

MIENA Carpet News

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[Middle East and Africa Carpet and Flooring News](#)

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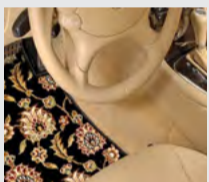
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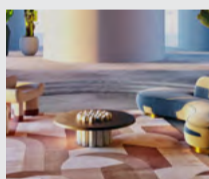
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DOMOTEX JANUARY 2022 CANCELED

DOMOTEX Cancelled in January 2022

DOMOTEX will not take place in January 2022. This was announced by Deutsche Messe AG as organizer of the leading trade show for carpets and floor coverings.

We have been fighting for DOMOTEX together with the exhibiting companies until the very end, and have been in daily communication with the industry for months," says Sonia Wedell-Castellano, Global Director DOMOTEX, Deutsche Messe AG.

"DOMOTEX is particularly affected

by the impact of the Corona pandemic, as the vast majority of DOMOTEX exhibitors and attendees come from abroad. However, given the current pandemic situation, international business travel is not expected to recover in the short term," adds

Wedell-Castellano.

Just over a month ago, the organizers wanted to stage DOMOTEX in the southern part of the Hannover exhibition grounds in a compact format as a Re-Start event in three halls, thus giving the industry a chance to meet physically after almost two years of pandemic.

Wedell-Castellano: "What was considered a realistic and promising Re-Start scenario a month ago, and was also well received by the market, has proven to be no longer feasible in recent days."

The organizers are looking into a DOMOTEX date later in the 2022 calendar year.

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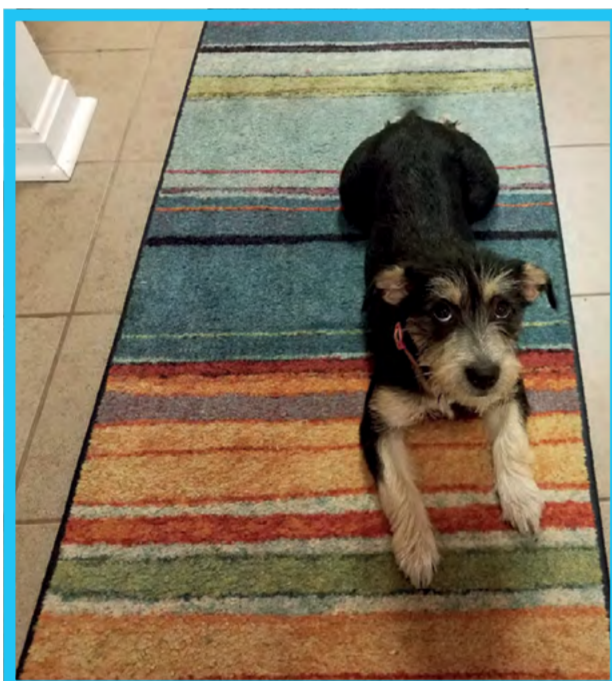
TEXTILE PRINTING



COLARIS Digital Printing Systems can print on almost any fiber-based material.

Through certified ink manufacturers reactive, low and high energy disperse, direct sublimation, acid, VAT Indanthrene and cationic inks are available. Common end-products are home textile incl. bedding, furnishing, window fashion, terry towel, velour substrates but also knit fabrics in the fashion industry.

FLOOR COVERINGS



The wide range of products such as contract, automotive, promotion, residential or function carpets etc. requires matching of specific fastness properties for each individual product. Accordingly, different inks, print and finishing processes are required.

COLARIS and CHROMOJET technology cover the complete range of textile-based floor coverings incl. wall to wall carpets, rugs, mats and tiles, no matter whether they are produced from PA, PES, CDPEs, PAN, CO, VIS, Sorona,

NARROW FABRICS



Single pass printing at highest efficiency onto a big variety of different substrates.

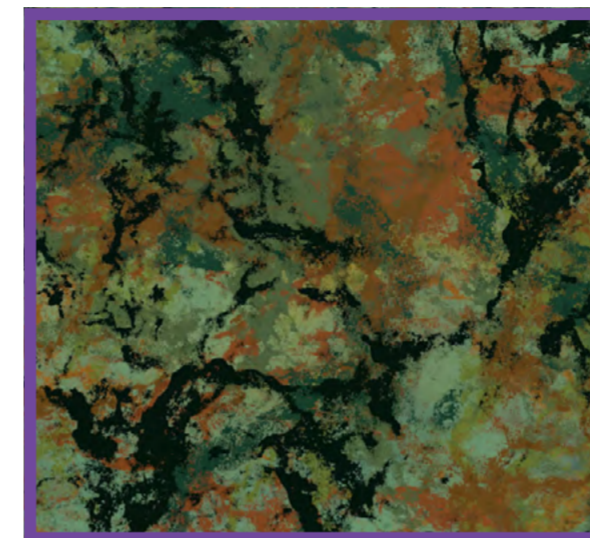
Full range of inks such as acid, sublimation, high energy disperse, automotive grade disperse, pigment and reactive inks is available through various certified suppliers.

COLARIS-NF can be integrated into an existing dyeing range or laid out as a fully integrated production line including inline pre-treatment, post treatment, washing and finishing.

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TECHNICAL TEXTILES



Functionality fabrics, military applications, automotive textile, sunblind fabrics, umbrellas, awnings, fabrics for flags and banners, camping and different outdoor use such as construction fabric are covered under our Technical Textile business unit.

Mentioned products can be printed either with our valve based CHROMOJET or the piezo based COLARIS or COLARS-NF technology.

SPECIALITIES



Our technologies based on CHROMOJET and COLARIS product lines can also be used for special coatings, conductive printing or may also cover other products

Electro conductive printing, thermophore coatings, security prints, 3D digital manufacturing are just a few applications that are covered

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By: Katy Gillett

UAE'S GIFT TO POPE FRANCIS BEING SOLD AS AN NFT FOR \$150,000 AT ABU DHABI ART

A physical replica of the Pontifex Carpet will also be made for the buyer

The Pontifex Carpet is being turned into an NFT (non-fungible token) that will be unveiled at Abu Dhabi Art.

The gift was originally given by Sheikh Mohamed bin Zayed, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces, to Pope Francis on a visit to the Vatican in September 2016, when the two leaders met to discuss interreligious harmony and strengthening diplomatic ties.

The carpet, which was woven by Afghan women, was from the Tolerance range by Zuleya, one of the retail arms of the Fatima Bint Mohamed bin Zayed Initiative, which sells handicrafts made in Afghanistan. This particular line of products was designed to replace the Afghan war rugs as a symbol of peace and harmony.

Zuleya has now partnered with the UAE's MORROW collective to turn it into an artwork that will be displayed in an ornate gold frame on a 165-centimetre digital canvas, to be unveiled on Monday ahead of Abu Dhabi Art, which begins on Wednesday.

The NFT will be available to buy for \$150,000 and 80 per cent of the proceeds will go towards the Afghan weavers and their families.

The only physical version of the carpet, which measures 272 centimetres by 183cm, is with Pope Francis.

Zuleya created the digital artwork from the

The funds raised will go towards providing core relief items to those most vulnerable in Afghanistan
Maywand Jabarkhyl, chief executive of Fatima bint Mohamed bin Zayed Initiative

original design, and a replica measuring 185cm by 125cm will also be made and gifted to whoever buys the NFT. It will be the only replica that exists.

