

# MENA Carpet News

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Middle East and Africa Carpet and Flooring News



## DELASA

Design And Carpet

FOR NEW COLLECTIONS  
AND DESIGNS CONTACT US

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## INSIDE



PERFECT CARPET YARN BY MEERA  
MACHINERIES..... 2



NEW REFORM COLLECTION: MARK  
OF TIME ECOTRUST THUMBPRINTS  
OF THE EARTH'S PAST.....4



ISRAEL-BASED DYEING SYSTEM  
MAKER TWINE SOLUTIONS RAISES  
\$28 MILLION..... 5



B.I.G. YARNS UNVEILS COLORMIND  
FOR ULTIMATE DESIGN FREEDOM  
FOR CONTRACT CARPETS.....15



HIGH COMMITMENT OF RENOWNED  
MANUFACTURERS OF HARD FLOOR  
COVERINGS.....13



ALMAS CARPET, A DIAMOND IN  
YOUR HOME.....10



SUSTAINABLE FUTURE IS MADE OF  
DESIGN.....14



BRÜCKNER COME BACK TO HOME  
IN SHANGHAI WITH ARTIFICIAL  
TURF FINISHING LINE.....12



## FEIZY RUGS DONATES OVER \$150,000 TO INDIA'S RELIEF EFFORTS IN BATTLE AGAINST COVID-19

Feizy Rugs, has partnered with NGO Akshaya Patra Foundation to donate more than \$150,000 toward India's COVID-19 relief effort including delivering more than 56,000 meals to the people of India and provide hospitals with medical equipment to battle COVID-19 surge.

Award-winning rug manufacturer, Feizy Rugs, has partnered with the Akshaya Patra Foundation to donate more than \$150,000 toward India's COVID-19 relief efforts. As the country faces a devastating second wave of cases, these funds will commit more than 56,000 meals to the people of India and help provide hospitals with proper medical equipment to aid in the battle against COVID-19.

"We, at Feizy, believe in taking care of the communities in which we live and work," says John Feizy, founder and CEO of Feizy Rugs. "With over 48 years of business in India, we've seen the terrible impact COVID-19 has made on food and hospital insecurity. That's why we're choosing the Akshaya Patra Foundation to help provide relief to India's most vulnerable communities."

With the help of The Akshaya Patra Foundation, Feizy will provide 1,350 families with 56,700 dry ration meals for 21 days. As of June 1, the first round of dry meals, totaling 2,250, were successfully delivered and distributed in the village of Chhanaura in Bhadohi, India.

To help mitigate the spread of COVID-19, many businesses have been forced to shutter their doors, causing unprecedented food shortages. The dry ration meals will be primarily distributed to the disadvantaged areas where much of the textile-producing community resides.

Feizy Rugs is one of the country's largest manufacturers of fine hand-knotted, hand-tufted and power-loomed rugs, providing luxury at any price. Embracing a family tradition of four generations, Feizy Rugs brings beauty to interior designs by building on the exceptional quality standards established in 1973 by company founder and CEO John Feizy.

Feizy Rugs is a five-time ARTS Award winner and the first rug manufacturer to have been inducted into the Accessories Resource Team's ARTS Awards Hall of Fame.

## ONLINE EXHIBITION TO REVOLUTIONISE FLOORING INDUSTRY

July 2021 brings the industry an exciting, new and innovative way to meet exhibitors

CFJ is launching the CFJLIVE Online Flooring Expo to be held on the afternoon of 1 July between 2-7pm this year. The event will be held online via Hopin site and is intended for contractors, retailers, distributors, architects, developers, facility managers, housing associations and designers. Over 100 manufacturers and distributors will broadcast live from their showrooms, offices, demo areas and training centres with presentations on new products/current ranges, demonstrations and Q&A opportunities on the technical aspects of their products.

## DIGITAL IS BETTER AND FASTER!

KOHAN TEXTILE JOURNAL IS A LEADER TEXTILE, CARPET AND FLOORING MAGAZINE SINCE 2008 IN THE EMEA REGION. AFTER MANY TIMES PARTICIPATION AT CARPET AND FLOORING EVENTS LIKE DOMOTEX AND GATHERING A GREAT NETWORK OF PROFESSIONALS IN THIS SECTOR WE DECIDE TO PUBLISH A SPECIAL DIGITAL MAGAZINE FOR CARPET AND FLOORING SECTOR IN THE EMEA REGION.



CEJ  
Live  
2021  
ONLINE  
Flooring  
EXPO

# MEERA

## INDUSTRIES LIMITED

**MEERA BAH**  
Continuous Bulking & Heat Setting Machine for Carpet Yarn



## PERFECT CARPET YARN BY MEERA MACHINERIES

**M**eera Industries Limited an ISO 9001 company is a renowned name in the field of twisting, cabling and continuous heat setting machines exporting to more than 26 countries.

Having a customer-centric approach, MEERA's main design guiding principle has always been Energy optimization, High Productivity and Ease of Use.

Meera has an in-house R&D center recognized by the Department of Scientific and Industrial Research (DSIR) Known for innovating new twisting technologies we have a strong presence across the textile value chain. We have developed machines for Industries like Carpets, FIBC, Packaging Yarns, Fishing Nets, Threads & Twine, Technical textile etc.

Meera Industries Limited has a subsidiary in NC, USA for closely working with their customers in the USA, Canada and Latin America. Apart from spares, sales and service support the USA facility has many latest models on display and customers can also visit us for various small lot productions and new developments.

### MEERA MACHINES REGARDS TO CARPET INDUSTRY

Carpet Cabler / Twister and Continuous Bulking and heat setting are the prime products for the carpet yarn Industry. Other than these we have a range of other innovative twisting solutions which are customized based on individual needs. Some of them are TPRS Technology, Ring Twisting, Assembly winders etc.

### ABOUT TWISTER/ CABLER

MEERA CT-260 Twister / Cabler is a heavy-duty direct cabling / Twisting machine designed to produce premium quality yarns for carpet at the most economical cost.

Having a denier Range of 1200-12000, the machine is suitable for Polypropylene, Nylon and Polyester Multifilament and BCF Both. We also have versions for staple fibre twisting of Acrylic, Cotton etc.

The Machine is loaded with several features which add to high productivity, better production management, advanced reporting, quality control etc. We also have the option of assembling yarns up to 3 ply to make new hybrid yarns by mixing Polyester PP, Nylon, Acrylic etc.

MeeraBAH is a Continuous Bulking and Heat Setting machine developed by MEERA to cater to the needs of the Bathmats and Rugs industry for SuperSoft High Bulk Polyester multifilament Yarns. In the last couple of years, this yarn has gotten huge popularity among rug and bath mats manufacturers in Turkey and Egypt.

Compare to other options for making such yarn MeeraBAH has advantages like low capital investment, Lowest cost of manufacturing per/ KG, low setup times etc. Based on Superheated steam technology, MeeraBAH comes with 4 tracks of 64 ends suitable to produce 4-5 Tons of Yarns /Day.

