



MENA CARPET NEWS



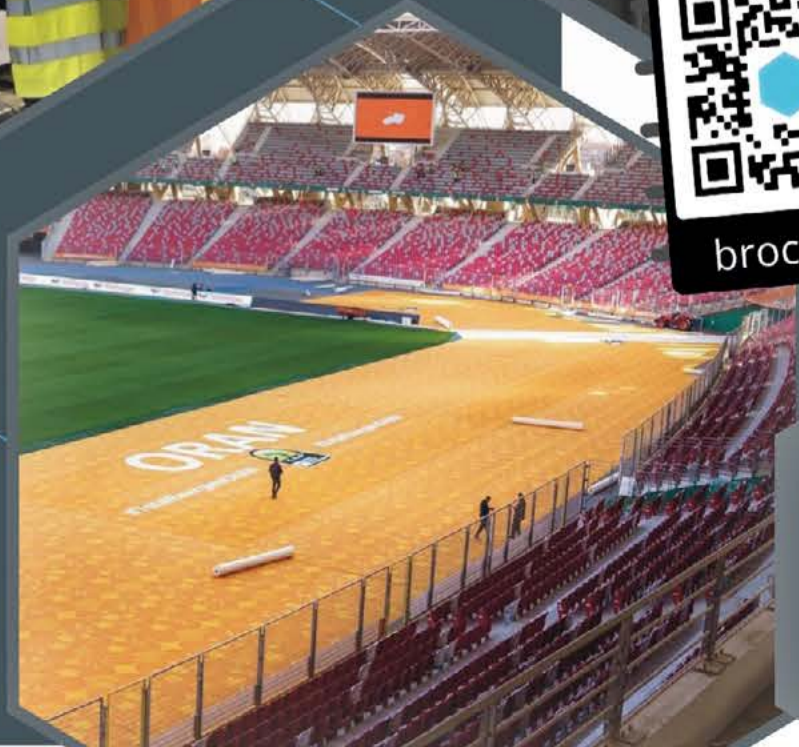
**DOMOTEX 2024
FLOORINGS
IN ALL VARIETIES**

**ORIENTAL WEAVERS
REPORTS
CONSOLIDATED
PROFITS EXCEEDING
\$44 MILLION IN 9M-23**

**SHAW CONTRACT
TEES OFF DUBAI
DESIGN WEEK 2023
WITH INAUGURAL
CARPET GOLF
MASTERS**

READY TO SUPPORT YOU
challenge us

- ◆ developing the idea
- ◆ building the process
- ◆ designing and manufacturing the printer and line components
- ◆ installing and commissioning the equipment
- ◆ implementing and transferring the process technology and know-how
- ◆ servicing the production line



JANUARY
11. – 14. 2024

visit us at
DOMOTEX 2024
GERMANY

Hall 5, Booth E35

NEW LOCATION!
HANNOVER
EXHIBITION CENTER



COLARIS *chromoJET*

COLARIS & CHROMOJET printing systems are the first choice when it comes to carpet and raschel blanket printing.

ZIMMER AUSTRIA digital printing systems - floor covering division is the expert in carpet printing machinery. Our experience covers a span of 6 decades in carpet printing. The digital printing era started when ZIMMER introduced the first computer-controlled, valve-based jet printer more than 45 years ago. This revolutionary development triggered the success of the CHROMOJET carpet printer generation, which is still available today for specific carpet and other products.

COLARIS carpet printing solution was introduced in 2015 and is the high-resolution printer for today's market needs. Ready-made solutions can be provided for a wide

range of flooring products, incl. contract and residential carpets, rugs, mats, tiles, made of tufted, nonwoven or even woven PA, PES, or viscose substrates. Additionally, we provide print lines for wool, acrylic and viscose flooring products.

Small to medium tile and mat production in 2.200 mm width or for wall-to-wall carpets up to 5.200 mm width at a capacity of 4 linear meters per minute – your goal is our challenge.

Engineering and manufacturing the print line as per your specific needs is the aim. No matter whether you choose us as your general supplier for a complete line, or you want to incorporate existing or domestic machinery in combination with a ZIMMER AUSTRIA digital printer, we offer the most cost-effective

solution for your needs. CHROMOJET and COLARIS print lines from ZIMMER AUSTRIA are the right choice when looking for contract carpet printing or even for automotive, public transport and aeronautic flooring applications.

Both types of machines are working successfully in the market. Several of our customers are having CHROMOJET machines since many years and decided to make the step into high resolution COLARIS inkjet printing, to match the needs of an innovative and modern carpet design at the highest print quality available in the market.


For any of your needs feel free to contact us. We will do our best to find the most economic solution for your project.



www.zimmer-austria.com



ZIMMER MASCHINENBAU GMBH
DIGITAL PRINTING SYSTEMS

 Eibergstrasse 2-8
6330 Kufstein | AUSTRIA

 +43 (5372) 64893-0
info@zimmer-austria.com

Your competent partner for process development, engineering, manufacturing and implementation of industrial printing and coating systems.

DOMOTEX 2024 – Floorings in All Varieties

From 11 to 14 January 2024, the global carpet and flooring industry will meet at the Hannover exhibition grounds to discuss new products and current industry trends. With 1,000 international exhibitors, DOMOTEX once again promises a comprehensive overview of the Flooring und Carpets & Rugs sectors.



After a successful comeback at the beginning of the year, a promising response is already emerging for the 34th edition of the world's leading trade fair for carpets and floor coverings. In addition to top exhibitors from the Carpets & Rugs sector, numerous global brands from the flooring industry will be exhibiting in January, underlining the global significance of DOMOTEX with their participation.

Well-known and long-standing exhibitors such as Area Floors, Amorim, Lamett, Li & Co., Camsan, Design Parquet, CFL Flooring, AGT, Forestry Timber, STP, SWISS KRONO, Decospan, Massive Holding, Floorify and Granorte have confirmed

their participation. However, new exhibitors or those who have not participated for several years are also back in 2024 – including Kronospan and Kaindl, mFlor, Onefloor, Republic, Classen, Gerflor and MeisterWerke. From the field of application and installation technology, Neuhofer, SELIT, Välinge, Estillon, Shaper Origin, ADESIV, KLEIBERIT and i4F have also announced their participation.

