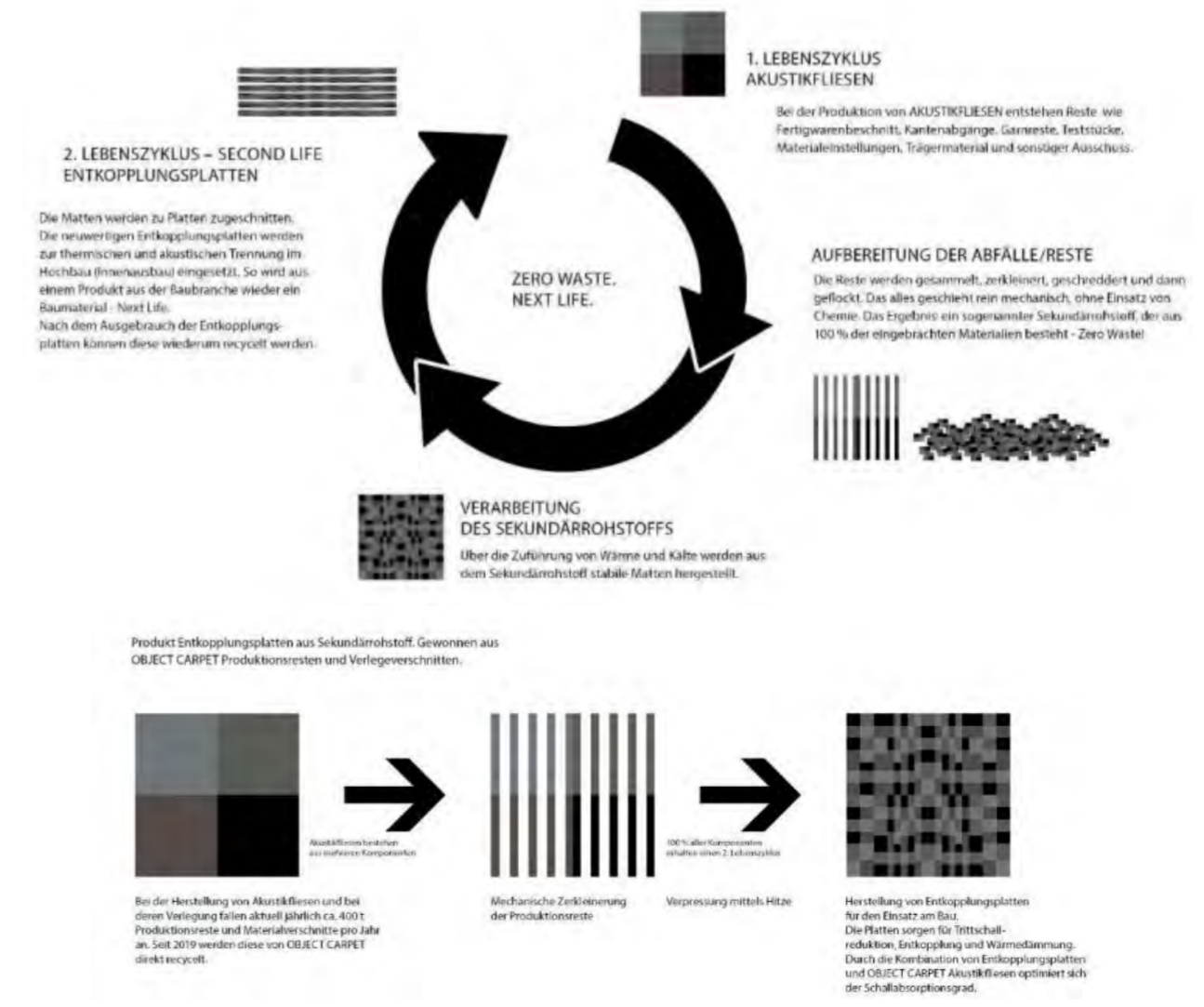
“We’re taking an existing building product and turning it into a completely new one, while staying in the same industry and with the same customers.”