Having more than 90% market share of this quality In India we also have few overseas installations.

### 7 REASONS WHY MEERA TWISTING

Cabling and Heat Setting Machines for Carpet Yarns are a Good Value for Money

with perfect quality yarns.

1. Comparable International Quality Machines
2. Innovative Forward-Looking Technology
3. Saving up to 40% in Capital Cost
4. Automation Feature adding to low cost and better quality yarn package
5. Flexible in Customization as per customer requirements
6. Easy and Fast installation and commissioning
7. Excellent Customer Care

### CONTINUOUS BULK & HEAT SETTING MACHINE

We at Meera specialized in yarn twisting technologies developing one by one different machine used for various application pioneered in offering carpet yarn manufacturing machines today.

In continuation to this process, the market demands lead us to develop a continuous yarn bulking and heat setting machine.

### WE ARE OFFERING MACHINE WITH THE FOLLOWING TECHNICAL SPECIFICATIONS:

Yarn Type: Polyester, Nylon, Polypropylene, Acrylic, Wool etc.

No. of Ends: Up to 60

No. of Setting Channel: 4

Yarn Speed: Up to 400 MPM

Production: Up to 6 tons per day

Heat Setting Process: Overheated steam process up to 190 degree.

Supply Creel: Facilitated with two package stand for transfer tail and yarn break detector.



## CARPET TWISTER / CABLER BULKING AND HEAT SETTING

Polyester | PP | PA | PET | Acrylic

**Coiling Head:** Coiling head to lay yarn on conveyor lead to climate chamber.

**Conveyor Belts:** Teflon coated yarn transport belts driven by PLC controlled geared motor to very Dwell time ranging from 40 secs to 10 mins

**Climate Chamber:** Heat setting chamber having temperature as well as humidity control to set requisite yarn bulk and heat setting of yarn.

**Yarn Dryer:** Yarn cooling area after heat setting of yarn to drop the yarn at room temperature.

**Yarn Splitting:** Yarn bundle of 16 ends get separated after cooling for final winding of yarn in an individual package ready for use.

**Final Winder:** Take up winder to builds final package of yarn duly bulked and heat set ready for tufting carpet up to a capacity of 4 kgs.

**Electricals & Electronics:** Complete controlling of the heat-set process is done by PLC controlled yarn sensing, yarn speed, dwell time, chamber temperature, yarn speed at take up in synchronizing ways to achieve desired uniform yarn bulking and heat setting.

**Over All Dimension:** Space requirements of the machine is of 14 feet width by 95 feet long from yarn feeding to final winder.

### BRIEF ABOUT YOUR PRESENCE IN INTERNATIONAL MARKET

MEERA has been exporting its twisting machines to more than 26 countries.

We have been manufacturing Twisting and Cabling machines for more than 15 years now. After the successful installation of hundreds of spindles of its cabling and Twisting in India, we started exporting its carpet yarn machine in the last 3 Years.

Internationally, Our Carpet Yarn machines are successfully running in [Turkey](#), Uzbekistan, Indonesia and few others. Gradually we are eyeing even deeper penetration in these markets along with carpet manufacturing clusters in MENA regions like [Egypt](#), Saudi Arabia, Iran, Jordan etc.

### MEERA PARTICIPATION IN VARIOUS EXHIBITION

In order to reach our customers worldwide, we are constantly looking for opportunities to go as close as possible. Due to the Covid-19 situation, there were no exhibitions since the beginning of 2020. In the past, we were regularly present in Domotex Hannover, ITM Istanbul. Looking forward to being there as soon as everything normalizes.

### CONTACT WITH MEERA

sales@meeraind.com  
Tel:+91 98795 97041  
[www.meeraind.com](http://www.meeraind.com)



## NEW REFORM COLLECTION: MARK OF TIME ECOTRUST THUMBPRINTS OF THE EARTH'S PAST

Combining a rough yet poetic design story with a truly sustainable product concept featuring several practical advantages such as improved acoustics and flexibility, Mark of Time Ecotrust offers a contemporary interior choice for demanding projects.

### A ROUGH LOOK AND FEEL

In the Mark of Time collection, the multi-level loop construction creates a sculptural texture influenced by the collision of the Earth's layers.

Tilted, chaotic and organic elements come together to define the two co-ordinating patterns, Bedrock and Landslide, that can be used alone or combined to give a soft or dramatic expression to the floorscape. Minerals including jet, lapis and serpentine have inspired the colour palette of tone-on-tone neutrals complemented by darker shades that create either a subtle or powerful yet refined look. Each design comes in 15 contemporary colours carefully chosen for their ability to combine into unique compositions.

### SUSTAINABLE ALL THE WAY THROUGH

Cradle to Cradle Certified™, crafted from regenerated and regenerable yarn and fitted with the patented recycled Ecotrust backing, the collection perfectly suits any sustainable flooring project. Mark of Time is available as carpet tiles, planks, wall-to-wall carpet and the innovative Figura shapes.

Founded in 1938 and consistently using the most advanced technology in the industry, Ege Carpets have developed into one of Europe's leading carpet companies. Guided by the strategy; "We design beautiful carpets for a sustainable future", Ege Carpets craft unique, sustainable textile flooring by turning waste into resources while striving to keep components in closed circles to become CO2 positive.

Through nine sales offices and more than 50 partners around the world, Ege carpets supply Cradle to Cradle Certified™ carpets to architects and interior designers specialising in hos-

pitality, office and marine projects, among others. Visit [egecarpets.com](http://egecarpets.com) to learn more.

### THE MARK OF TIME DESIGNS

Rocks, carved by ancient forces, are a thumbprint of the Earth's past. Bearing centuries of weight and meaning, each stone has travelled through time and landscapes so infinite that we can't comprehend. Through their immortal existence, they're the subject of many myths and legends and their scale confirms that we're but a small event in their seismic history.

Always changing, the rockface resists and yet eventually gives way to the elements. Sliding, folding and tumbling into chaos, the fractures build a new structure and the seas wash the minerals into weeping colours. During the landslide, the Earth buries its face and then reveals a new beauty.

### BEDROCK

Bedrock has a soft stone texture and is the foundation for the collection. The layers created by elemental forces tilt and tumble into shapes locked in time. Available in 15 tone-on-tone colours.

### LANDSLIDE

Landslide is inspired by fragmented rock, weathered and streaked with colour. Each rock has a story to tell as it fractures and tumbles into the sea. Available in 15 rich tonal combinations.

### THE DESIGNER

Carol Appleton is an experienced textile designer and creative director. Carol is the talent behind the ReForm Memory Ecotrust, ReForm Legend Ecotrust and ReForm Artworks Ecotrust collections as well.