For Gurjeet Singh, Managing Director of Forestry Timber, participation in the upcoming DOMOTEX is a question of fact: "For Gurjeet Singh, CEO of Forestry Timber, participation in the upcoming DOMOTEX is a matter of course: "Forestry Timber has been an exhibitor at DOMOTEX for many

years. We always look forward to making our way to Hannover to meet our key buyers from Europe and around the world and make new contacts!"

Informative & inspiring – The side events of DOMOTEX 2024

In addition to the main exhibition, DOMOTEX will once again offer a variety of side events designed to provide important impulses for the day-to-day business of all trade visitors. Stephan Hermes, Managing Director of Porta Möbel, agrees: "As furniture retailers, we obtain important information about the market including evaluations and insights on current developments at DOMOTEX."

THE GREEN COLLECTION – The touchpoint for sustainability

For the second time, THE GREEN COLLECTION in Hall 23 will highlight the latest developments in the fields of sustainability, circular economy and environmental protection in the carpet and flooring industry for visitors to experience first-hand. The special display includes current research projects by TFI Aachen, a haptic material show by raumprobe and exceptional product presentations by companies such as Uzin Utz, Classen and Gerflor.

RETAILERS' PARK – Everything for floors, walls and ceilings

In collaboration with DECOR-UNION and the MEGA Group, DOMOTEX will be expanding its portfolio to include the two product segments “wall” and “ceiling” for the first time. In addition to other flooring suppliers, the RETAILERS' PARK in Hall 19/20 will feature products for holistic interior design, including paints and coatings from Südwest, Meffert and PPG Coatings as well as wallpapers from AS and Erfurt. Participants can also look forward to practical solutions for their day-to-day business, presented in the area's own user forum through hands-on live demonstrations.

DOMOTEX on Stage – Topics that really matter

The conference program in Hall 23 features leading experts from the retail sector, associations, architecture, interior design, trade and politics, who will offer a holistic view of the topics of the future for the entire industry. On Friday, 12 January, German politician and member of the European Parliament Reinhard Bütikofer will give a presentation on the European Green Deal. Joachim Stumpp, Managing Director of raumprobe, and Chiara Rodriguez from Materially will report on sustainable materials. In addition to sustainability, topics relating to trends, new work and the shortage of skilled workers will also play a key role at DOMOTEX on Stage.

Food, drinks and new business contacts – Networking at DOMOTEX

Nothing is as valuable as personal exchange. This is why DOMOTEX offers numerous free networking events throughout the trade fair to get in touch with other attendees from all over the world in a relaxed atmosphere with food, drinks and entertainment. The events serve as an ideal setting to establish new business relationships and to meet some business associates that were missed during the busy day.

ZIMMER AUSTRIA Unveils Cutting-Edge Innovations at Domotex 2024



ZIMMER AUSTRIA, a trailblazer in digital textile and carpet printing, is set to showcase its latest advancements at Domotex 2024 in Hannover, Germany. The prestigious event will take place from January 11 to 14, 2024, at the Hannover Exhibition Center, with ZIMMER AUSTRIA positioned at their NEW LOCATION in Hall 5, Booth E35.

Led by Managing Director Andreas Rass and Senior Advisor Tony Naschberger, the ZIMMER AUSTRIA team, including Sales Director Thomas Kloebl and Sales Managers Martin Basset and Mario Calis, invites visitors to explore their expertise in digital printing systems.

Specializing in digital textile and carpet printing, ZIMMER AUSTRIA employs “CHROMO-

JET valve jet technology” and “COLARIS inkjet technology,” covering a broad spectrum from heavy carpets to delicate silk. Positioned as a comprehensive system supplier, the company's services span from R&D and customized printing line development to installation, training, and ongoing customer care.

Visit ZIMMER AUSTRIA at Domotex 2024 to witness firsthand the forefront of digital printing technology and explore tailored solutions for your digital printing projects. For further inquiries, reach out to their dedicated team of experts.

Don't miss the opportunity to experience innovation in action at Hall 5, Booth E35, and discover the future of digital printing with ZIMMER AUSTRIA.

Atelier Tapis Rouge's Milan Showroom: Contemporary Elegance



In a notable expansion of the contemporary carpet landscape in Milan, Atelier Tapis Rouge unveils its premier single-brand showroom in the heart of Brera at via Borgonuovo 26. Rooted in the ancient Persian tradition, the carpet brand, founded by entrepreneur Aaron Meilech, blends classic craftsmanship with a contemporary design approach.

The collaboration with architect and designer Natalia Enze, now the design director of Atelier Tapis Rouge, led to the choice of Milan as the ideal location for their venture.

The new showroom, with its discreet charm, features marble flooring in neutral Milanese hues. Bathed in natural light from three street-facing windows, the interiors showcase a curated selection of contemporary carpet designs, reflecting Tapis Rouge's expertise, commitment to quality craftsmanship, and dedication to

aesthetic exploration.

Natalia Enze remarked, "The urban fabric of the Brera district, to me, represents the many faces of Milan. The narrative that connects architecture belonging to different eras is coherent and harmonious. In my opinion, Milan has a dual nature; its interiority emerges, revealing itself on the surface only through its most hidden places. It is in this dialogue between inside and outside, between internal and external, that our research on creativity and dwelling practices finds an inexhaustible source of inspiration every day."

The brand introduces itself to the Milanese audience, including architects, interior designers, design enthusiasts, and beauty connoisseurs, with an exhibition showcasing the creative diversity of its catalog. The display highlights various styles, finishes, and non-standard shapes.

Featured on the wall are designs like Tratto Magenta and Tratto Curvo by Natalia Enze, along with pieces from the Planet Earth Collection, such as Melting Glacier and River Flux by artist Margo Trushina, and Mysterious Moss. On the floor, Laser Venus by Natalia Enze takes center stage. The Milan showroom stocks an intriguing selection of the brand's aesthetic codes and values, including Sonico Blue Notte, Googie, Bauhaus Terreno, Tratto Verde, Bauhaus Cielo, Breton Beige, and more.



Oriental Weavers Reports Consolidated Profits Exceeding \$44 Million in 9M-23



Oriental Weavers, a leading textile company, has announced impressive financial results for the first nine months (9M) of 2023, showcasing substantial growth in consolidated net profits after tax. The company's financial performance reflects a resilient business strategy and an upward trajectory in key financial indicators.