Offcuts and leftover material from laying the carpets – both generated in the first product stage – are given a second life as isolating mats for the building industry, where they are used for thermal and acoustic decoupling in structural engineering.

With the highly sound-absorbing insulation mat, therefore, OBJECT CARPET is sending out an important signal about environmentally sustainable construction that is conducive to healthy living.

The acoustic tile, for instance, provides even greater sound insulation in combination with Vöwa’s Vitherm® isolating mat. At the same time, customers who purchase a carpet from OBJECT CARPET get the guarantee, reassurance and confidence that they are buying a fully recyclable product and are thus also doing their bit to protect the environment.

That is not all, however: carpet layers can also help shape a green future right now and contribute to a new lifecycle by returning their leftover tiles and offcuts.



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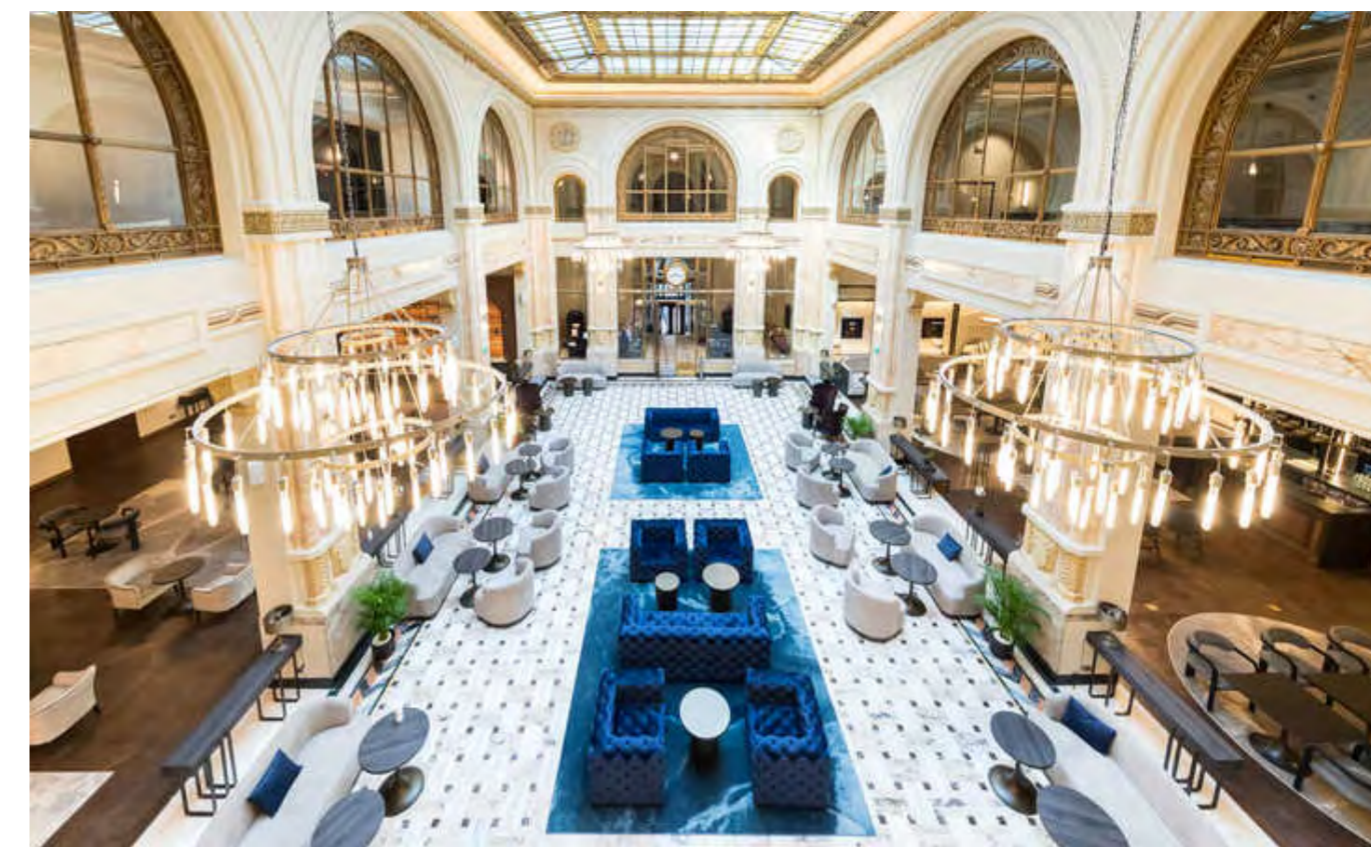