### SIZES AND SHAPES

The Bedrock and Landslide patterns are avail-



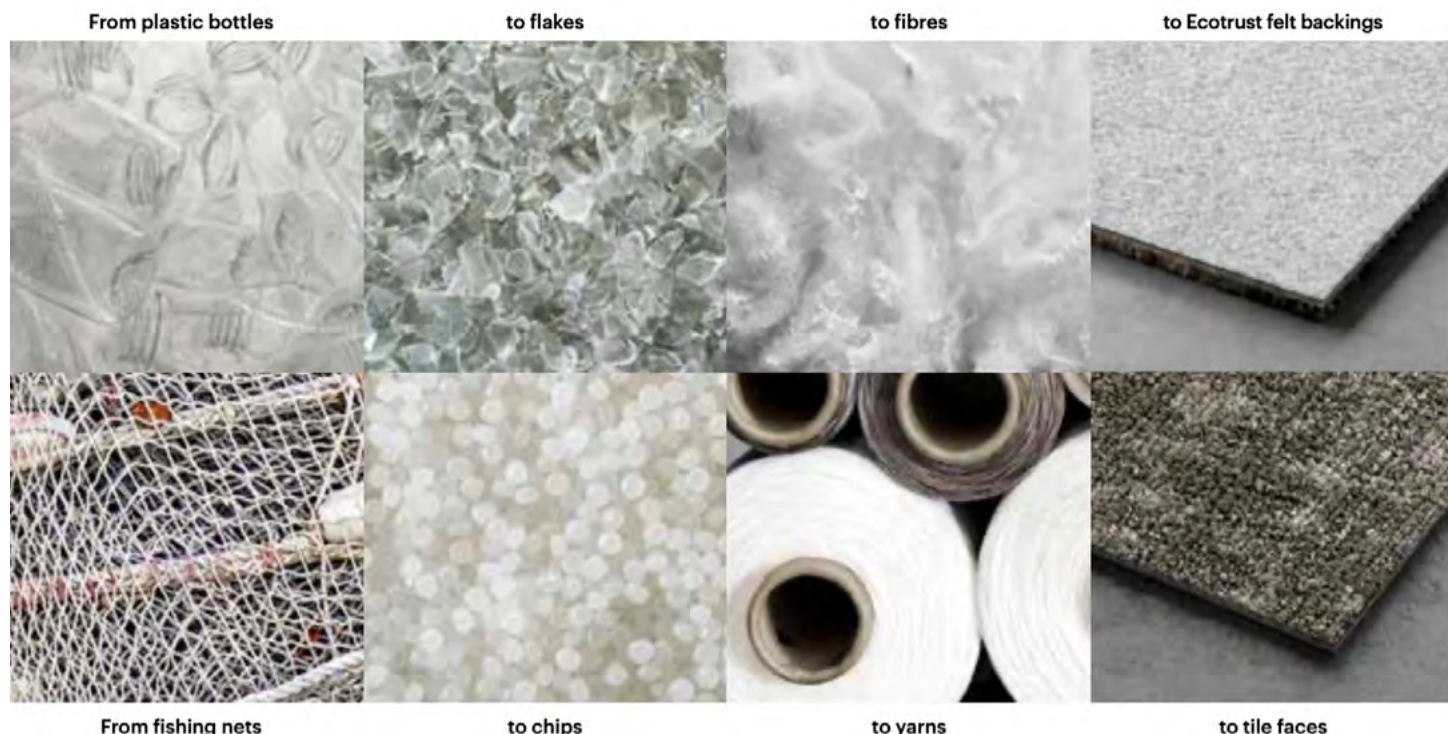
able as carpet tiles, planks, Figura and wall-to-wall carpet offering a multitude of design options for the floorscape. Thus, this collection can create distinctive and functional spaces that offer flexibility and variability in their expression.

Carpet tiles and planks offer a high level of flexibility, easy to install with flawless joints. The square carpet tile is available in two sizes; 48x48 cm or 96x96 cm that can be installed in the monolithic style to mimic the look of wall-to-wall carpet or as quarterturn where pattern and pile direction create a different look.

The rectangular plank comes as 24x96 cm and with the Figura concept, innovative tile shapes add an extra geometric touch to the design expression. Therefore, the collection is a great visual toolbox to achieve very different looks depending on the sizes and shapes specified.

Mark of Time comes in a wide palette of contemporary colours from subtle tone-on-tone shades to more rich tones carefully coordinated for perfect combinations. It allows different spatial options that help define areas such as meeting points and quiet or communal zones, as well as catering to social distancing requirements and wayfinding. Both patterns can be unfolded onto a continuous and unbroken surface when using wall-to-wall carpet, available at a width of 4 metres.

**WASTE ISN'T WASTE UNTIL IT'S WASTED**



The Mark of Time collection is made from eco-responsible materials and bearing the Cradle to Cradle and Indoor Air Comfort Gold certifications, it's a truly green choice for any flooring project.

Ege Carpets turn used plastic bottles into the patented Ecotrust felt backing. Bottles are transformed into a soft yet strong PET felt material that's long lasting and has great acoustic performance.

All carpet tiles and planks come with this unique, patented backing. Abandoned fishing nets and other industrial waste are used for yarn that

comprises many of the carpet constructions.

Fishing nets account for one tenth of waste in the ocean, drifting for months and posing a threat to sea life. Once collected, the fishing nets are cleaned, broken down and reborn as strong, hardwearing yarn that is both regenerated and regenerable.

Ege Carpets challenge industry standards and rethink how aesthetics, quality and sustainability can be combined. Follow The Green Thread and read more about Ege Carpets' sustainable ambitions and achievements at [egecarpets.com](http://egecarpets.com).

**ISRAEL-BASED DYEING SYSTEM MAKER TWINE SOLUTIONS RAISES \$28 MILLION**



Israel-based Twine Solutions that developed a digital on-demand thread dyeing system and a digital dye-to-match colour application, has raised \$28 million in an investment round, led by Menora, Meitav Dash and Analyst.

The funding will support the company's acceleration of global installations of its newly released digital thread dyeing system TS-1800 Gen2. Existing shareholders New Era Capital, Landa Ventures, Gefen Capital, and others

also participated in this investment round, the company said in a press release.

"The textile industry is in dire need of change that Twine profoundly addresses. We have recently expanded in two key regions, Europe and Asia, and are currently working on expanding to North America.

We appreciate the trust of our shareholders and continue to work to disrupt the textile industry with a breakthrough technology that

will enable brands to meet their sustainability goals given the negative impact of the current way of dyeing threads," said Alon Moshe, Twine's CEO and co-founder.

Nir Moroz, deputy CEO and managing director of Menora Mivtachim Insurance Division, commented, "Menora Mivtachim is proud to lead the investment in Twine, with an emphasis on companies that create real disruption. We are pleased to join the great management team led by Alon Moshe, as well as the company's respected list of investors."

"Twine, a company that relies on a team of knowledgeable and experienced people, offers an exceptional solution that strives to change the way the textile industry operates in the future," said Noam Rokach, VP of investments at Analyst.