"The process of turning one of our most iconic carpets into an NFT is a crucial step forward for our initiative," says Maywand Jabarkhyl, chief executive of Fatima Bint Mohamed Bin Zayed Initiative. "Not only does it give us the chance to bring our designs to a global audience but it opens up a new stream of revenue, which will be invaluable to our artisans in Afghanistan, particularly in light of the latest crisis.

"With the harsh winter months fast approaching, the funds raised will go towards providing core relief items to those most vulnerable in Afghanistan."

Anna Seaman, a curator at MORROW collective, said: "One of our core values is social responsibility, because we understand the impact that blockchain technology can bring to creative people. "We have transformed beautiful designs into dynamic and engaging NFTs as well as immortalised a piece of history with the Pontifex Carpet."

UK CARPET MAKER VICTORIA IN TALKS TO BUY A PART OF BELGIUM'S BALTA

Flooring products maker Victoria Plc VCP.L said on Monday it was in talks to buy a part of Belgium's Balta Group NV BALTA.BR, as the British firm looks to expand its business.

"The board can confirm that it is in discussions to potentially acquire a profitable, growing part of Balta's group that it believes possesses good synergy opportunities with Victoria's existing business," the UK firm said in response to media reports that it was in talks with the Belgian company, which produces textile floor coverings.

Victoria added that it was not looking at buying the whole of Balta, which also makes carpets and rugs.

The largest carpet maker in the UK, Victoria also has operations in Australia among other countries.

The 126-year-old firm, which has seen strong growth in the wake of the COVID-19 pandemic as people increasingly worked from home and refurbished their residences, recently bought Turkish ceramic tile producer Graniser for 8.4 million euros.

Balta has around 4,000 employees, with its products manufactured in nine locations and sold to more than 130 countries.

The Belgian company, which has a market value of about 92 million euros (\$104 million), did not immediately respond to a Reuters' request for comment.

Shares of Victoria were 1.4% higher as of 1222 GMT, while Balta was up about 2%.



Shadrokh Kavir Kashan
 Industrial Group

فرش شادرخ
 SHADROKH CARPET

Established in 2005, Shadrokh Kavir Kashan Industrial Group has entered the machine-made carpet industry by producing the most in-style carpets. During its fifteen years of presence in this industry, the Group has remained a leader in producing high-quality, beautiful carpets by constantly updating its production line and machinery.

Shadrokh Kavir Kashan Industrial Group intends to provide such superior products and services to its customers so as to ensure their total satisfaction and put a smile on their faces every time. We strive hard to offer our customers products with the best quality and widest range of selection.

Lowering customer risk by guaranteeing products, creating a sense of dignity each time a Shadrokh brand product is purchased, offering reasonable prices and beautiful and unique designs are among Shadrokh Industrial Group's top priorities and values aimed at pleasing you, the esteemed customers.

WHY SHADROKH KAVIR?

By creating and introducing novel designs, this Company has always endeavored to make new and beautiful works ever since its inception. The Group owes its reputation as the symbol of innovation in the machine-made industry to a team of highly-skilled specialists and the application of the latest design software. Each year, the design team visits the most prestigious exhibitions in order to remain up-to-date with the latest design technology.

gies, colors and textures available in this industry.

Furthermore, the use of high quality fibers, made by the German company Dralon, and the best dyes and chemicals that the top factories in Europe have to offer as well as pure wool bearing the brand-name of the New Zealand Wool Organization and natural silk yarn, have enabled Shadrokh Carpet to remain active in the domestic and global markets over the past fifteen years.

To us, the reputation of Sharorkh Carpet is due to customer orientation and high quality standards coupled with innovation in design and dying. The use of world-class technology in the production of machine-made carpets is also a confirmation of the importance of producing a quality product in this Company.

Kashan machine-made carpet is one of the most valuable and best of its kind in the Middle East. In fact, Kashan can undoubtedly be called the center of Iranian machine-made carpet production. The existence of several industrial parks throughout Kashan Province, which are exclusively engaged in designing and producing carpets, has made it possible for the producers to mass produce machine-made carpets. Moreover, besides producing the aforementioned carpets, Kashan is also famous for producing and weaving all types of hand-made carpets.

You may use the link below to access the latest collections of Shadrokh Kashan machine-made carpets :

www.shadrokhcarpet.ir
info@shadrokhcarpet.com
 WhatsApp: +98 913 263 4244

HEIMTEXTIL 2022 IS CANCELLED



Against the background of the worsening pandemic situation in Germany over the past two weeks and the associated restrictions, Heimtextil, scheduled to take place in the second week of January, is cancelled.

Messe Frankfurt is working with the industry to determine whether and in what form a new offering in the summer of 2022 can be organised to run parallel to the Techtexil/Texprocess trade fair duo. Later events such as Ambiente, Christmasworld, Creative-world, Paperworld and Frankfurt Fashion Week are still planning to take place at the present time.

Due to the unforeseeable dynamics in the development of the pandemic, the reciprocal and cumulative effects of the relevant factors, as well as the extreme escalation and deterioration of the pandemic situation in Germany within a very short period of time, including the decisions taken at the Conference of Minister Presidents on 02.12.2021, the date of Heimtextil right at the beginning of the year, in the second week of January, cannot be kept.

Heimtextil, the leading international trade fair for home and contract textiles, will be cancelled. Messe Frankfurt is working closely with all industry partners to find out whether and within what framework Heimtextil can be held parallel to Techtexil and Texprocess from 21 to 24 June 2022.

A large number of the exhibiting and visiting companies at Heimtextil are currently reacting to this with travel and trade fair attendance bans out of an obligation of concern towards their employees to protect them from health risks. The global willingness to travel is continuing to fall rapidly.

JAIPUR RUGS WINS HEARTS AT DOWNTOWN DUBAI



Jaipur Rugs, India's largest manufacturer of hand-knotted carpets, concluded a successful event at Downtown Dubai show. This was the brand's maiden foray at the event, considered to be Middle East's leading Design Fair. Jaipur Rugs showcased 58 contemporary, transitional and modern designs – hand-crafted by women artisans in rural India. Globally awarded collections like Unstring, Chaos Theory and Aakar by designer Kavi were on display at the Jaipur Rugs' pavilion from November 8-12.

The highlight of the event was the collector's favourite, one-of-a-kind – 'Manchaha' Collection. Manchaha is a Hindi word popular in Rajasthan's weaving community, meaning "expression of my heart".

Under this, weavers in rural India get to design their own rugs for the first time. By nurturing their creative potential and the Manchaha initiative transforms a community socially and economically. Each rug, handmade with more than 200,000 knots, is the story of its creator – with emotions, dreams, and personality.

According to Mr. Yogesh Chaudhary, Director, Jaipur Rugs, "Dubai is where shoppers go to discover the latest in design and fashion. As a city, it is innovative and vibrant, making it a great market for new age, socially-conscious brands like ours. As an inclusive design-led brand we are very bullish about showcasing our designs here in the heart of Dubai and bringing handmade carpets from rural India to the people of this beautiful city."

Eltex Eye

End Out detection for carpet and grass tufting

ELTEX OF SWEDEN

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REDUCTION OF THE PRODUCTION VOLUME IN THE AUTOMOTIVE CARPET SECTOR



AUTHOR : MEHDI OVEISI – DESIGN CONSULTING ASSOCIATES

The background and the new orientation in environmentally friendly materials and production processes as an opportunity for the industry.

The best floor mats for cars should protect your vehicle's floor from wear, dirt, and salt corrosion.