Consolidated net profits after tax, including minority interest, soared to EGP 1.38 billion in 9M-23, marking a remarkable year-on-year increase from EGP 583.74 million in the same period of the previous year. The boost in net sales was equally noteworthy, reaching EGP 12.87 billion in January-September 2023 compared to EGP 9.48 billion in 9M-22, as revealed in the consolidated financial statements.

The company's total assets experienced substantial growth, reaching EGP 22.45

billion in 9M-23, compared to EGP 19.17 billion as of December 31, 2022.

In terms of standalone business performance, Oriental Weavers generated EGP 1.046 billion in standalone net profits after tax during 9M-23, showcasing consistent financial strength compared to EGP 1.049 billion in the same period of the previous year.

Non-consolidated revenues demonstrated a significant increase, reaching EGP 5.12 billion as of September 30, 2023, compared to EGP 4.05 billion a year earlier. However, the basic earnings per share (EPS) slightly decreased to EGP 1.57 from EGP 1.58.

For the third quarter (Q3) of 2023, Oriental Weavers continued its impressive financial performance. Consolidated net profits for Q3-23 amounted to EGP 649.03

million, representing a substantial annual increase from EGP 99.10 million. Net sales in Q3-23 reached EGP 4.47 billion, showing a significant YoY growth from EGP 2.97 billion.

Separate net profits after tax widened to EGP 427.82 million in Q3-23, compared to EGP 301.42 million in Q3-22, while revenues surged to EGP 1.67 billion from EGP 1.31 billion.

In the first half (H1) of 2023, the company's consolidated net profits after tax experienced a remarkable 51.30% YoY increase, reaching EGP 733.39 million from EGP 484.63 million, including non-controlling interest.

Oriental Weavers' robust financial performance in 9M-23 underscores its resilience and effectiveness in navigating market dynamics, positioning itself as a key player in the textile industry.

Oriental Weavers' stocks on the Egyptian Exchange have witnessed a notable surge of 10.64 percent since September 13, climbing from \$0.5323 on that date to \$0.5890. This positive trend has resulted in substantial returns for shareholders, reflecting the company's robust financial performance.

The market value of the Khamis family's significant stake has seen a remarkable uptick, increasing by \$21.31 million in just 69 days. Starting at \$200.33 million on September 13, the market value has reached \$221.65 million, driven by the substantial double-digit percentage growth in Oriental Weavers' share price during this period.

Saurer: Preview of Domotex 2024

Experts from the flooring industry will meet from 11-14 January 2024 at the international Domotex trade fair in Hanover, Germany. Saurer Technologies is very pleased to welcome customers again at booth E27 in hall 5. Saurer's service package includes engineering, technology, service and automation solutions.



One step ahead: CarpetCabler CarpetTwister 1.12

The decades-long success story of the CarpetCabler CarpetTwister writes a new chapter with the 1.12 series. High flexibility and increased productivity were just as much a focus during development as easy handling and optimised data connection.

Through the symbiosis of state-of-the-art technology and decades of experience, the new 1.12 offers an optimum of possibilities to produce high-quality strands for sophisticated carpets and other textiles – and in the most economical way.

Among its many impressive features, our CarpetCabler/CarpetTwister 1.12 offers an energy-saving spindle range and central computer-controlled balloon adjustment.

Thanks to the fully electronic headstock with inverter drives for the spindle, take up and traverse motion, the 1.12 series offers highest flexibility and increasing productivity. With the new series, customers reliably and confidently master all the extraordinary demands of a constantly

changing market.

Great success in the market – Convincing innovations

Since the market launch at ITMA Milan in 2023, we have been pleased to see a noticeable upturn in our projects.

The impressive upgrades to the previous version have been very well received by the market. Among other things, the yarn length control per spindle is a welcome added value for our customers and unique in the product range.

Ready for recycling – We empower you for transforming the world of textiles

Saurer has been very focussed on the topic of recycling in the textile value chain for years. Particularly in the field of R-PET and R-PA, we have enormously variable setting options on our machines. Our experts are happy to work out the optimum production parameters together with our customers.

TechnoCorder TC2 Plus – Artificial grass at its best

The two-for-one twisting machine Tech-

noCorder TC2 for technical yarns is characterised by its worldwide unique productivity of up to 400 m/min delivery speed. The machine concept offers you ultimate flexibility in production, material and yarn counts of technical yarns.

The TechnoCorder TC2 Plus offers a yarn lubrication device to ease further process steps. The latest feature, PreciWinding (TC2 Plus), features a newly developed take-up area for producing twist packages of outstanding quality.

In the area of floor coverings, especially in the field of artificial grass, our TechnoCorder TC2 (Plus) offers optimum quality and flexibility.

Efficiency through automation solutions
Transition times are shortened due to an optimised material flow, which leads to higher efficiency of the production facility. The deployed personnel can concentrate on the essential operating processes, which leads to a noticeable increase in yarn quality within the production line. The automation solutions can be individually adapted and used in different areas

Continued on page 10

SAURER.

SAVE THE DATE
12. or 13. January
2024

Invitation to the OpenHouse 2024 for Saurer customers.

Dear Valued Customer,

In January 2024, we will open our doors for you to be the first to see our world-premieres. We will also celebrate the opening of our Sustainability Hub for recycling spinning technology. We would like to invite you to the Saurer Group OpenHouse for Spinning and Twisting, which will take place on 12. and 13. January 2024 at our location in Übach-Palenberg.

Registration is required to attend the event for planning reasons. Please confirm the date of your participation at <http://saurer.salessuite.de>

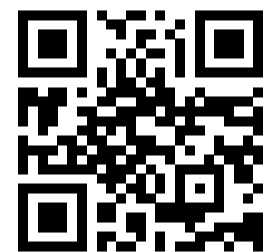
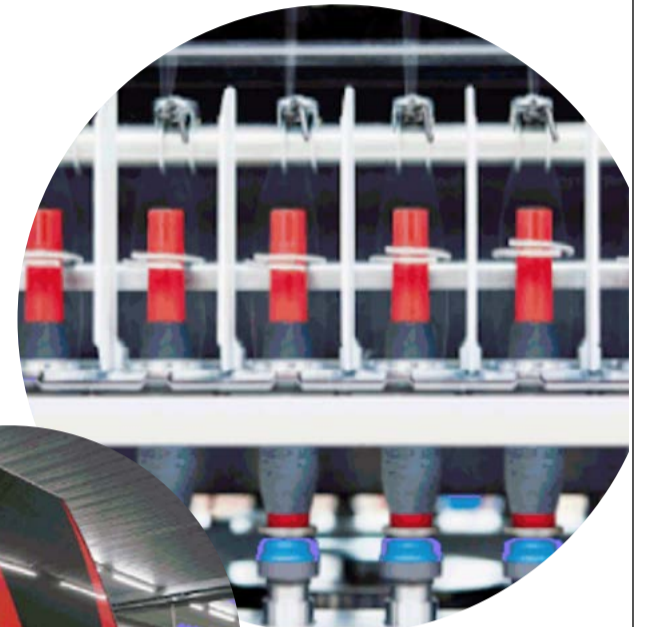
A detailed programme will be sent after registration. The programme of both days will be identical, so you can choose the date that suits you best.