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By Mette Frydensbjerg Jacobsen-Ege carpet

THE MARMOROSCH: A PREMIUM MARRIOTT HOTEL SHROUDED IN SMOOTH PERFECTION

Custom design wall-to-wall carpets and rugs
The luxury brand Autograph Collection by Marriott offers distinctive hotel experiences designed to leave a lasting impression. Aimed at the high-end segment of extraordinary hospitality experiences, the Autograph Collection includes over 200 independent hotels worldwide with exclusive benefits. Apex Alliance, who own and operate 4 hotels in Bucharest, decided to convert the spectacular premises into this 5-star hotel and officially opened the Marmorosch in August 2021.

A thrilling interior design
The hotel is located in the former Marmorosch-Blank Bank palace in Bucharest's Old Town, close to Romania's National Bank palace. The building's transformation into a hotel involved a EUR 42 million investment and 3 years of continuous work to reawaken its Art Deco and Art Nouveau heritage. Naturally, the rich architecture reflects in the interior design concept that tells the story of the era's progressive ideas while evoking a thrilling sense of historical importance and optimism. The Marmorosch includes 217 rooms from standard category to suites.

Glamorous variety with harmony
For the Carpet&More team, the Marmorosch was the 5th hospitality project to be realised with Apex Alliance. Led by the customer's architects and designers the entire team committed to create a glamorous environment to fit the building's history, architecture and reputation. More specifically, the creative brief revolved around creating a luxurious atmosphere throughout the building while ensuring a high degree of harmonious variety between all spaces.

The starting point for the bespoke carpet patterns was a marble theme inspired by the dramatic look of this precious material, an exquisite work of art created by nature, to be found in palaces and castles around the world. Considering the gradient complexity of marble patterns, the wish was to transfer the visual impact and similarity of a genuine marble slab into bespoke carpet patterns. Other spaces such as rooms and corridors were fitted with carpet in rich and sated unicolours.

Noise dampening beauty
Fully aware that acoustics have a major impact on the hotel atmosphere, effective noise

Carpet is synonymous with comfort. We specified carpet for the atmosphere it creates and to meet the demand for versatility in relation to spaces and moods.

- Andreea Orhei Sorescu, Carpet&More

dampening materials were considered important to the interior design. For example, the large public spaces such as the reception areas, lounges and meeting rooms needed significant noise dampening due to the hard surfaces and high ceilings. To help meet this challenge and for visual reasons as well, natural wood panels were fitted into several public spaces in combination with large rugs, to define specific areas, for instance lounges, while bringing a pleasant atmosphere.

Due to its specific and more personal use, the hallway and room architecture demanded a more delicate yet effective approach to raise comfort and improve acoustics, which made plush carpet the natural choice. Bottle green and aubergine tones add a calm yet warm look and feel to these specific spaces.

Exactly like nothing else
The creative team aimed at combining a natural flow of colours from room to room with the perfect blend of materials. The wall-to-wall carpets and many generously sized rugs perfectly match the interior and help to meet this objective. The carpets are useful and comfortable contributors to the atmosphere and some of them act as individual pieces of art.

Right after Carpet&More finished working on site, they were asked to start exploring the 6th project for Apex Alliance indicating that the expectations for the Marmorosch were at least accomplished, if not exceeded.