They should also adhere to the strict standards set by government regulatory agencies regarding the design and manufacture of auto floor mats. While original equipment manufacturers are expected to abide by these standards, non-OEM aftermarket manufacturers of car mats are not really obligated to adhere to such conditions. This can make choosing the best car floor mats especially tricky since you don't want to put anything inside your car that can be a safety hazard. Helping you determine the best possible product to choose.

When it comes to automotive design, the car interior in particular will undergo fundamental change: Trends such as electro mobility, connectivity and car-sharing will completely redefine the use of vehicles. The car of the future will be fully networked and seamlessly integrated into daily life – the interior will become a multi-functional living and working space.

The automotive industry in Germany has spent the last few decades focusing only on margins, neglecting its leading role in environmental technology. Germany as a “country of blockers and brakemen”. No more cars with combustion engines will be sold by 2040 at the latest. That's what governments and corporations want to commit to in Glasgow. The German government is probably not on board – and only one German manufacturer is either.

In the long term, the industry could face even more massive changes that could even threaten its very existence. The reason: the car with an internal combustion engine and even the en-

tire individual transport in its current form may be discontinued models.

Due to significantly lowered market expectations for global vehicle production, Autoneum is lowering its revenue and earnings forecast for the full year 2021 as a result of bottlenecks in the supply chain of vehicle manufacturers, in particular the ongoing shortage of semiconductors.

Although end-customer demand remains strong in all regions, global vehicle production in the second half of 2021 is expected to be around 10% lower than in the first half due to bottlenecks in the vehicle manufacturers' supply chain, especially for semiconductors.

The Corona crisis knows almost only losers, as the latest survey by the Ifo Institute shows. The automotive industry is particularly affected, but so are numerous supplier sectors. Now there is a threat of a massive expansion of short-time work.

They offers improved shock absorption, high rebound, and durability across a wide temperature range.

The far-reaching restrictions on economic activity in the wake of the Corona crisis are also weighing heavily on demand in the auto industry. While U.S. carmakers have already reported significant declines in sales, German companies surveyed by the Ifo Institute also said that inventories of unsold cars had recently increased again at a faster rate. Accordingly, inventories rose twice as fast in March as in the previous month, while the shrinkage in order books continued to increase.

Much of what used to make vehicles desirable – impressive horsepower numbers, roaring engines, aerodynamic design, or even staggering luxury prices – no longer has the value it once did. Moreover, it's not enough to simply equip fancy vehicle designs with intelligent control

systems and electric motors. Rethinking does not simply mean retrofitting, but completely re-designing. And that applies not least to the vehicle interior.

There is no other part of a car that drivers see as often as the interior. But in the cars of tomorrow, vehicle interiors must be more than practical and pretty. New materials and construction concepts are designed above all to save weight.

REDUCE WEIGHT WITH HONEYCOMB DESIGNS

Automakers have been making lightweight strides using this technology in interior applications such as trunk-load floors, hatchbacks and sun shades. The honeycomb design is especially popular as it allows automakers to easily reduce weight within non-safety critical applications as opposed to the vehicle's chassis applications. There is less risk of it negatively impacting its ability to absorb the impact of a crash, in addition to fewer safety restrictions.

The weight reduction approach is also extended to the entire interior and presented in an interior study called Performance 2.0. Instead of covering the base material with fabric as usual, the two components are joined to form a single component. This ensures lower costs and a reduction in weight.

To meet the EU's CO2 targets, every gram of vehicle weight counts. The body plays a major role in this, losing mass and volume thanks to new materials and construction techniques. But at some point, this will reach its limits. So the vehicle diet is also being extended to the interior.

STARTING WITH SUSTAINABLE MATERIALS

ECONYL® yarns makes its floor mats for the BMW i3, BMW iX and other models. This as a logical consequence of the growing environmental awareness at the Car industry. It is important to use recycled materials as the basis for these products. ECONYL® nylon, which is made from old fishing nets and other nylon waste, is a good



fit for automotive industry needs.

Of course, any product that is made from recycled materials must look flawless and provide outstanding quality.

According to Giulio Bonazzi, however, companies are still hesitant to use recycled materials, particularly luxury brands. But this is slowly changing. Compared to petroleum-based nylons, manufacturing nylon from recycled materials produces 90 percent less CO2.

FROM FISHING NETS TO SUSTAINABLE YARNS

Some of the old fishing nets have been recovered from the ocean, which Bonazzi says is the most “emotionalizing” aspect. “This is the main goal of The Healthy Seas, an NGO that Aquafil and two other partners set up in 2013 in order to promote awareness of the problem of abandoned fishing nets polluting the oceans.” But the majority of nets that Aquafil recycles come from fish farms around the world.

Aquafil collects the raw materials in two 15,000 square meter storehouses in Ljubljana, where they are cleaned and laced onto pallets. Other nylon waste such as old carpets, fabric remnants and plastic parts are also stored here. Then it is all taken to the chemical factory, where it is used to create brand-new ECONYL® nylon for use in eco-friendly products to promote environmental sustainability.

These companies are on the best way to sustainable use of material and environmentally friendly production and processing, Racemark International GmbH, Tarkett, Carpet manufacturer: Condor-Group, to name a few producers.

Hand in hand with this, the classic additions to the car's interior are set in motion: seats swivel, and steering wheels and center consoles move. If desired, they can also take on new tasks: Instrument clusters with speedometer and tachometer, for example, are transformed into entertainment units and video conferencing systems. Tables become game consoles, center consoles become microwaves, and the insides of car doors become soft backrests. The carpets are made of 100% PP & PET tufted &

needed or, in the high-end range, of leather alternatives & responsible wool.

All of this can be built with sustainability in mind: using lightweight materials with a good eco-balance, such as natural fibers, which also compensate for the high weight of the battery packs. They are already being used not only for seats and headrests or floor mates but also mixed with plastics for the door panels or instrument cover without any compromise on safety. Robust and easy-to-clean surfaces are important for car-sharing anyway, but they also help the environmental balance.

The value chain in the automotive industry is changing dramatically. The PwC study on the automotive industry mentioned at the beginning of this article assumes that vehicle manufacturers will sell significantly fewer vehicles in the coming years and will also have to contend with lower margins overall, while at the same time having to invest massively in electro mobility and autonomous control.

Among other things, the groups want to counteract this with alliances – BMW and Mercedes, for example, have announced cooperation on autonomous driving for 2019. In addition, the carmakers are planning to earn money not only from the sale of vehicles but also from other services – be it car sharing, entertainment, advertising or interior components that can be exchanged depending on the season, trend or occasion.