We look forward to seeing you soon.

Kind regards,

The Saurer Group
Management Team

If you have any questions about the OpenHouse 2024, please contact Andrea Spielberg or Ute Belanger (events@saurer.com), who will be happy to help you.



Register



LOCATION

Übach-Palenberg, Germany.

Closest airports are:

- Düsseldorf / 1 h by car
- Cologne / 1 h by car
- Frankfurt / 2,5 h by car

PROGRAMME

- Factory visits
- Sustainability Hub
- Keynote speeches
- Panel discussions with textile industry and Saurer experts



More details



i4F Unveiling New Tech at Domotex Hannover

From Page 8

of BCF yarn processing.

Perfect BCF yarns

Saurer's core competence – achieving the best twisting quality – comes into play when processing BCF yarns with the direct cabling process. With Saurer systems, constant maintenance of the yarn speed, yarn tensions and residual elongation in the cabled filament strands are guaranteed, and the yarns thus always obtain the desired and uniform shape during subsequent heat-setting.

Technology consulting

As a service, Saurer offers its customers detailed examinations from its textile laboratory in Krefeld. Here, the customer's material is tested for the essential parameters, the optimisation potential is determined and the customer receives precise technological recommendations for his facility.

Saurer offers more

With the service package in the areas of engineering, technology, service and automation, Saurer enables its customers to gain decisive added value in the challenging market environment of textile floor coverings.



i4F, a group of companies providing patents and technologies to the flooring industry, today announced that it is exhibiting (hall O20, booth B38) at Domotex 2024 being held at the Hannover Messe in Germany from January 11-14.

During the show, i4F will unveil three technologies underscoring its commitment to innovation and circular technologies. These include the official launch and rebranding of i4F's outdoor cluster and new smart fixing decking installation technology, along with two board composition technologies that redefine the standards for sustainable, circularity focused flooring.

Details on these latest technologies as well as i4F's full innovation portfolios covering drop-lock, digital printing, surface finishing, wall & ceiling and process technologies will be shared on the booth, where i4F's full management team will be present for the duration of the show.

In addition to the main exhibition, i4F is again featured in THE GREEN COLLECTION area at DOMOTEX with its patented Be-Lite technology, enabling a significant reduction in the use of core SPC raw materials during the manufacturing process of decorative panels without compromising on performance.

The company's dedication to environmentally friendly practices has also earned it a nomination for a prestigious GREEN COLLECTION Award, in the sustainable process category.

John Rietveldt, i4F CEO said, "Once again, we are excited to showcase our latest innovations at Domotex Hannover. This show is a proven global platform that continues to bring together flooring industry leaders and visionaries. Our focus on outdoor solutions and sustainable technologies reflects our commitment to providing our customers with meaningful technologies that not only deliver new revenue streams but also help them reach their ESG targets."

DOMOTEX Middle East 2024: The Grand Return to Dubai's Flooring Industry Hub



“DOMOTEX has always been an extraordinary event to unveil the latest trends and designs to global visitors. Choosing Dubai as location was a very smart decision as it has a great infrastructure, allowing visitors to attend from all around the world. We are thrilled to be part of DOMOTEX Middle East!”

**Navid Monzavizadeh-
Managing Director of
Solomon Carpet**

Mahir Julfar, Executive Vice President of the DWTC, remarks: “We are extremely pleased to host the DOMOTEX Middle East at Dubai World Trade Centre. This prestigious event will further enhance our diverse 2024 events agenda, which is shaping up to be the busiest and most dynamic line-up of prominent events in the region and beyond. We are committed to empowering our organizers and contributing to their success by offering unparalleled solutions within our world-class venue. We look forward to a mutually rewarding partnership with Deutsche Messe.”

After 13 years, DOMOTEX Middle East is making its return to Dubai. From 23 to 25 April, the show will celebrate its long-awaited revival at the Dubai World Trade Centre (DWTC). Be part of the leading event for the carpet and flooring industry in the Middle Eastern region.

DOMOTEX, the world's leading brand for trade fairs for the carpet and flooring industry, is bringing back DOMOTEX Middle East, which serves as hub for the entire Middle Eastern industry. Based on a sales volume of 8.6 billion US dollars in 2022, the Middle Eastern flooring and carpet market is expected to reach around 14.55 billion US dollars by 2030, growing at a CAGR of 7.2%.

DOMOTEX Middle East is the leading event for the carpet and flooring industry in the Middle East. The show will bring

together industry leaders at the Dubai World Trade Centre (DWTC) in Dubai from 23 to 25 April 2024.

DOMOTEX Middle East displays machine-made carpets and rugs, handmade carpets and rugs as well as textile floor coverings (wall to wall). Exhibiting companies will have the opportunity to meet with national and international buyers during the exhibition.

Known for its inclusivity, diversity and its status as the commercial hub of the region, Dubai offers a perfect location for the DOMOTEX show. With an excellent business and trade fair infrastructure – including numerous flight connections to destinations all over the world as well as safe and effective public and private transport – the city ensures seamless and easy access to the trade fairs' venue for both, exhibitors and visitors alike.

Eltex of Sweden's Yarn Tension Monitoring Systems:

Ensuring Quality and Efficiency in Textile Production



correcting yarn tension problems early on, EyETM helps to reduce downtime and improve production efficiency.

- **Reduced costs:** By helping to improve product quality and efficiency, EyETM can help textile manufacturers to reduce costs and improve their profitability.