The investment was accompanied by Israel-based underwriting company Barak Capital Hitum managed by its CEO Tzvika Manes.



Smart solutions for Egyptian textile Industry

## YOUR GATEWAY TO TEXTILE

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

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

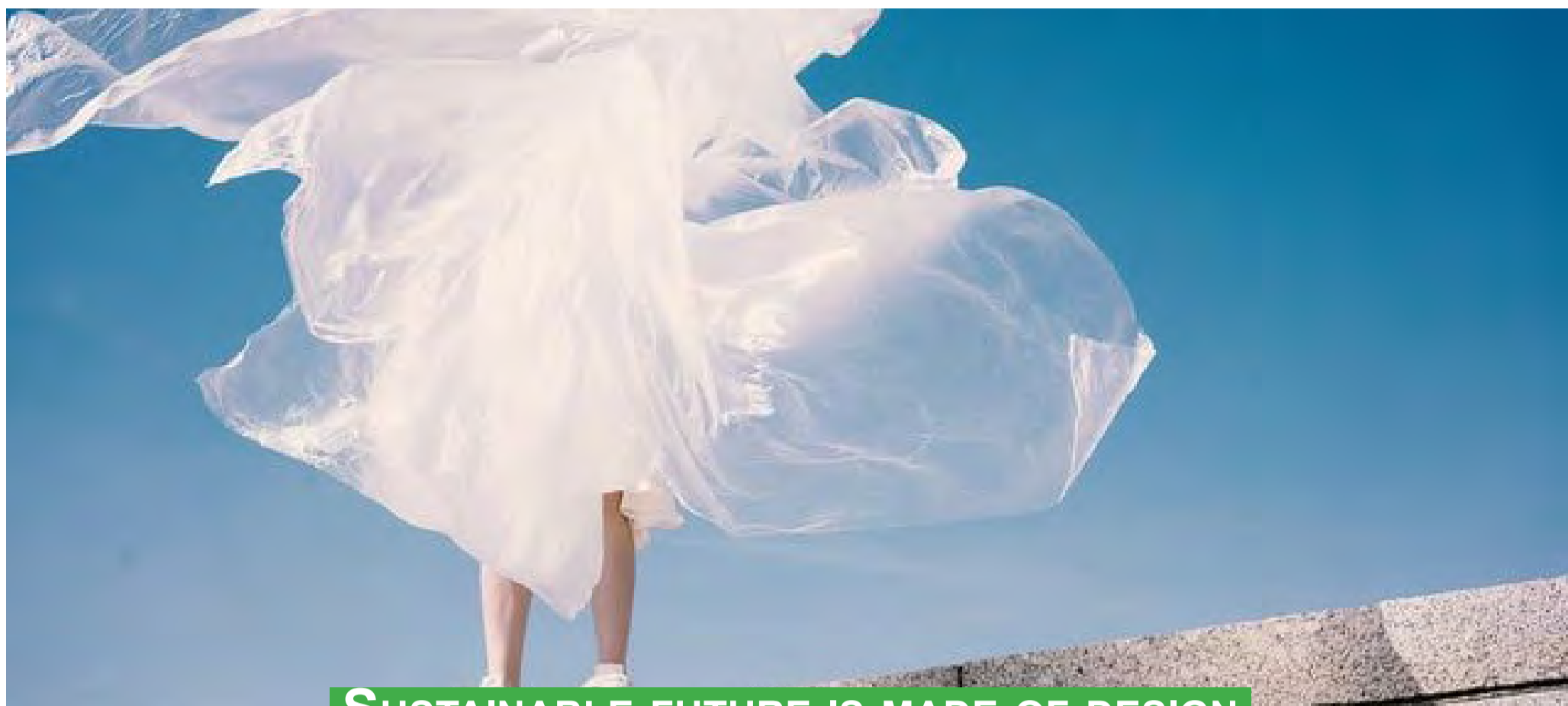
 **NOBELTEX** GIES  
Laila El Gammal & Nayla El Tawil

[CLICK HERE](#) 

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

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

[www.nobeltext-gies.com](http://www.nobeltext-gies.com)



## SUSTAINABLE FUTURE IS MADE OF DESIGN

By [Mehdi Oveisi](#) – Founder & Managing Director DCA Design Consulting Associates

If people would design the products like carpets, furniture, factories and cities more intelligently from the beginning, things like waste, pollution or shortage would be unnecessary.

Here we can talk about the ecodesign, the design conception trained on the ecological problem thus breaks away from the object-orientedness in ecodesign and sees the commodity in the context of society as a whole.

At the same time, culture is a socio-political necessity, as it contributes to social cohesion and promotes social progress by encouraging critical reflection, communicating visions and providing impulses.

And there is a growing realization that in many areas we cannot continue as before, that a comprehensive cultural change toward greater sustainability is needed, the success of which depends on visions of a good future that harmonize with nature.

We have limited resources at our disposal and this is where the implementation of sustainable management begins. We will start our sustainable consumption education early, already in kindergarten, to learn to respect the nature in which we live and train the youth to consciously use recyclable and reusable materials.

Whether we wear sustainable fashion, eat organic and preferably local food, travel more or less by public transport – these are choices that show how we act in terms of sustainability. Fortunately, there are companies that are trying to lead a new way by taking a stand and incorporating sustainable practices into their work cycles.

Sustainability can mean many things and includes several parameters that can be adjusted to promote sustainable production by

companies. This can be the use of recycled or natural materials or even the use of residual materials. It can also include sustainable production, environmentally friendly without harmful chemicals works.

The increasing focus on sustainability, ethical production and alternative materials ensures that the development in the field is great. Residual materials from another company, for example in the wood industry or the plastics industry, are used to a greater extent, so the amount of waste is also lower.

In addition, a lot of research is being done to find alternative materials, such as those made from plant fibers or otherwise derived from plant and animal life. Or materials that can be produced overall without the use of many resources or only natural resources that do not overburden the environment.

The circular economy model brings not only ecological but also economic benefits. Numerous studies show that in addition to saving resources and contributing to climate protection, new jobs are created above all.

In 2016, more than 700 million m<sup>2</sup> of carpet was produced and placed on the market in Europe. The production of this huge amount of carpet has a significant impact on the environment not only during manufacture but also in the disposal phase after the product's end of life. In Europe, approximately 1.6 million tons of old carpets are disposed of each year, 400,000 tons of which in Germany alone.

High-quality recycling of carpets already exists today, albeit in small quantities. This shows that technological solutions are available. At the same time, however, the recyclability of the goods placed on the market and the col-



# SUSTAINABLE DEVELOPMENT GOALS

lection and recycling infrastructure must be improved.