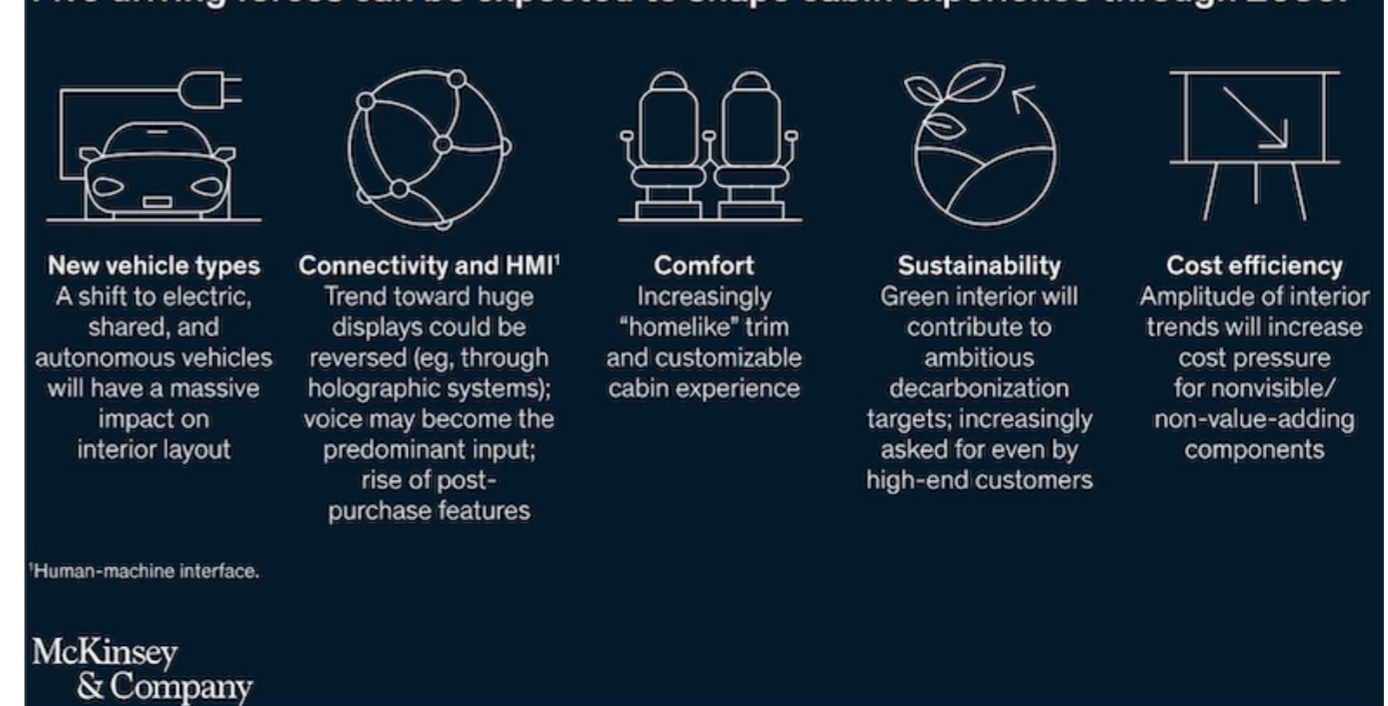
Car companies and designers are dreaming big, imagining interiors that will radically transform how people experience driving. If the “living room on wheels” is going to be shared, the components – from the screens we watch to the touch panels we use to choose the program – will need to be easy to clean, durable, and stylish.

In the new automotive world, car interiors will take center stage as buyers focus on the cabin experience.

NEW VEHICLE TYPES, Electrification, shared, and autonomous will have a massive impact on interior layout

CONNECTIVITY AND HMI, Trend towards

Five driving forces can be expected to shape cabin experience through 2030.



The “future of interior” is dynamically evolving along driving forces
Source: McKinsey & Company, Fraunhofer IAO



huge displays could be reversed, eg, through holographic systems, Voice may become the predominant input; rise of post purchase features

COMFORT, increasingly “homelike” trim and customizable cabin experience.

More space. The mechanics and architecture of a BEV's powertrain allow for more interior space, much of which comes from flat floors and missing middle tunnels. That space can already be felt by passengers, but the opportunity for versatile usage and layouts—for example, lounge-like seating—has yet to be fully explored.

SURFACES AND TRIM. As lighting continues to become as aesthetic as it is functional, surfaces and trim are becoming as functional as they are aesthetic with both intelligent features and a superior look and feel. Wood surfaces are now embedded with adaptive controls, and glass elements include haptic feedback functionality. In the future, seating could look and feel more like the Eames chair in a living room than the bucket seats we've become accustomed to. These will likely remain a niche applications in the next years, as indicated by our forecasted flat market development for seats and a slight decline for interior trim.

SUSTAINABILITY, Customers are increasingly demanding environmental sustainability, and this sensibility extends to vehicle interiors as well. Two features in this category are helping OEMs win over customers and reduce their environmental impacts. Novel, eco-friendly materials. Responsibly sourced materials already make up a significant share of vehicle interiors.

The end of this decade could see cabins comprised of nearly 100 percent eco-friendly materials, which are also increasingly requested, even by high end customers, to fit individual lifestyle choices (for example, vegan interior offered by luxury car OEMs).

Lightweight materials. It's not just body frames where lightweight materials are being applied. New materials for the vehicle's interior are also a focus. Over the next several years, a growing share of interior materials could become lightweight to further support decarbonization efforts through lower consumption over the vehicle life cycle.

COST EFFICIENCY, A more sophisticated understanding of which interior components bring value and which do not will be critical as differentiation is not free. Premium or excessive materials used in invisible or low-priority interior components are counterproductive to a smart interior strategy. A focus on two strategic areas will help ensure cost efficiency by reducing unnecessary spending.



DOWNTOWN DESIGN DUBAI 2021

ILLULIAN PRESENTS ITS NEW RUGS FOR LIMITED EDITION

Serena Confalonieri, Studio Fuksas and Paula Cademartori: these are the names behind the new 2021 proposals for the Limited Edition collection by Illulian, creating a farrago of textures, colours, and aesthetic styles, together with a rich array of patterns.

The very personal style, vision, and creative genius of these high-profile brands of Italian and international design are transformed into highly expressive decorative weaves, which reveal a very unique form of storytelling that will allow you to experience a veritable deluge of design. Impactful solutions that can bring cosmopolitan charisma to the home.

Limited Edition is in fact the brand's most exclusive line. It is made up of unique pieces designed by famous artists and designers who convey their own personalities and life philosophies through patterns, illustrations, and chromatic compositions, which come to life on the rug's surface.

Illulian has once again successfully captured the mood of our time, where the world of design is becoming increasingly exposed to influences from other sectors: graphic



design, architecture, painting, sculpture, fashion, photography, and television.

LAKI BY SERENA CONFALONIERI

The Laki design is reminiscent of futurist-inspired geometric patterns, with contrasting chromatic palettes. The designs create a decorative frame in motion, graphically resembling a cog mechanism, a beloved component amongst futurist artists.

From a colour perspective, the delicate tones of its pastel colours alternate with stronger and brighter shades, creating a kaleidoscopic design that takes on a three-dimensional form thanks to the nuances of colour achieved through a very fine weaving technique.

In the collection, the same geometrical shapes that make up the patterns also give rise to different rug shapes. The design focuses on the communicability between decoration and substance, and between patterns and boundaries.

THE CLOUD BY STUDIO FUKSAS DORIANA E MASSIMILIANO FUKSAS

"Suspended in the air, the clouds pass quickly. Taking a piece of heaven with them. They create new forms, new spaces, new configurations. Sometimes they remember of something or someone. They are the extension of our imagination. Aerial forms of extraordinary beauty".

The Cloud, the iconic building designed in Rome by Doriana and Massimiliano Fuksas, becomes a rug and part of our daily life. Due to its sinuous and organic lines the design generates shapes that always appear different depending on the orientation. As if they were in constant motion, the more you look at them, the more you discover new configurations. An object that brings a

small piece of sky into our homes.

All the rug models of the large Illulian production are knotted and carded by hand and can be produced in two qualities, Platinum 120 and Gold 100, which enchant with their chromatic appeal obtained from the brilliant vegetable colors used.

Platinum 120 quality represents the most exclusive line, characterized by the use of the highest quality hand-spun wool and pure silk as well as an extremely complex process – 180,000 knots / m2 – which allows to create reliefs with very scenographic effects. Gold 100 quality offers rugs hand-knotted in wool and silk, always of great charm with a density of 152,000 knots / m2.