Case Study: How One Textile Manufacturer Improved Product Quality by 20% with EyETM

One textile manufacturer was struggling with high levels of defects in their finished products. They decided to implement Eltex's EyETM yarn tension monitoring system. After implementing EyETM, the manufacturer was able to reduce defects by 20%. This resulted in a significant improvement in product quality and a corresponding increase in customer satisfaction.

Conclusion:

Eltex of Sweden's yarn tension monitoring systems are essential tools for textile manufacturers who want to improve product quality, increase efficiency, and reduce costs. EyETM is the most advanced yarn tension monitoring system on the market, and it can help textile manufacturers to achieve their production goals.

Eltex of Sweden is a world-leading manufacturer of yarn tension monitoring systems for the textile industry. Our systems are used by manufacturers of all types of textile products, from warp beams and bobbins to woven and knitted fabrics.

EyETM: The Most Advanced Yarn Tension Monitoring System on the Market

Eltex's EyETM yarn tension monitoring system is the most advanced system on the market. It is capable of monitoring the tension of up to 1152 yarns simultaneously, and it provides real time feedback to operators on the tension of each individual yarn.

EyETM also features a number of other advanced features, such as:

- **Warning and stop levels:** Operators can set warning and stop levels for each yarn, and the system will automatically warn them or stop the machine if any yarn's tension falls outside of these levels.
- **Yarn break detection:** EyETM can also be used to detect yarn breaks, and it will automatically stop the machine if a yarn breaks.
- **Data logging and reporting:** EyETM can log yarn tension data for later analysis,

and it can generate reports to help operators identify and correct yarn tension problems.

How EyETM Can Help Textile Manufacturers!

EyETM can help textile manufacturers in a number of ways, including:

- **Improved product quality:** By ensuring that yarn tension is kept constant throughout the production process, EyETM helps to reduce defects and improve the overall quality of finished products.
- **Increased efficiency:** By identifying and





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Meet us at DOMOTEX Hannover for the Latest News on Asian Flooring Market

DOMOTEX, world's leading trade fair for carpets and floor coverings, will take place in Hannover from 11 to 14 January 2024. For 4 days, Hannover will serve as an international center for the flooring world and offer an ideal place for networking and getting business leads.

DOMOTEX asia/CHINAFLOOR, part of the DOMOTEX family, will also be there, ready and eager to exchange with the interested audience the latest developments of the flooring industry in Asia Pacific and how this platform can assist business expansion in some of the world's most thriving flooring markets.

The 26th edition of DOMOTEX asia/CHINAFLOOR will take place in Shanghai from 28th to 30th of May 2024. This leading flooring trade show in Asia Pacific will bring to the audience the latest of the flooring industry in the region and beyond. 1600+ exhibitors and 85,000+ visitors will meet together for business dealings in an overall space of 230,000 sqm.

Mark your calendar to attend Asia's Flooring Talks

Are you interested to hear the latest news regarding some of Asia's most important production markets of hard flooring such as China, South Korea and Southeast Asia and how innovations and sustainability approach are reshaping and driving industry's future in this part of the world? If so, make sure to attend our C-level panel discussion with representatives from important players in these markets.

Visiting China visa-free

The Chinese Foreign Ministry announced on November 24, 2023 that China is trialing visa-free travel for citizens from Germany, France, Italy, the Netherlands, Spain and Malaysia from December 1 in 2023 to November 30, 2024. Holders of ordinary passports from the above-listed six countries may enter China visa-free for business, tourism, visiting relatives and friends and transit for up to 15 days.



Asia's Flooring Talks

by DOMOTEX asia/CHINAFLOOR

THE CURRENT STATUS OF ASIA'S LARGEST HARD FLOORING MARKETS

Innovation and sustainability drive the future of resilient flooring

- Saturday 13/01/2024 at 13:30
- Hall 23, Stand C86 at DOMOTEX 2024, Hannover

Moderator
Kemp Harr
Owner and Publisher
Floor Focus Magazine
and Floordaily.net

Panelists:

- John Rietveldt**
Founder & CEO
i4F Patents & Technologies
- Dan Danghwan Koh**
CEO
NOX Corporation
- Thomas Baert**
President
CFL Flooring
- David Shi**
General Manager
International Business Center
Power Dekor

Shaw Contract Tees Off Dubai Design Week 2023 with Inaugural Carpet Golf Masters

Shaw Contract had teed off Dubai Design Week 2023 with the inaugural Carpet Golf Masters, marking a memorable occasion within the bustling Dubai Design District (d3). The week-long event had brought together design luminaries and enthusiasts worldwide, offering a platform for innovative showcases and dialogues. Amidst this vibrant setting, Shaw Contract had shone bright by introducing a unique experience at their Dubai showroom.

The Carpet Golf Masters, hosted at Building 6, Suite 108B, had been a whimsical yet competitive affair that took place from November 8th to 10th. Attendees had been welcomed to participate in a distinctive five-hole carpet golf course, either individually or as part of a team. As participants putted their way through the course, the atmosphere had been infused with giveaways and refreshing treats, adding to the event's liveliness.

Operating from 10 AM to 1 PM and resuming from 2 PM to 5 PM each day, the games had adhered to simple yet chal-



lenging rules: each stroke had counted as a point, with a maximum of six strokes allowed per hole, and a group limit of four players. The player with the fewest strokes had emerged victorious at each round, sparking moments of triumph and camaraderie.

The Carpet Golf Masters, presented by Clubhouse Mobile Mini Golf, had seamlessly blended sustainable carpets with an exhilarating activity. The five courses had

presented unique challenges, interwoven with Shaw Contract's innovative products. From navigating Ferris Wheel-like arrangements to conquering tricky twists and turns, participants had experienced a dynamic fusion of design and recreation.

Beyond the golfing extravaganza, Shaw Contract's commitment to design optimism had resonated deeply. The phrase 'Design Optimism' intricately woven into each putt had echoed the brand's steadfast belief in design's transformative potential. This ethos had mirrored the essence of the Shaw Contract Awards, an annual initiative that champions innovative approaches to crafting environments conducive to work, learning, healing, and growth.

In the backdrop of spirited competition and shared moments, Shaw Contract had not only celebrated creativity but had also underscored the profound impact design can wield. Through this amalgamation of fun and design, they had showcased their dedication to nurturing an environment where creativity thrives, and design acts as a catalyst for positive change.