Want to create your own bespoke luxury?
This 5-star hospitality project features our exquisite 80/20 wool/nylon quality from the Highline concept with complete freedom of design. Click to explore your bespoke design options and learn how to create your very own work of art carpets. We gladly support you throughout the entire process, so feel free to reach out to your local consultant at any time.





AFGHANS GO BACK TO MAKING CARPETS AS ECONOMY UNRAVELS

Four Afghan brothers have hauled their family's carpet loom out of storage in the desperate hope of earning a living as the nation's economy teeters on the edge of ruin. The Haidari brothers now spend their days sitting abreast on a squat bench-as generations of the family did before them-weaving the complex rugs for which Afghanistan is famed.

They work long hours each day, keeping a brave face even though there is no guarantee they will have anyone to sell their carpets to. "We have no other option" to keep the family alive, said Ghulam Sakhi, the 70-year-old family patriarch. Until August 15, when the Taliban returned to power in Afghanistan, the Haidari brothers had managed to escape the backbreaking labor of carpet making and were running a successful business supplying flowers for weddings. The headline movement's austere interpretation of Islam, however, largely put paid to the lavish betrothals so loved by Afghans, and the family enterprise collapsed.

In an act of creativity in the face of adversity, they fell back on their family's rug-making trade. "Naturally when the Taliban took over... wedding halls didn't have much business. That is why we started carpets again," said Rauf, at 28 the eldest of the brothers who all live and work in Kabul. "It's a very old practice that our forefathers have passed down to us," he said. Now they pick strands from dangling spindles of silk before looping them into the warp and weft of the rug with precise, rhythmic energy. And when the 12-metre (39-foot) carpet is complete, they hope it will fetch up to \$6,000 (5,300 euros).



NATIONAL TREASURES

Around two million of Afghanistan's 38 million population work in the carpet sector, according to Noor Mohammad Noori, who heads the national carpet makers' association. But demand has taken a sharp hit since the Taliban's takeover sparked an exodus of expatriates working for international organizations, he says. Afghan rugs-from intricately woven silk Persians to the simpler woolen tribal kilims-are sought after around the world. But in the past few months, "more and more people are making carpets" says Kabir Rauf, a merchant in Kabul who describes his wares as "the national treasures of Afghanistan".

New among the carpet-weaving workforce are women who cannot go to work, girls shut out of school, and unemployed men, he said. In Herat, near the Iranian border, Haji Abdul Qader already employs around 150 families for his carpet-making business. But every day, two or three more people contact him, desperate for work. Even those with no experience get in touch. "There are no other jobs," Rauf Haidari said.

PROUD

But those who do have skills have a chance to make a living. "Someone who knows how to weave carpets will never be without work," says Muhammad Taghi, whose family has worked with Haji Abdul Qader for a decade. Taghi used to weave when he was younger, but now the work is left to his four children-aged between 17 and 24 — who create carpets next to the stove in the family home. It will take them 120 days to finish four matching, two-by-three meter rugs for which the family will earn around \$500. "I am proud of this work. We make in our country these carpets that will be sold the world over as Afghan carpets," Muhammad Taghi said.

"I can send my girls and boys to schools and universities with this money." His youngest son Nassim, 17, who began to weave at the age of 10, still goes to school and dreams of being a doctor. But for the carpet merchants, a supply glut brings its own problems. Bank withdrawals are limited to 400 dollars a week, said Haji Abdul Qader, who receives about five rugs a week. "I'm afraid I won't have enough cash to pay manufacturers."

There are also few customers. "Foreigners are not here to buy them," complained Kabir Rauf, sitting idle in his Kabul market stand surrounded by hundreds of carpets. The exodus of international organizations in the wake of the Taliban's return has brought "the worst time" for business, he said, adding that he nonetheless remains optimistic. Air links to the Gulf have been restored, and, from there, his carpets can fly across the world.

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