The implementation of the above points will not be feasible overnight but must start today. Due to the long product life of carpeting of up to 20 years, decisions made today will affect the reuse and recycling of carpeting for years to come. (Swept under the carpet – Deutsche Umwelthilfe eV, 2017)

The development of closed material loops in the carpet industry requires joint efforts of manufacturers, retailers, policy makers and consumers. In the following, possibilities will be shown how the path to a successful circular economy can be taken:

- Consideration of reuse and recyclability in product design – High reuse and recycling rates
- Comprehensive and consumer-friendly take-back system – Establishment of recycling capacities
- Clear labeling of product materials

At the latest since Victor Papanek's 1970 work

Design for the real world, the discipline of design has taken up this aspect and supported companies, organizations and social groups of all kinds. Irrespective of this, he is only concerned with whether designs comply with the "KISS principle" ("Keep it Simple, Stupid") and the guideline "Form follows User" (the form is based on the user) in addition to meeting social requirements.

The UN Agenda for Sustainable Development (The 17 Sustainable Development Goals, UN Agenda 2030) for environmental protection and development policy. They are more than the appeal to do something against resource consumption and exploitation in the so-called Third World.

They are the expression of all people and all states for the preservation of our planet and to ensure decent living everywhere.

**Goal 9 is very important for our industry: Promote infrastructure, industrialization and innovations**

Industry and infrastructure should be made fit for the future through intelligent and re-

source-saving technologies. In this way, jobs can be created and prosperity generated. Access to information, financial markets and world trade is crucial for economic development in our globalized world.

**Goal 12: Shape consumption and production patterns sustainably**

Our planet has only limited resilience. To be able to live well in the future, we need to change our consumption and production techniques. One building block for this is rules for the use of limited resources, for occupational safety, health protection and environmental protection.

"The crisis is at the same time and opportunity to look at our own history in a more critical light and to finally come to terms with what has been fatally suppressed. The design of the modern world demands a more conscious approach to things and facts of everyday life – a New Objectivity."

We want to shape the future together; we can only succeed in the great transformation by acting sustainably.

## LUNAFAM ; A PIONEER IN TEXTILE AND FIBER MASTERBATCHS

LunaFam Company started its work in 2000, producing black and white masterbatches, and from the very beginning, its goal has been producing high-quality masterbatches.

This led the company to cooperate with the best European manufacturers and suppliers, which has remained until today.

Soon after, LunaFam faced a huge market demand for high-quality colour masterbatches that could be used in different industries such as textile, and food and beverage packaging. This was the beginning of producing colour masterbatches in LunaFam.

Today, LunaFam produces a wide range of masterbatches and compounds for different applications and industries.

**OUR PRODUCTS:**

MONOFam: LunaFam MONO masterbatches  
LunaFibr: Colour Masterbatches for Filaments  
LunaFine: Colour Masterbatches for Microfilaments

LunaForm: Colour Masterbatches for PET preforms

LunaFilm/LunaSheet/LunaTape

LunaCap: Colour Masterbatches for bottle caps

LunaTiv: Additive for different applications  
Colour for PVC

**OUR PRODUCTS ADVANTAGES:**

Low Dosage Rate  
Economically Excellent  
Unlimited Colour Matching  
Fast Colour Matching Procedure



Colour Shade stability  
Fast Delivery Worldwide

**HOW WE DO IT?**

It all starts with receiving the sample from the customer. The samples can vary from an injected part to a piece of carpet. Our lab experts will then analyse the sample and the customer's requirements and will start colour matching process. The customer will receive a sample of the matched colour for testing and approval.

We also recommend our customers to choose from our different catalogues based on different applications (PP/PE Sheets, films, PET bottles, and shade cards)

**QUALITY ASSURANCE**

At LunaFam, we guarantee the stability of the colours and performance of products on our customer's production system. Our technical team is always ready to resolve any possible

issues that might happen during production.

**LUNA BLACK APPLICATIONS:**

- PP Fiber  
(Spun bond & melt blown, BCF, CF, Staple Fiber)
- PET Fiber  
(BCF, Staple fiber, FDY /POY/DTY/ LOY yarn and microfilament)
- Black Sheet/ Film/ Tape
- For very thin films
- (PP/ PE/PVC/PA/PET ) Films
- Black Moulding
- Special grade for organoleptic issue property
- Special grade for food contact applications
- Special grade for color matching and tailor-made colors

**CONTACT LUNAFAM**

No.11 – Moayeri Dd. End – Sasani pour St.  
Mirdamad Blvd. – Tehran, IRAN  
Tel : +98 21 26402788  
www.lunafam.com





## TOP 5 CARPET AND FLOORING PRODUCERS IN SOUTH AFRICA

**S**outh Africa has a long history of producing textile goods. Textile industry has been and continues to be an important source of employment in South Africa.

Textile production in South Africa is concentrated in the Western Cape, KwaZulu-Natal, the Free State, and Gauteng provinces, as well as cities such as Cape Town, Durban, and Johannesburg.

Flooring is a major part of the South African textile industry. In the following essay, the top 5 factories producing floorings, such as machine-made carpets, are introduced.



### FOTAKIS RUGS AND FLOORS

Fotakis is one of the leading flooring producers in South Africa and is located in Johannesburg city. This company provides various collections, which satisfy customers with different tastes. One of the Fotakis's collections is named natural, including products made of Kokus, Jute, and Sisal fibers.

These collections are available as wall-to-wall and custom-made rugs of any size. 100% PVC Vinyl rugs, wildwood vinyl, flatwoven rugs, and rugs made of Polyester or Propylene in different sizes, designs, and colors are among the products of the Fotakis company.

### BELGOTEX

Belgotex is the leading manufacturer of carpet and artificial grass in Africa. Broadloom carpets, vinyl floorings, and artificial grass are among the Belgotex diverse product offerings. Belgotex group is proud to represent Africa to the rest of the globe as part of the international

## Belgotex™

Belgotex International Group, which has seven firms spread across four continents. Its global reach allows it to stay on top of design, décor, and lifestyle trends, enabling this brand to meet customer needs. Belgotex's vision drives the company to focus on product innovation, quality, and long-term sustainability.

## MONN

### MONN

Pieter Nouwens, a renowned carpet producer, launched MONN in 2012 and followed a new era of quality carpet production.

The MONN is an acronym for the names of Pieter's sons: Marcus, Oscar, and Nicholas Nouwens. This trademark encapsulates the skills, talents, expertise, and impeccable reputation of five generations of carpet-making artistry. MONN is a prominent manufacturer of bespoke and Axminster carpets for hospitality applications and luxury Wilton carpets, and cutting-edge industrial carpet tile collections.

For MONN, quality, integrity, and dependability are non-negotiable and pervade every part of the company. This company emphasizes high-quality raw materials, investing in cutting-edge textile technologies, and, most importantly, value and develop its employees.

### KBAC FLOORING

In 1969, the KBAC flooring began its activities as Kevin Bates in a small shop in Johannes-



burg. Today, KBAC exports its products to areas of Sub-Saharan Africa, following 50 years of professionalism. Professionalism, high-quality service, well-trained employees, and strong client connections, has contributed to the company's success.