Missed Opportunity for Iran: Domotex Middle East Shifts from Tehran to Dubai

In a recent twist in the narrative of the Iranian carpet industry, Ali Farhi, a distinguished personality in machine carpet manufacturing and the head of the Kashan Machine Carpet Manufacturers Association, has expressed regret over a significant missed opportunity for Iran to establish the Middle East Domotex brand in Tehran. Despite the flourishing domestic market for hand-woven and machine-made carpets, Iranian companies have actively sought to bolster their global presence through participation in international exhibitions.

Iran, renowned for its rich heritage in crafting both hand-woven and machine-made carpets, supports millions of livelihoods within the industry. However, the market's competitiveness has escalated due to fierce competition among over 700 manufacturing companies armed with cutting-edge technology.

In response, Iranian companies have strategically directed their focus towards global exhibitions in the carpet and flooring industry. Many have secured exhibition spaces at Domotex events held in various countries, including Germany, China, Turkey, and others.

Recent years have witnessed heightened political tensions and visa issuance challenges for Turkish companies at the Domotex Hannover. In response, Turkish carpet manufacturing associations and companies boycotted the Domotex Hannover, organizing a



significant independent exhibition in Istanbul (CFE). Subsequently, Domotex decided to relocate from Turkey to Dubai, leading to the establishment of Domotex Middle East.

Ali Farhi, representing the Iranian machine-made carpet industry, disclosed the strenuous efforts made by the Kashan Association to persuade Domotex to host the Middle East event in Tehran. Unfortunately, the proposal faced rejection from the German company, citing insufficient infrastructure in Tehran and ongoing political tensions between Iran and Germany as primary obstacles.

Expressing disappointment, Ali Farhi highlighted Iran's robust production capabilities in carpets while underscoring the challenges posed by political and economic sanctions. He lamented that these sanctions significantly curtail Iran's machine-made carpet exports, potentially denying the country billions of dollars in revenue.



Carpet Exhibition Clash: Carpet and Flooring Expo (CFE)'s Bold Move in 2025 Sparks Industry Speculation

The Carpet and Flooring Expo (CFE) is making headlines with its announced scheduling of the second Edition in 2025, set to take place from January 7th to 10th. However, this date notably coincides with the DOMOTEX Hannover exhibition, sparking discussions and speculations within the industry. The close proximity of these events has led to conjecture that the Istanbul Carpet Fair's timing could potentially impact DOMOTEX Hannover, creating a challenge for companies seeking participation in both exhibitions due to their concurrent schedules.

Observers anticipate a new chapter in the ongoing competition between the Istanbul Carpet & Flooring Expo and DOMOTEX. The Hannover Exhibition Company recently revealed plans for

DOMOTEX in Dubai in April 2024. In response, the CFE has unveiled banners advertising its next exhibition, aligning precisely with Hannover's Demotex in January 2025, raising Competition in the industry.

Furthermore the organizers of the CFE have hinted at a surprising move – the potential re-holding of the carpet exhibition in Gaziantep, Turkey!

While not officially confirmed, this strategic move could potentially serve as a countermeasure to DOMOTEX's presence in Dubai. Such a maneuver, if executed, might significantly impact the dynamics among carpet associations.

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Heimtextil 2024: Fully Booked Carpets & Rugs Hall with High Growth in Suppliers of Machine-Woven Carpets

The global carpet industry is on the move – in the direction of Frankfurt. The new Carpets & Rugs hall at Heimtextil now boasts around 100 manufacturers and brands, including a strong increase in suppliers of machine-woven carpets such as Merinos Hali, Oriental Weavers Group, Ragolle Rugs, Universal XXI, Verbatex and the Belgian association Fedustria and its members.

With the high response, the exhibiting companies are sending out clear signals for the new platform, where they will also present sustainable concepts alongside their new products.

New designs, pioneering product developments and major industry trends are the focus of the new Carpets & Rugs Hall 5.1, which has been fully booked since the last wave of registrations in the fall. The latest increase in exhibitors comes primarily from the machine-woven carpet sector.

At the forefront are market-leading suppliers from Belgium – one of the most traditional textile countries that stands for sophisticated quality in the carpet industry. Ragolle Rugs, Verbatex and the Fedustria association and its members are just some of the new entrants.

Other global brands such as the top player from Turkey Merinos Hali San and Universal XXI, Spain's largest retailer and manufacturer, are also sending out clear signals for Heimtextil's ambitious plans: "With Carpets & Rugs, we are establishing a fixed annual date for the industry. This is why it was crucial for us right from the start to showcase the diverse range within the fitted carpet segment and to attain a well-balanced mix of products. We're delighted that we managed to accomplish this so effectively from the beginning," says Bettina Bär, Director Heimtextil.

Global meeting place for trends and design

From the industry's point of view, Heimtextil's USP as a global platform for trends and design is particularly convincing.



Banu Kepekci, Managing Director of Merinos' sales subsidiary Medipa, emphasizes this: "As one of the world's leading manufacturers of machine-woven carpets, we are open to new platforms with serious potential. Heimtextil in Frankfurt has historically been a household name for the carpet industry. All color and design trends of tomorrow are presented here. We can therefore ideally show our existing and future customers that we have already recognized these trends and implemented them in our new products."

The Oriental Weavers Group is also planning to exhibit a diverse range of products at Heimtextil, including traditional, modern and contemporary styles. Rashad Ibrahim, Export Manager of OWG subsidiary Mac Carpet, sees great added value for trade visitors: "The concept of the segment is very special for us as manufacturers as well as for buyers. It enables us to present our entire carpet range in one place. This makes it easier for interested parties to compare our various products. For buyers, Carpets & Rugs is therefore a one-stop shop for all their carpet needs."

In addition, Carpets & Rugs is ideally integrated into the overall Heimtextil offering via the centrally located Hall 5.1. Whether DIY

store, furniture store, carpet retailer or concept store: trade visitors to Heimtextil 2024 will benefit from the entire spectrum of textile interior design – from yarns and fabrics to finished products such as bed linen, blankets, cushions, curtains, wallpaper and carpets for every need.

Megatrend sustainability drives the carpet industry

In addition to new products and product development, the megatrend of sustainability in particular is driving the carpet industry. Companies are investing noticeably in concepts. Banu Kepekci reports: "Our carpets are made partly from recycled PET bottles and partly from our own recycled polyester yarn. We have also switched our packaging lines to polybags made from recycled material and started installing photovoltaic systems on our warehouses and production halls. These reduce our carbon footprint by up to 50 percent."