Moreover, thanks to the Custom Made service, consolidated key strength of the brand, it is possible to bring to life an absolutely bespoke rug, through the choice of colors, design, and size. These prestigious pieces can be chosen for residential spaces as well as for contract projects, such as museums, showrooms, hotels, restaurants and nautical solutions.



One of the most frequently asked questions from our customers is how to stop the appearance of foot prints and tread marks on their carpets. In this blog we address this common concern and how to choose the right carpet for you.

HIDDEN QUALITY OF CUT PILE CARPETS

Have you ever noticed your carpet appears to have changed colour when you walk on it?

This inevitable characteristic is referred to as shading. It can occur in all cut pile carpets. A cut pile carpet is essentially just that, fibres woven into a material and cut to a desired length. It's therefore inevitable to have obvious traffic marks over a long period of time, as the fibres begin to flatten. However it is most likely to appear in cut pile carpets that have long, plush fibres, where the fibres are twisted in the same direction. When walking on the carpet the fibres are compressed and brushed against the pile, creating a different shade.

Additionally, a natural phenomenon known as pile reversal can also occur in cut pile carpets. This is when a section of carpet can flatten in the opposite direction permanently. As light reflects off the yarn it can look as though the carpet is stained. This is also referred to as 'pooling' or 'watermarking' and can develop at anytime through out the carpets life.

Shading can be an endearing quality; bringing texture and a 'lived in' warmth to your home but it isn't for everyone. If you find yourself



Twist pile



vacuuming in one direction to avoid tread marks for hours at a time and cringing every time you walk into the room, this probably isn't the best choice for you.

Whilst there is no effective method in preventing shading or pile reversal, there are carpet styles that are less likely to do this.

LOOP PILE

One of the most obvious options is to choose a loop pile carpet. Loop pile is when the yarn of the carpet is looped rather than cut. The fibres can still flatten over time but they are less likely to move and will therefore look freshly installed for longer.

COLOUR

Choosing a lighter coloured carpet will make shading less apparent than a darker colour. Or alternatively a combined carpet of lighter and darker shades (speckled) creates a texture that can help to disguise shading marks.

TWIST

Carpets that have a twist pile have fibres that are facing in different directions. The light will bounce off the fibres in different directions, minimizing the effects of shading.

Whether you prefer a lush, velvety carpet, under foot, with shading characteristics or a clean, fresh and unified aesthetic for your home, there are an array of styles and colours to help you create the look you want for your home.



AQUAFIL CARPET COLLECTION MIRAMAR NOW ACCEPTING USED CARPET FOR RECYCLING

New Drop-Off Location Is Part of the California Carpet Stewardship Program

Homeowners, carpet installers and other flooring contractors in San Diego County are now able to drop off carpet for recycling at Aquafil Carpet Collection's new Miramar location, effective immediately. There is no charge for this service as long as carpet pad is included. Aquafil's new location expands carpet recycling convenience for flooring professionals, contractors and homeowners. Carpet collected in California is recycled through the California Carpet Stewardship Program coordinated by Carpet America Recovery Effort (CARE).

Carpet and carpet pad can be brought to Aquafil Carpet Collection Miramar, located at 7720 Formula Place in San Diego – just north of the Miramar Landfill, open Monday through Friday, 6:00 am to 3:00 pm. Carpet must be dry, free from debris and cut into manageable sections that have been sepa-



rated from the carpet pad and rolled.

"Flooring professionals in San Diego County have been in need of another convenient option for recycling their tear-out carpet and we are happy to be part of the solution in diverting more recyclable carpet from landfills", said Rachel Palopoli, Executive Vice President for Aquafil Carpet Recycling.

Aquafil Carpet Collection's Miramar location now provides San Diego County flooring professionals two convenient locations for their carpet and pad drop-off. Aquafil's Chula Vista location is conveniently located just 10 minutes west of the Otay landfill at 187 Mace Street, Chula Vista. These facili-

ties are among the over 90 carpet recycling drop-off locations throughout California.

With more than 300 million pounds discarded each year, used carpet is one of the 10 most prevalent waste materials in California landfills.

A carpet stewardship law passed in 2010 aims to increase carpet recycling opportunities. Carpet collected and recycled through CARE's program receives subsidy support to help get it recycled into new products such as carpet fiber, flooring underlayment, automotive products, dimensional lumber, insulating material, and various absorbency products.

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NADA DEBS' SPIRITUAL CARPETS TRANSCEND BOUNDARIES OF CULTURE THROUGH DESIGN



BY : PRATYUSH SARUP

✓ *Inspired by centuries old architectural iconography, the acclaimed Levantine designer explores the inter-connectedness of faith with a new collection of prayer carpets. This collection won the Best Product Design trophy at the AD Design Awards 2021.*

A prayer rug is a sacred object that brings together culture, religion and design. 'Transcendence', the new collection of prayer carpets born from a collaboration between Lebanese designer Nada Debs and Zuleya by FBMI is divine both in its message and impact. Engaging carpet weavers in Afghanistan, mainly women, Debs connects people and places, histories and identities, creating a collection that is beautifully emblematic of Islamic cul-

ture and yet, is globally resonant. Transcending boundaries and borders with a design that is universal, the carpet's defining moments – handwoven archways and domes – are architectural elements that unite religious architecture evident in mosques, minarets, shrines and ancient churches rooted in Byzantine building traditions, as early as the 7th century.

Meticulously hand-woven, the carpets fea-

ture an alternating linear pattern, evoking a sense of depth that is intended to transport the onlooker into another dimension of spiritual harmony. The architectural passage is beautifully interspersed with a floral pattern – an updated rendition of traditional Persian designs. The different textures on the carpet serve to awaken tactile senses as one attends the call of prayer or meditation, suited to his or her religious inclination.

"The idea behind the Transcendence Prayer Carpet is to go beyond the boundaries of religion through spirituality and design," says Nada Debs. "I wanted to find the commonality amongst different religions and the arched pathway achieves that objective through design and purpose."

A conscious collaboration to support unprivileged communities, at the heart of the 'Transcendence' collection is a distinctive Arab orientation. Together, the concepts behind the collection speak of a post-pandemic design philosophy wherein objects will bring together different cultures and tell stories of their mindful creation.

The prayer carpets are available in four shades: Navy blue and beige, Black and grey, Maroon and red, and Green and cora, all inspired by traditional Islamic colors. For the Ramadan season, the rugs is presented in special, limited-edition gift boxes – also designed by Debs – adding to the rituals associated with spiritual practices.



BY: SANCHIT MEHTA

THE BENEFITS OF SISAL CARPETS

Sisal carpets is a type of natural fiber that is a great choice for people with allergies. The plant's fibers do not emit volatile organic compounds (VOCs) and can provide a healthier environment. As sisal is biodegradable, you won't have to worry about toxic chemicals or pesticides. Its natural color and texture are also an asset. It will also improve your office setting and reduce allergy symptoms.

ECO-FRIENDLY AND SUSTAINABLE OPTION

If you want a more eco-friendly and sustainable option, you can choose a sisal carpet. This material is a natural choice and can be used indoors and outdoors. You can mix and match sisal with other natural fibers for a unique look and feel. It is a great option for those who want a comfortable, natural carpet that will withstand mild changes in humidity. Because it is organic, it is highly resistant to water and is very durable, too.