Albert Carpets, the KBAC Flooring Group's 38-year-old Cape Town branch, has been synonymous with quality flooring in the Western Cape for decades.

Carpetland, which is owned by the Albert family, began its activities as a furniture store before evolving into a carpet contractor and, finally, a wholesale flooring company. Albert Carpets has long had a good working relationship with KBAC, and the two recognized flooring businesses joined in 2010 to form KBAC Flooring. Custom carpets, carpet tiles, broadloom carpets, vinyl flooring, wood flooring, and laminated wood are among the products of the KBAC group.



### KLEEN-TEX

Kleen-Tex offers a wide range of floorings, including hand-woven mats, custom printed mats, promotional mats for events, and durable mats for workplace. This company offers its products in various collections and designs. The considerable industry experience has established Kleen-Tex as a leading supplier to both major, nationally recognized corporate clients and smaller businesses and people looking for high-quality products.



## ALMAS CARPET; A DIAMOND IN YOUR HOME

Interview with Mohammad Reza Entezari – Almas Carpet CEO

**ABOUT ALMAS CARPET HOLDING**  
Initially, the main core of Almas Kavir Holding was Almas Carpet Company, which produces and finishes machine-made carpets. The company has about 18 stores in the country that exclusively offer the company's products.

Moreover, we have been involved in the tourism complex of this holding in an area of 32,000 square meters in the "Haft Bagh" region, Kerman -Iran. This complex includes an equestrian centre and a luxurious restaurant called Almas Kavir. In the field of mining, we also have activities such as extracting building stone and producing calcium carbonate.

### WHAT RANGE OF PRODUCTS DOES ALMAS CARPET OFFER TO THE MARKET?

Almas Carpet has been trying to offer various machine-made carpets to the market. Due to the direct relationship with the consumer through stores, a variety of machine-made carpets are produced and offered in the company collection. In addition, sometimes some of the products are supplied by our active partners in order to offer a full range of goods to customers. At present, the company's products include 500, 700, 1200, and 1500 reeds carpets with different fibers like Acrylic, polyester, polypropylene, wool and ... in different densities.

### ALMAS CARPET BRAND HAS ACHIEVED GROWTH AND PROSPERITY IN THE LAST DECADE. WHAT WAS THE REASON FOR THIS SUCCESS, AND WHAT POLICIES DID YOU PURSUE?

Since Almas Kavir Company has been active in the trade and sale of machine-made carpets in about five branches in Kerman province from the beginning, it has had good expe-

riences in this field. We were also aware of customer's tastes and the quality they liked. By starting the production process, we have tried to produce products that meet customers' needs. Therefore, we were able to produce high-quality products, and our products were well received. In this way, we could follow a growth path in the shortest time.

In the field of exports, we have been continuously present in international exhibitions since 1990, including Domotex held in Germany, Turkey, China, and various exhibitions in Iraq. Fortunately, in the last two or three years, our brand has shown its complete shape and special customers from different countries come to us to prepare their products. We hope that this growing trend continues.



### HOW DID YOU EXPAND YOUR CAPILLARY DISTRIBUTION NETWORK THROUGHOUT IRAN? HOW MANY BRANCHES DO YOU HAVE?

We have been active in the production of machine-made carpets in Kerman and Yazd provinces since 1973. At that time, we were working in line with prominent brands of machine-made carpets such as Setareh Kavir, Qali Soleiman, and Bastan Yazd, and several stores were exclusively offering our products.

The experiences we gained before the establishment of the factory enabled us to develop these branches. We continued this activity in a capillary manner in most cities around Kerman and neighbouring provinces. At present, about 16 branches operate directly and under the supervision of Almas Kavir Company throughout the country.

### ALMAS CARPET HAS ALWAYS BEEN FAMOUS FOR PRESENTING UNIQUE TRADITIONAL KERMAN DESIGNS AND OTHER STUNNING PATTERNS. WHY IS THE CARPET DESIGN SO IMPORTANT FOR THIS BRAND?

It could be said that Almas Kavir was initially able to present itself in the market due to the presentation of Kerman designs and to have good activity in those bad economic conditions.

Before establishing the Almas Kavir factory, we had given Kerman designs to companies such as Setareh Kavir Carpet, Bastan, and Solomon Carpet, and they produced machine-made carpets for us. This gave us hope that we could get into the production process ourselves, and fortunately, that happened. I remember the time that more than 30, 40 famous and old factories were copying the



Kerman designs. The market needed these products at that time, and they were called Kerman carpets or rugs, sometimes associated with the name of Almas Carpet.

In addition to maintaining quality, production units must also have eye-catching designs. To this end, we have always tried to present new and unique products in terms of design and color. This has been a feature of our company and the difference between our competitors and us.

**HOW DO YOU EVALUATE THE GENERAL SITUATION OF PRODUCING AND SELLING MACHINE-MADE CARPETS IN IRAN?**

Fortunately, in the last 4 or 5 years, exporting machine-made carpets has flourished due to the currency's situation. Although the rise in currency prices damaged the market, it helped producers to export their products. Thus, we could finally have good activity in this area with the welcome that came to Iran from foreign customers.

vintage, which has been well received in domestic and foreign markets. Our products are mainly exported to China, Russia, the Persian Gulf, and some African countries, and I hope we can expand our exports further, at least in these areas.

**HOW DO YOU EVALUATE THE GLOBAL MARKET OF MACHINE-MADE CARPETS, ESPECIALLY DURING THE COVID-19 PANDEMIC? DO YOU HAVE ANY PLANS TO ATTEND DOMOTEX 2022?**

Coronavirus has had a significant impact on the world economy. The carpet industry is no exception, and Coronavirus caused a total recession in this sector. However, we should overcome these crises and move forward.

We will definitely attend international exhibitions, especially Domotex, both in Turkey and in Germany. I hope that the obstacles ahead will be removed as soon as possible to participate in international exhibitions more frequently.



If the currency trend balances and stabilizes at a low rate in the future, it will definitely affect the market, and the industry will face challenges and problems. Small units and units that cannot get a good domestic market will undoubtedly face difficulties.

**WHAT ARE YOUR PLANS FOR DEVELOPING EXPORT MARKETS? WHAT KIND OF CARPETS DO YOU EXPORT? AND TO WHICH COUNTRIES ARE THEY EXPORTED?**

We have set our export plans since 1990. For research and development in the export and marketing of foreign countries, we have an active unit that continuously monitors different regions.

Most of our exported products are 1200 and 1500 reeds carpets and, in fact, fine woven products. Other countries, such as Turkey, Iran's main rival, have not been very successful in offering fine products and classic designs. That is why we have been successful in exporting these products.