Across all manufacturing countries, the United Nations' SDGs are becoming the focus of the industry, with an increasing number of companies aligning their sustainability strategies with them. Rashad Ibrahim from the Oriental Weavers Group explains: "Our prod-

Condor Group and Betap Join Forces



ucts are known for their high quality, beautiful design and competitive prices. We are committed to sustainable production practices and only use environmentally friendly materials.” To promote SDG 12 “Sustainable consumption and production patterns”, for example, the company has implemented several measures, including effective waste management based on the 3R principle (reduce-reuse-recycle).

Global contact point for all qualities

Sustainability, design, quality and variety: at Heimtextil 2024, Hall 5.1 will be an essential stop for anyone interested in the entire range of fitted carpets: from handmade and custom-made qualities to machine-made woven carpets and dirt-absorbing mats and runners.

India is the focus nation in the area of hand-woven carpets. In addition to the diversity of Indian craftsmanship, the presentation also reflects the focus on sustainability and CSR. In 2024, companies including Heritage Overseas, Mittal International, The Rug Republic, Vini Decor, Rugs Inc, Rugs in Style and the Indian association Carpet Export Promotion Council will be exhibiting here. Many well-known Indian names can also be found among the manufacturers of rugs and floor mats. These include Classic Coir Factory, Floor Decor, Fibre World and Tufko International.

In addition to the aforementioned companies Ragolle Rugs, Verbatex, Merinos Hali and the Oriental Weavers Group (Oriental Weavers, Mac Carpet, Egyptian Fibres Company), other global brands such as Nikotex Carpets from Greece and the Italian manufacturers Fini Cop and Royaltex represent the range of machine-woven carpets.

The Dutch family concern Condor Group and Betap are joining forces by moving forward as one.

Condor Group is acquiring 100% of the shares of sector and regional partner Betap. Joining together can allow us to respond better and more successfully to the expectations and needs of customers and dynamics on the market.

The integration of the experienced staff and innovations from Betap will also further strengthen Condor Group’s portfolio.

Betap is a leading player in the textile floor coverings sector. Just like the Condor Group, the company from Genemuiden that was founded more a hundred years ago designs, develops and produces textile products for different market segments, including residential and contract flooring, artificial grass and the automobile industry. The company employs around 300 people.

Jan Hoekman, CEO of Condor Group “This merger will mean we can respond

even better to the market demand. There are also many advantages of scale to be gained. The two companies fit nicely together as regards products and markets. We are established in the same region and share the same values and standards. This also applies for the corporate culture”.

John Jaakke, CEO of Betap “This is a good move for Betap. We are a top-notch company, but also clearly see what lies ahead of us. Together with Condor Group we are in a much better position to invest and to innovate. We will continue to operate independently, and that can only be to the benefit of the customer.”

Integration strategy

The Betap name and brand is being continued because of its worldwide resonance in the sector. This means that within the largest wall-to-wall carpet segment, Betap will continue to independently serve the market with its own unique collection. The same applies for the BLOQ brand that concentrates on the contract market with carpet tiles.

Master the Art of Round Handmade Carpets: Weaving and Home Decor Applications

The allure of carpets in home decoration is unparalleled, adding a unique touch to any space and prompting an increasing demand for these exquisite pieces. Today, we delve into the world of Farahan carpets, exploring the intricacies of round handwoven carpets, from the meticulous art of weaving to their diverse applications in home decor.

Understanding Round Handmade Carpets

A round handwoven carpet distinguishes itself in appearance and dimensions from its rectangular counterparts. Primarily employed for decorative purposes, these carpets grace reception areas, living rooms, and bedrooms, although their use in high-traffic spaces like kitchens and corridors is less recommended.

With sizes varying from small diameters of 20 cm to standard measurements of 100, 150, and 200 cm, circular carpets offer a diverse range. Similar to rectangular models, they can be woven with wool, cotton, or silk fibers, providing options for both decorative appeal and durability, with wool being the preferred choice for its resilience.

The weaving process involves a vertical or Turkish (Tabrizi) loom and utilizes Turkish tufting, distinct from rectangular carpets due to the absence of certain elements in circular designs.

Learning the Art of Weaving a Circular Carpet

Weaving a circular carpet requires meticulous calculation. Counting large houses on the diameter of the map aids in determining the number of knots and threads. Adjustments are made due to the absence of specific structural elements present in rectangular carpets, necessitating additional threads to ensure a proper finish.



After weaving, securing the lower part of the carpet prevents tilting, followed by identifying the central thread, marking it distinctly to initiate the circular pattern. Precise marking of the design on studs with concentric circles ensures accuracy in weaving.

Utilizing Round Handmade Carpets in Home Decor

The versatility of round handwoven carpets extends to various aspects of home decor:

Visual Enhancement: These carpets create a visual illusion, offering a modern touch to spaces by breaking the monotony of angular dimensions prevalent in contemporary settings.

Space Amplification: In smaller spaces, the rounded shape draws attention away from confined dimensions, making spaces appear larger and more inviting.

Hallway and Kitchen Enhancement: While not ideal for high-traffic areas, round carpets can add vibrancy and alleviate dryness in corridors and kitchens, especially when space or financial constraints limit options.

Bedroom and Children's Room: Adding a round carpet in bedrooms can create focal points under beds or sofas, enhancing ambiance. The curved shapes resonate positively with children, fostering a cheerful mood.

Creating a Luxurious Ambiance: Placing these carpets in living spaces evokes a sense of luxury and sophistication, complementing various furniture styles and designs.

Dining Table Companions: Pairing round rugs with circular dining tables harmonizes the aesthetic, ensuring proper sizing to prevent chair legs from slipping off the carpet.

Conclusion

Round handwoven carpets are not mere floor coverings; they are versatile design elements capable of transforming living spaces. From the intricacies of their weaving process to their diverse applications in home decor, these carpets blend artistic expression with functionality. Understanding their weaving intricacies and leveraging their versatility can elevate any home's ambiance.



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Premium Custom Design Case: Studio Other Spaces

The power of a personal story

While we offer an incredible selection of pre-designed and ready-to-produce collections, the most powerful stories to tell are the personal ones. Already dreaming about how to tell your own or your customer's story? Thought so! And luckily, we can make all your design dreams come true.