As an environmentally friendly option, sisal carpets are also a great choice for those with allergies and asthma. This material is resistant to stains and doesn't show wear patterns. It is also low maintenance and requires no special cleaning or care. Because it is biodegradable, sisal carpets are also an ideal choice for transitional areas. Its easy care and low cost make it a great option for those with allergies.

RESISTANT TO STAINS & EASILY TO CLEAN

The advantages of sisal carpets are numerous. It is resistant to stains and is easy to clean using ordinary methods. A sisal carpet can withstand bare feet without any hassle. Unlike a natural fiber rug, sisal carpets do not depreciate very quickly. Hence, sisal is an eco-friendly choice. It is also resistant to odors, and it is resistant to molds.

The benefits of sisal carpets are many. The fibers are not susceptible to dust and bacteria. They are naturally resistant to stains. They don't collect moisture like synthetic fibers. If you have pets, a sisal carpet will help prevent the growth of microorganisms. The sisal fibers are highly absorbent and will not cause a chemical reaction.

HARDER FIBER THAN JUTE

The natural fibers in sisal carpets are harder than jute. Their durable nature makes it an excellent choice for areas where dirt is a problem. Moreover, sisal carpets are inexpensive. The benefits



of these natural fibers are plentiful. They are resilient to abrasion. They are durable and low maintenance. They can be used in transit spaces. They are also easy to clean and care for.

DURABLE

The sisal fibers are very durable. They do not need to be dyed. They are environmentally friendly. They do not contain any harmful VOCs. In addition, sisal carpets don't contain any VOCs. If you don't have any allergies, you can use sisal fibers for your flooring. They can be used in carpets and are safe for pets. Besides being environmentally friendly, they are inexpensive.

Choosing sisal carpets is an excellent choice for people who have allergies to certain materials and don't want to have a traditional rug that may not be hypoallergenic. In addition, they don't stain easily. They are easy to clean. They are durable and stain-resistant. They can be easily combined with contemporary furniture and rugs in any room. They can even be dyed to match other types of home decor.

CONCLUSION:

The sisal market is worth the effort. This type of carpet is a unique floor covering that doesn't require much attention. If you want to save money on a new rug, you should consider installing it in a permanent location. Unlike a traditional carpet, sisal carpets don't absorb stains or other types of liquids and can be removed by a vacuum cleaner. As sisal is a renewable material, it is also an environmental choice.

IMPERIAL CARPET FROM BEIJING SELLS FOR \$7.7 MILLION



A rare carpet from the Imperial Palace in Beijing's Forbidden City, hidden from the public eye in the last 34 years, fetched 6.88 million euros (\$7.74 million) on Tuesday at an auction at Christie's Paris.

"So this is an incredible, magnificent, imperial 16th century Ming dragon throne carpet. And that basically means that this was woven in the 16th century for the emperors in the Forbidden City. There was an imperial workshop that created these carpets solely for the interiors of the halls within the Forbidden City. This particular carpet, due to its shape and its decoration, was woven specifically for the emperor's throne," said Louise Broadhurst, Christie's London's expert in oriental carpets.

A couple from Iowa bought the carpet in 1920 while on their honeymoon in China. They loaned it to the Cleveland Museum of Art then sold it to a private collector in Switzerland.

"This is one of only seven complete dragon throne carpets that remain in Western collections. There are nine other carpets, but these remain within the palace museum in Beijing," Broadhurst mentioned.

Most of China's imperial treasures are in Taiwan's National Palace Museum after defeated Nationalist forces fled there in 1949.



BY AMBREEN YOUSUF

WOVEN TALE OF KASHMIRI AND TURKISH CARPETS

✔ *Kashmiri and Turkish carpets are significant cultural items and important art products that have existed for centuries. Let's learn more about this cultural heritage*

Kashmiri and Turkish carpets are among the most luxurious items showcased in any market, be it local or international. While Turkish and Kashmiri carpets are a part of cultural heritage in both regions, they also adorn houses and religious sanctuaries all around the world.

The magnificent craft of carpet weaving was brought to the Kashmir valley from Persia in the 14th century, after which the carpet industry boomed. It was during this time when Sultan Zain-ul-Abidin held carpet weaving workshops to instill the skill in people. He also used to train prisoners in criminal reformatories to craft carpets. Gradually, carpet weaving became an intrinsic part of Kashmiri culture and traditional hand-knotted carpets started to be locally called "Kal bafi." Kashmiri carpets are popular throughout the world for their quality material and authenticity and are specifically known for being handmade and unique in their exquisite style.

Carpet and rug weaving is also a traditional Anatolian-Turkish handcraft. Central Asia

was a perfect area for the first rug-carpet weaving activities due to its suitable climate and land for sheep herding. Carpet-rug weaving arrived in Anatolia with the Turkish tribes coming from Central Asia. As this handcraft has a long history in Turkish lands, it constitutes the socio-cultural identity of Anatolia. Turkey is a prominent manufacturer of carpets or rugs today, and Turkish carpets are generally woven with symmetrical knots famously called Turkish knots or Ghiordes knots.

Kashmiri carpets include a wide range of floral patterns, birds, trees and nature-inspired beauty motifs. Carpets are mostly used to cover floors in Kashmir but sometimes appear as wall hangings, decoration pieces or bedding material. The yarn used in Kashmiri carpets is either wool or silk. The Mughals introduced the use of zari, which is an even thread traditionally made of fine gold or silver, in carpet making to add sparkle to these artifacts. However, zari work is encouraged more on loose garments like shawls or pherans (the traditional outfit for both males and females in the Kashmir Valley). Carpet



makers in Kashmir still follow the traditional method of taking notes in shorthand style on paper called talim, followed by other steps. Recently, young artists have also incorporated new techniques of using calligraphy art on silk carpets. Moreover, the use of gold and silver thread is appreciated by customers abroad. Local artisans believe the latest addition of calligraphic art brings life to the lucrative carpet industry of Kashmir.

Anatolian carpets are also distinguished by the particular characteristics of their dyes, colors, motifs, textures and techniques. It is known that the motifs of these carpets reflect people's emotions and thoughts. Therefore, the carpets appear as significant cultural documents in evaluating the culture of Turkish society. For example, popular motifs like "elibelinde" ("hands on hips") and "hayat ağacı" ("tree of life") emphasize birth and proliferation. Whereas sheep wool, cotton and natural dyes are the primary materials of hand-woven Turkish carpets, silk-piled carpets and rugs, sometimes with threads of gold or silver woven in, were also produced in the country, especially during the Ottoman period.

The intersection of Turkish and Kashmiri carpets lies in terms of their durability, quality, resilience, cultural symbols and the visual heritage of the Islamic faith. Nonetheless, their aesthetic value and tradition are the most distinctive features of both. In Kashmir, almost all religious places of the Islamic faith have been neatly decorated with handmade and expensive carpets. Sufi shrines, an essential element of the Kashmiri social fabric, are adorned with carpets on floors



and sometimes around the walls. In Turkey, mosque floors are also covered with beautiful carpets. Unique examples of historical carpets from Turkish history can be examined in the Turkish and Islamic Art Museum (TIEM) and the Carpet Museum in Istanbul. For decades, the carpet industry in both

Turkey and Kashmir remained a key economic contributor to the state. The value of a carpet or rug is determined by the quality of material used for it, the time used to make it as well as the method of production.

Handweaving is a tedious process; therefore, handmade carpets are expensive when compared to machine-made carpets. Nonetheless, Kashmiri and Turkish carpets have found buyers despite their expensive prices thanks to their hand-woven quality.