Fortunately, all our colleagues are working well in this field, and recently produced modern designs considered



**فرش‌الها س‌کویر**  
**Almas Kavir Carpet**



## BRÜCKNER COME BACK TO HOME IN SHANGHAI WITH ARTIFICIAL TURF FINISHING LINE

**B**RÜCKNER's experts are locally available for customers in China not only during ITMA ASIA 2021. The new branch office in Shanghai ensures even greater proximity to customers.

For more than 70 years the German textile machinery manufacturer BRÜCKNER has been the world leader in the field of dry finishing of textiles, technical textiles, nonwovens, glass fabrics and floor coverings. In-house production in Germany ensures a high level of system diversity and enables fast and flexible adaptation to customer requirements.

Worldwide, about 90 agencies work for BRÜCKNER, so that customers have a local contact person in almost every country of the world. China is one of the most important markets worldwide in the textile industry, therefore two agencies have been working here for BRÜCKNER for many years.

In order to be even better positioned in the future, BRÜCKNER founded its own branch office in Shanghai at the end of 2019. Besides the staff for sales, service and administration, BRÜCKNER's own technicians are on the road all over the country to commission machines and to attend to customers personally. Depending on demand, the technicians are also on the road throughout Asia. If travel times and distances allow, service calls can be realized within 24 hours. In addition, a local spare parts stock in Shanghai offers customers rapid availability of original parts.

### INAUGURATION OF THE NEW BRÜCKNER PRODUCTION FACILITY IN TITTMONING

From June 12-16, 2021, BRÜCKNER will present its product portfolio and services at ITMA ASIA in Shanghai. In hall 6, booth no. A18 the BRÜCKNER team is looking forward to its visitors! These can look forward to new features relating to Industry 4.0 and automated production.

Among them is an intelligent assistance system that gives the machine operator valuable tips on setting the individual machine parameters. For example, he is shown how he can save even more energy while maintaining the same level of productivity. A newly developed maintenance manager monitors all processes in the background and supports the operating personnel in planning maintenance and cleaning work. The system also provides information on the timely reordering of wear parts.

All current production data can be accessed at any time via the new dashboard tool, such as batch size, energy consumption and machine downtimes. If the support of a BRÜCKNER technician is necessary, many service cases can also be solved online via augmented reality. This also

helps over distance and saves time for both sides.

Visitors of the trade fair can also inform themselves about further products and services of BRÜCKNER. For example, when it comes to coating technical textiles. BRÜCKNER has already supplied many lines in this field with fabric widths up to 7 meters. Here, both first-class machines and competent advice are essential. With BRÜCKNER you get everything from one source!

In the field of knitted fabric finishing, BRÜCKNER has been the world leader for decades. No matter whether extremely sensitive fabrics such as lace or fabrics with a high elastane content are to be finished or whether knitted fabric is to be coated directly, BRÜCKNER offers for every application the perfect solution individually adapted to the customer.

Also in the nonwovens sector BRÜCKNER has developed a lot in the last years. The different ovens in BRÜCKNER's product portfolio dry and consolidate nonwovens materials for the most different fields, such as e.g. hygiene and medical textiles, building and geotextiles, filter materials as well as fabrics for clothing, cleaning, care and vehicles.

Various application systems such as foam impregnation units, coating machines, kiss-roll or flocking units complete the product range. BRÜCKNER offers complete lines for the finishing of carpets, PVC floor coverings or artificial turf. Of course BRÜCKNER offers for all lines also corresponding components for energy saving.

Heat-recovery and pollution control systems are the most efficient, allowing customers to achieve significant energy savings depending on the type of fabric and process. Due to the modular design, BRÜCKNER lines are also very easy to clean.

In addition to reducing the consumption of valuable resources, these lines also make a significant contribution to environmental protection. In addition, the company offers comprehensive and integral energy consulting, specifically adapted to the circumstances of each individual customer.





## HIGH COMMITMENT OF RENOWNED MANUFACTURERS OF HARD FLOOR COVERINGS

Important European brand manufacturers have already expressed their support for DOMOTEX 2022, and their participation underscores the global significance of DOMOTEX.

It is already becoming apparent that the 33rd edition of the world's leading trade show for carpets and floor coverings, which will take place from 13 to 16 January 2022, will be a strong and innovative event.

**Important brand manufacturers are participating again**

### NEW LABEL "FLOOR & WALL" STRENGTHENS THE HARD FLOOR SEGMENT

Hannover. Important European brand manufacturers have already expressed their support for DOMOTEX 2022, and their participation underscores the global significance of DOMOTEX. It is already becoming apparent that the 33rd edition of the world's leading trade show for carpets and floor coverings, which will take place from 13 to 16 January 2022, will be a strong and innovative event.

Renowned brand manufacturers from the hard floor coverings segment agree that DOMOTEX in Hannover must remain the industry and networking platform as the leading international trade show, and that they are teaming up to create an exceptional showcase for the European flooring industry.

With the introduction of the two labels "Floor & Wall" and "Carpets & Rugs", DOMOTEX will highlight the importance of the two thematic worlds from 2022 onwards. The show

consists not only of the incredibly diverse world of carpets, but equally important many companies of the hard flooring industry are exhibitors at DOMOTEX.

Strong label "Floor & Wall" highlights the importance of the hard floor segment. With the introduction of the label "Floor & Wall" DOMOTEX will be highlighting the importance of the hard floor segment in particular by giving an own identity to it. From 2022 onwards, DOMOTEX is taking a closer look at wall solutions, which are an ideal match as complementary products for floor coverings.

The inspiration for this new direction was born on the initiative of a working group of some of Europe's leading hard flooring manufacturers, which has met regularly since spring 2020 under the auspices of DOMOTEX. The participants in this working group are managing directors of well-known European manufacturers in the hard flooring industry and important DACH flooring industry associations.

"COVID-19 has changed our lives forever. Digital meetings have been replacing face-to-face meetings for 15 months now. More and more people and business partners long for a direct and personal exchange with us.

At the same time, we have all gained a greater appreciation of our homes and as a result the long-anticipated renovation business is currently flourishing, and will hopefully continue to do so in the years ahead." says Klaus Brammertz, CEO and President of Bauwerk Group."

Deutsche Messe AG has fundamentally revised the DOMOTEX concept and created a basis for DOMOTEX 2022 to be highly attractively positioned in terms of timing and to bring with it the

prerequisites in terms of content to become an ideal platform for our industry. With this in mind, we are looking forward to our participation and hope to see as many like-minded people as possible," continues Brammertz.

"DOMOTEX 2022 will be the first trade show for us to participate in since the beginning of the Corona pandemic. The current progress in Austria and Germany gives us confidence that we will be able to meet onsite and interact with people on a personal level again.

Down-to-earthness, naturalness and a strong sense of community are our typical Austrian values, to which we will then be able to attach greater importance again. We hope that the travel restrictions and other restrictive measures will be a thing of the past by then and that many visitors – especially international visitors – will come to DOMOTEX 2022," says Ing. Karl Scheucher, Managing Director of Scheucher Holzindustrie GmbH.

"After all these months of social distancing, we are very much looking forward to the personal exchange with our trading partners and hopefully many international guests. Good products and live events are among our strengths – and the DOMOTEX 2022 offers us the perfect stage for this. With new concepts, an expanded range and many exciting highlights, it will become an international industry magnet in January 2022.

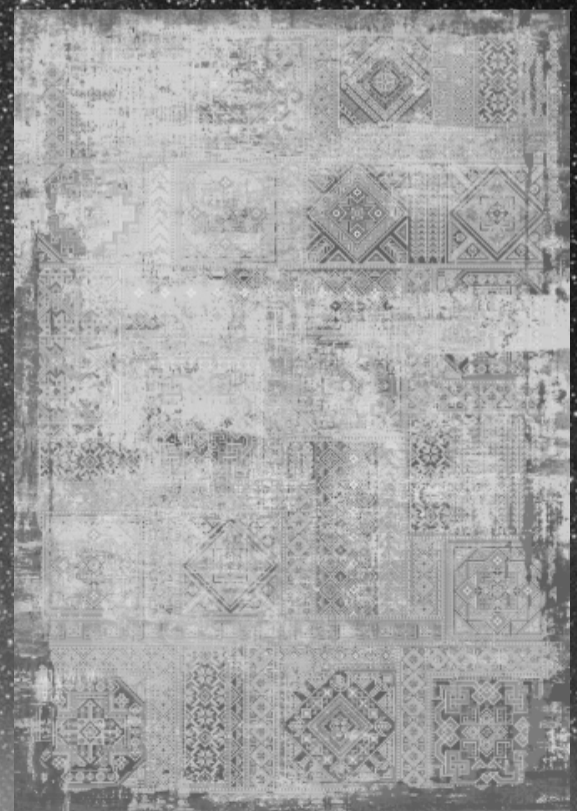
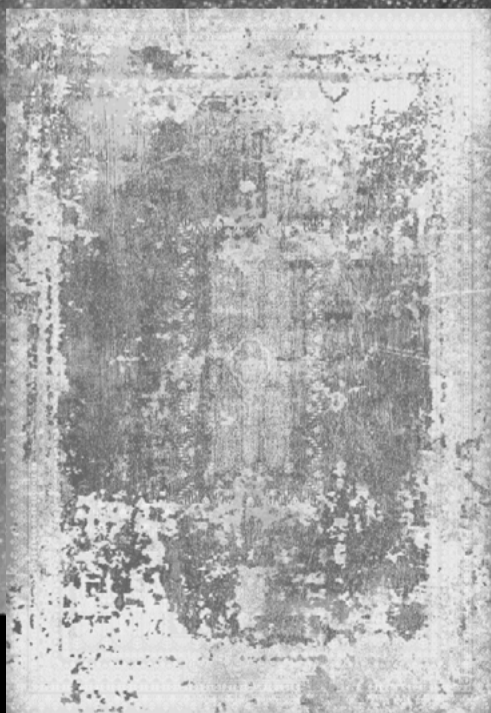
We will be there and are looking forward to it!" says Matthias Windmüller, CEO of Windmüller GmbH.

From next year on, DOMOTEX will take place from Thursday to Sunday. This means that DOMOTEX 2022 will kick off on January 13 and remain open until January 16.

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**B.I.G. YARNS UNVEILS COLORMIND FOR ULTIMATE DESIGN FREEDOM FOR CONTRACT CARPETS**

**C**olorMind, Unique yarn design  
**Create truly unique yarn designs: with up to 6 colors from a large predefined colors range and infinite combinations of twisting & air entanglement**

- **Endlessly recyclable yarn solution – available in both standard PA6 and 75% recycled content EqoCycle PA6 yarn**
- **Efficient and flexible – all colors in stock to shorten lead-time; customized lot sizes**

B.I.G. Yarns brings inspirational design freedom to high-end loop-pile contract and automotive carpets with the unveiling of ColorMind. The innovative yarn technology is B.I.G. Yarns' first venture into a two steps yarn collection, offering a unique solution for creating multi-colour PA6 yarns for any carpet design.

Available from mid-June 2021 in both standard and EqoCycle 75% recycled content yarn, designers are invited to work closely with B.I.G. Yarns experts to realize the designs they have always wanted. Combinations of variable levels of twisting and air entanglement, using up to 6 colors at once, elevate design possibilities beyond current limitations.

The ColorMind color bank features predefined colors, always in stock, meaning short lead times. Manufacturers can also benefit from customized lot sizes and bobbin length, creating even more flexibility and design freedom.

To preview a taster of the potential directions opened up for loop-pile carpets, B.I.G. Yarns has used the technology to achieve its own "Optica" dot effect and "Illusion" wave effect as inspiration for customers' design explorations.

"ColorMind offers never-seen yarn diversity to support a new level of design sophistication in high-end carpet segments. We're very proud and excited to enter into the two steps

yarns with a solution offering something truly special, the result of intensive dedication from our design and development teams," comments Emmanuel Colchen, General Manager, B.I.G. Yarns. "ColorMind combines our strengths in delivering high-performance, more sustainable yarns to fit the evolving demands of these segments, underpinned by our expertise in color sequencing and color mixing. We're looking forward to exciting collaborations and innovative, eye-catching de-

signs for future loop-pile carpets."

ColorMind PA6 yarns are based on a unique Solution Dyed Nylon yarn and suitable for Class 33 certification (heavy commercial use). The EqoCycle yarn version is mainly based on post-industrial waste and supports the contract and automotive carpet manufacturers with a drop-in circular solution to reduce the ecological footprint of their end carpets.

**THE LATEST ANTIMICROBIAL TECHNOLOGIES ON SHOW AT CFJLIVE ONLINE FLOORING EXPO**

**M**icroban® International is thrilled to announce that it will be exhibiting at the inaugural CFJ LIVE Virtual Flooring Expo on 1st July 2021. The leading expert in antimicrobial solutions will showcase its portfolio of built-in antimicrobial technologies, and demonstrate how they are being used to redefine clean in the flooring world.

For over 35 years, Microban has developed advanced technologies that continuously prevent bacterial growth on surfaces, and has pioneered partnerships with leading manufacturers to deliver smarter antimicrobial flooring solutions and related ancillary products.

The CFJ Live Flooring Expo provides an exciting opportunity to meet the team and learn

more about the future of engineering clean floors. Guest speakers Jonathan Clapp, International Senior Technical Manager, and Dr. Ivan Ong, Vice President of Research and Development, will lead presentations and live Q&A sessions to discuss the use of antimicrobials in all flooring applications, from soft carpets to hard surfaces including laminates and ceramic tiles.

The team will explore the key differences between built-in and topical treatments, and will show how integrating antimicrobials can help to provide lasting, durable surface protection. Crucially, the presentations will educate attendees on the importance of choosing a compatible additive formulation that has proven antimicrobial performance and meets global regulatory considerations, as well as which technologies to avoid.



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