In Europe, Turkish carpets were highly valued and were originally found only in palaces and churches. These carpets were used as an accessory in paintings by Dutch and Italian artists, and later used as wall deco-

rations.

Generally, people find it difficult to differentiate between handmade and machine-woven carpets. But handmade carpets are warm and heavy while machine-made carpets are light and not so warm.

Cheap Chinese products are masquerading as Turkish and Kashmiri carpets in the international market today, and this, unfortunately, makes China the world's largest carpet exporter. However, all types of Turkish and Kashmiri carpets, including handmade, machine-made and tufting machine-made variants, outdo any Chinese carpet in terms of quality.

ELTEX SWEDEN BUILDING THE FUTURE ...

For more than 50 years Eltex of Sweden has been the leading manufacturer of weft break sensors for the weaving industry. During this time, we have also been a trusted provider of sensors for the warping & winding industry and in recent years even the tufting industry. Innovation, experience and know-how has enabled us to perfect the function and reliability of our sensors. Having our own R&D in Sweden and manufacturing in Ireland also gives us the necessary control of product quality and flexibility in terms of production and logistics. But most importantly, we listen to our customers' views and try to work out solutions together with them.



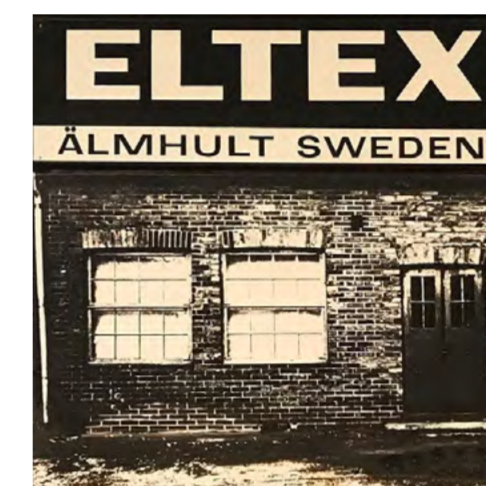
1962

The idea ...

Eltex started with one question... How to detect a broken / missing weft yarn in a shuttle weaving machine? In 1960 Åke Rydborn and Ragnar Henriksson asked themselves that question. They began to work on a solution in their hometown Älmhult Sweden, and in 1962 developed a prototype of the world's first Electronic Weft-Stop-Motion.

1964

The start of the company ...



At the 1963 ITMA exhibition in Hannover Germany they unveiled their Electronic Weft-Stop-Motion. The exhibition was a big success and the product took off! On February 4th 1964 Eltex was founded in Älmhult Sweden. Although the first premises were a humble 12 m², by 1968 the company had a modern 3000 m² facility.

1974

Over the years ...

As the company grew it expanded its worldwide presence. Due to changes in the global textile market Eltex's products became almost 100% exported outside of Sweden. To serve the world market it established a network of its own companies as well as representatives around the world.

In 1974 Eltex of Sweden, Inc. (now Eltex U.S., Inc.) was established in USA. In 1977 Oller Manufacturing (now Eltex Manufacturing Ltd.)



was established in Templemore Ireland to be a second production facility for the group and is now the primary production facility for the group.

As time went by the company expanded its product range to include Energy Control Devices, Temperature & Humidity Loggers, Food Handling Safety Systems, and Military Grade Battery Chargers.

Today

Building the future ...

In 2007 the Rydborn family sold the Eltex Group in a management buy-out to Brian Hicks, Seamus O'Dwyer and Jonathan Bell. Today the Eltex Group is wholly owned by the Irish company Eltex Global Holdings Ltd. which in turn is owned by Brian Hicks, Seamus O'Dwyer and Jonathan Bell.



Eltex of Sweden AB



Eltex U.S. Inc.



Eltex Manufacturing Ltd.

Today, the head office Eltex of Sweden AB is placed in Osby, Sweden where it serves as Research & Development, Administration, and Global Sales for the group. Eltex Manufacturing Ltd. serves as the primary production facility for the group and Eltex U.S., Inc. serves as the group's sales and service facility in North America, Canada and Mexico.



Flexi-Loft: versatile sustainability champion with high acoustic performance

The acoustic performance of components for the vehicle interior such as inner dashes or carpets depends on the noise-reducing quality as well as the geometrical adaptability and fill power of their material.

With Flexi-Loft, Autoneum offers a new felt-based technology that thanks to a unique blend of recycled cotton and functional fibers reduces product weight and allows for accurate adaptation even to complex shapes.

The textile material therefore provides a versatile and more sustainable alternative to foam.

In order to achieve high acoustic performance at minimum weight and maximum sustainability, Autoneum is continuously advancing its textile product portfolio. When it comes to components for the vehicle interior, for example, standard thermoplastic felts excel through their acoustic absorption, robustness and environmental friendliness.

However, since felt-based materials are generally less voluminous and moldable as foam components, they require more weight to thoroughly fill the areas of varying thickness between the surface of the component and the vehicle's body-in-white. In contrast, Autoneum's Flexi-Loft technology is significantly lighter, more flexible and more adaptable than standard felts. In addition, the fiber-based material is versatile and clearly outperforms current foam products in terms of sustainability.

Thanks to its innovative blend of recycled cotton and polyester fibers, Flexi-Loft substantially reduces component weight while improving geometrical adaptability and acoustic performance, especially in areas of low thickness.

Thanks to the specific properties of the fi-

bers, Flexi-Loft enables a precise adaptation to a wide variety of vehicle bodies, thereby improving the noise-insulating qualities of the respective product.

Even at low weight, Flexi-Loft covers a wide range of material thicknesses, thus proving to be an ideal decoupling material for interior components with complex shapes such as inner dashes and automotive carpets.

As a lightweight, flexible and sustainable alternative to both standard felts and foam, Flexi-Loft distinguishes itself by its versatile application in combination with existing Autoneum technologies such as Hybrid-Acoustics and Prime-Light. Moreover, the material helps to reduce odour and dust inside the vehicle.

Overall, Flexi-Loft offers a unique combination of design freedom and increased sustainability. The lightweight, fibre-based material is characterized by an excellent environmental performance throughout the entire product life cycle while offering the same benefits as less sustainable foam alternatives.

Flexi-Loft consists of at least 50% recycled cotton fibers, and cut-offs generated during the manufacturing process are reclaimed, processed and then reused in the production of new felt blanks. Furthermore, the material is fully recyclable.

Autoneum is already using Flexi-Loft worldwide as an insulator for various carpets, inner dashes and other acoustic components based on its Prime-Light technology. The application of the material as an effective decoupler in inner dashes made of Hybrid-Acoustics will be launched on the European market in 2023. The versatility of Flexi-Loft will be presented in detail at the Automotive Acoustics Conference 2021, which will be held virtually on November 16 and 17, 2021.

ECONYL® brand featured in Paola Pivi's artwork "Stop by" at ArtVerona 2021

ECONYL® regenerated nylon is the main ingredient used by the artist Paola Pivi for her artwork Stop by, a 500 square meters carpet that will welcome the public during the ArtVerona fair, in Verona from 15 to 17 October 2021.

Located at the entrance hall of the fair in the Galleria dei Signori, the new and exclusive Red Carpet project aims at redefining the space and placing the visitor at the center of the experience. The Stop by installation has a dual use: visitors can walk on the carpet to reach the exhibition halls, or admire the work from a raised perspective, from the balcony overlooking the space.

Among the most important international artists, Paola Pivi has a deep attention to environmental issues. For this reason, the carpet was entirely made of ECONYL® yarn and produced by eye carpets, a company specialized in the production of high quality carpets with special attention to sustainability.

On the carpet are represented three polychromatic staircases with the bright and vivid colors that distinguish the artist. The staircases of the same length run parallel and play with the dimension of the space in which the carpet is installed. Thanks to its very high quality, the use of ECONYL® yarn has allowed an exact transfer of the bright colors chosen by Paola Pivi in the artwork.

"We are happy to collaborate with Paola Pivi, an artist of great talent and originality: in her hands, our ECONYL® regenerated yarn is transformed into an extraordinary sustainable carpet that is a real artwork. An example of the infinite possibilities of creating new ideas without using new resources. As a company, we feel we are witnessing a new way of doing business, concrete and sustainable" said Giulio Bonazzi, President and CEO of Aquafil, makers of ECONYL® regenerated nylon.

At the end of the event, the carpet, with a view to a circular and sustainable path, will be preserved and reused again.



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Fabidha Safar Rahman, Founder, Design Matter

CARPET INSPIRED BY UAE MARS MISSION TO BE UNVEILED AT DUBAI DESIGN WEEK

A unique carpet, inspired by the UAE's mission to Mars, is set to be unveiled during the upcoming Dubai Design Week, as part of the event's UAE Designers Exhibition 2.0. The rug, known as 'Hala, Mareehk', or 'Hello Mars', is the work of boutique design firm, Design Matter, and is the first piece from their sustainable furnishings collection, 'Series of Hope'.

Setting out to craft a metaphor for conquering the unknown, the Design Matter team, led by business founder, Fabidha Safar Rahman, has brought together traditional and modern design concepts to create a contrast between two sides of the same coin: a side of nature and tradition, and one of modernity and innovation.

Explaining the journey from inspiration to creation, Fabidha said, "With so much to celebrate as a country, we wanted to curate all our emotions of pride, ambition, and hope into a product that recognises such a historic year for the UAE. We were inspired



to commemorate the Mars mission by doing what we know best, design.

"Motivated by the feat, we took it upon ourselves to develop something that reflected the pride, the ambition, and of course, hope. Creating a designer rug that curates these concepts, we aimed to depict the journey from nature and humanity to modern technology and new ventures into the unknown. Fusing forms of fluidity with modernity, it is a metaphor for the UAE; a country deeply-rooted in its culture and traditions, while constantly evolving to new heights."

Featuring free-flowing curves with linear forms, the design aims to characterise the natural lines of topography that meet with the final frontier of technology. A hand-like form wraps itself around the core of the rug, with the grey colour representing the unknown that is yet to be discovered. The final feature of modernity is inspired by the wings of the Al Amal Hope probe, while the gentle lines of yellow denote hope.

Reflecting the hope theme, the piece incorporates 15% recycled PET yarn, an innovative, sustainable method of reducing the impact of plastic bottles on the environment and reusing them in a constructive way. With 75% less CO2 emission than virgin polyester, PET yarn is a sustainable material that gives the luxurious look and feel of wool with no synthetic coating. The rug is the first piece in the Design Matter 'series of hope' collection, which aims to create unique, sustainable, and limited-release pieces, inspired by the UAE.

Having grown up in Dubai in the 90s and returning to the city after completing her interior design training in the US, Fabidha and her team have come through a competitive process to earn a place among the exhibitors at the UAE Designers Exhibition 2.0, being staged as part of Dubai Design Week 2021. Hala, Mareehk will be one of 25 pieces from local designers to feature in the Exhibition, which can be viewed at Downtown Editions, part of Downtown Design Dubai, from 8th – 12th November.

ORIENTAL WEAVERS CARPET'S PROFIT LEAPS 58% IN NINE MONTHS

Oriental Weavers Carpet recorded consolidated net profits of EGP 960.24 million in the first nine months of 2021, a surge of 57.9% year-on-year (YoY) from EGP 607.904 million, including minority shareholders' rights.

The net profits attributable to the parent company's shareholders jumped to EGP 858.73 million from EGP 529.17 million, while the net profits attributable to minority interests grew to EGP 101.5 million from EGP 78.72 million, according to a bourse disclosure on Sunday.

The sales rose to EGP 8.39 billion in the January-September period, compared to EGP 6.666 billion in the year-ago period.

Meanwhile, the standalone net profits increased to EGP 822 million in the nine-month period ended 30 September from EGP 596.26 million in the corresponding period a year earlier.

In the first half (H1) of 2021, the company reported net profits of EGP 669.5 million, up from EGP 266.358 million in H1-20, including minority shareholders' rights.

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The center has a team of specialists working to ensure the cleaning meets its standards.

1,500 CARPETS SANITIZED WEEKLY AT MAKKAH'S GRAND MOSQUE

The General Presidency for the Affairs of the Two Holy Mosques is carrying out operations to clean, sanitize and perfume the Grand Mosque's carpets around the clock, as well as washing 1,500 carpets weekly in Kudai, to maintain standards and ensure the safety of worshippers.

Jaber Al-Wadaani, director of the sanitation and carpet department at the Grand Mosque, said that, with the efforts and support of King Salman's government to serve worshippers, the presidency established a dedicated carpet cleaning centre in Kudai with the latest high-tech tools and equipment.

The center has a team of specialists working to ensure the cleaning meets its standards and to confirm that the carpets are returned to the mosque free of flaws. He said that the Grand Mosque also includes machines to clean carpets directly.

Source: arab.news

AQUAFIL AT NEOCON 2021 IN 3 KEYWORDS

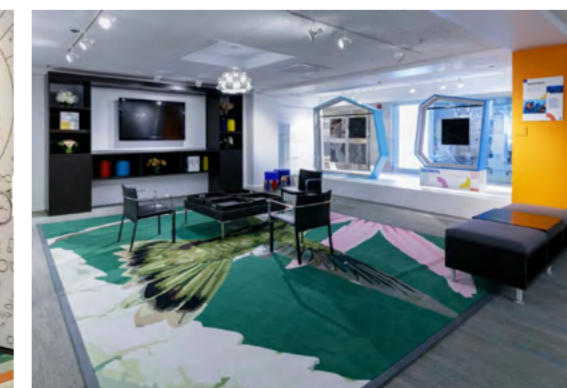
CREATIVITY, SUCCESSFUL PARTNERSHIPS, AND AWARDS

Aquafil USA celebrated the 10-year anniversary of ECONYL® Regenerated Nylon during NeoCon in Chicago, which took place October 4-6 2021. The theme of the showroom was "Turning Waste Into Endless Possibilities: 10 Years of ECONYL® Regenerated Nylon."

In the first NeoCon since 2019, Aquafil hosted over 300 visitors to the showroom. Visitors learned about the ECONYL® regeneration system, explored products made with ECONYL® nylon both live in the showroom and online on the new ECONYL® e-shop for conscious consumers, and enjoyed adding their creative mark to the 10-year celebration coloring wall.

Two standout products from this year's Aquafil showroom include the noho move™ chair and the Delos Technicolor Collection. The innovative move™ chair was submitted for the award jointly by noho, a new furniture brand originating from Aotearoa New Zealand, and Aquafil. The noho move™ chair won the Best of NeoCon Guest Seating Gold and Sustainability Awards.

The Delos Technicolor collection was also a new feature at NeoCon. The collection is inspired by the 1950s, when color TV was first introduced and pop art was disrupting the traditional views of what art should be.



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