The custom design rug measures eight meters across and displays at the exhibition; Räumliche Solidaritäten by Studio Other Spaces – Olafur Eliasson and Sebastian Behmann.



Sebastian Behmann, co-founder of Studio Other Spaces, at Das Gelbe Haus during the exhibition opening.

We turn dreams into designs

At Ege Carpets, we offer a blank canvas for any design to materialise. And this is the reason why we were the chosen custom carpet supplier for the exhibition; Räumliche Solidaritäten developed by Studio Other Spaces, which is founded by renowned artists Olafur Eliasson and Sebastian Behmann.

In this premium case story, we're proud and excited to invite you behind the scenes of a custom design collaboration visualising the process from creative idea to installed carpet, or more precisely, gigantic rug measuring as much as eight meters across.

You have a lot of opportunities, working with a custom-made carpet, to bring your ideas into something that makes it a special experience.

– Sebastian Behmann, co-founder of Studio Other Spaces

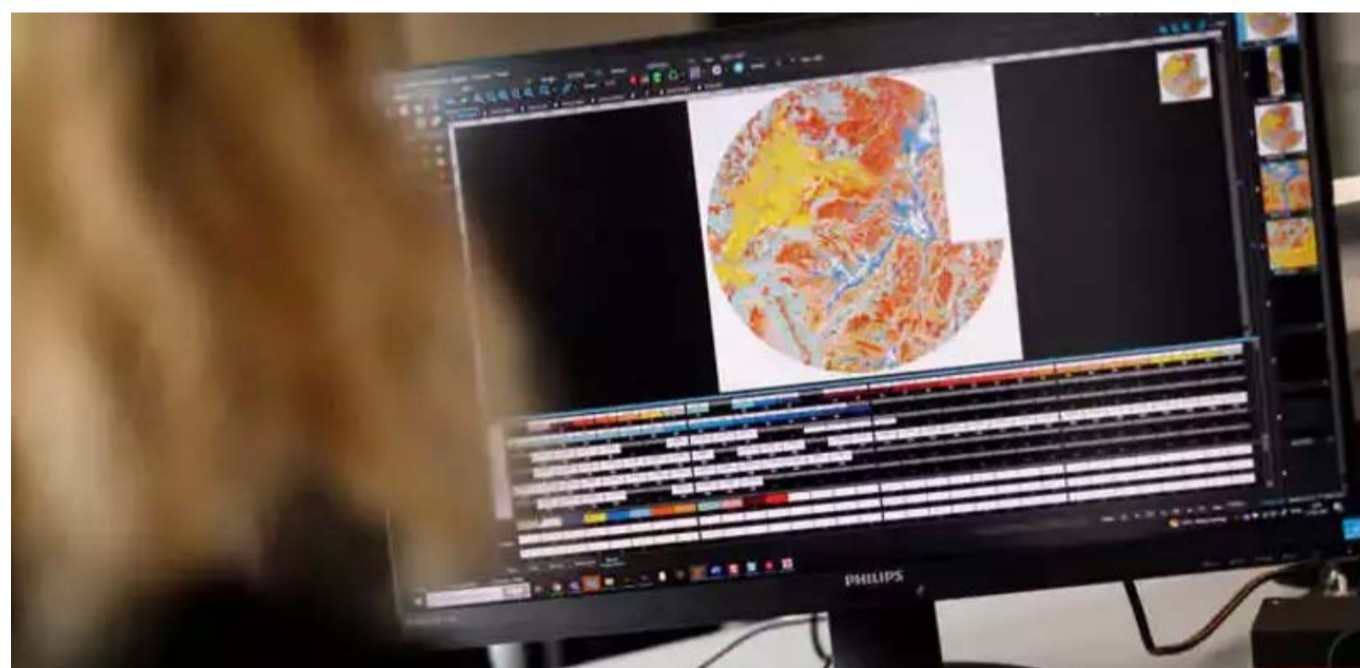
The custom design rug measures eight meters across and displays at the exhibition; Räumliche Solidaritäten by Studio Other Spaces – Olafur Eliasson and Sebastian Behmann.

We'll take you to Studio Other Spaces in Berlin, Germany, museum Das Gelbe Haus in Flims, Switzerland, and obviously to the heart of Ege Carpets in Herning, Denmark. Here, dreams are turned into unique carpet designs in our highly professional design studio and subsequently transformed into plush carpet in our state-of-the-art production facility.

Highline: A blank canvas

Though we're offering a number of carpet construction options when it comes to custom design, the rug for Studio Other Spaces is crafted in the Highline 1100 quality from our bestselling Highline concept.

Eva Maria Mikkelsen creating the rug design by combining eight different layers into a map visualising the Alps in movement.



Astrid Borg in the process of transforming Eva Maria Mikkelsen's layout into a design ready for production at Ege Carpets' advanced production facility.



Astrid Borg and Johnni Sjørsløv inspecting the carpet samples next to our colour lab and sample facility before shipping them to Eva Maria Mikkelsen for approval.

For this concept, our complete freedom of design service means that you can create your own entirely new and unique design from scratch, as our dye injection production process allows any colours and patterns to materialise on the carpet surface.

We could only imagine doing this with Ege Carpets because of the custom design possibilities. How Astrid Borg was able to translate exactly our image into the final product design is just pure gold.

– **Eva Maria Mikkelsen, architect at Studio Other Spaces**

For the exhibition rug, Eva Maria Mikkelsen, who's an architect at Studio Other Spaces and the main creative force behind this project, combined eight layers when developing the carpet layout. Some of the layers have an overall filament in the map that's visualised in the rug design, whereas other layers bring finer and more graphic details that are almost popping out from the soft carpet surface.

According to the creative team at Studio Other Spaces, the conceptual idea behind the carpet design revolves around time,

movement and change. The mountain next to Flims is called Der Flimserstein, and a good portion of that mountain slid into the Rhine River about 10,000 years ago. Thereby, the area where Flims is located right now, was formed as a consequence of the Alps being in movement.

We're with you all the way

A detailed presentation or just a quick sketch – a photograph, a certain type of texture or a particular pattern: any idea you may have, we'll help to develop into the perfect carpet for your project. All you need to do is describe your ideas and wishes and our creative design team will



Casper Jensen concentrating deeply on attaching Eva Maria Mikkelsen's chosen overlock yarn to the rug. The result? Perfect!



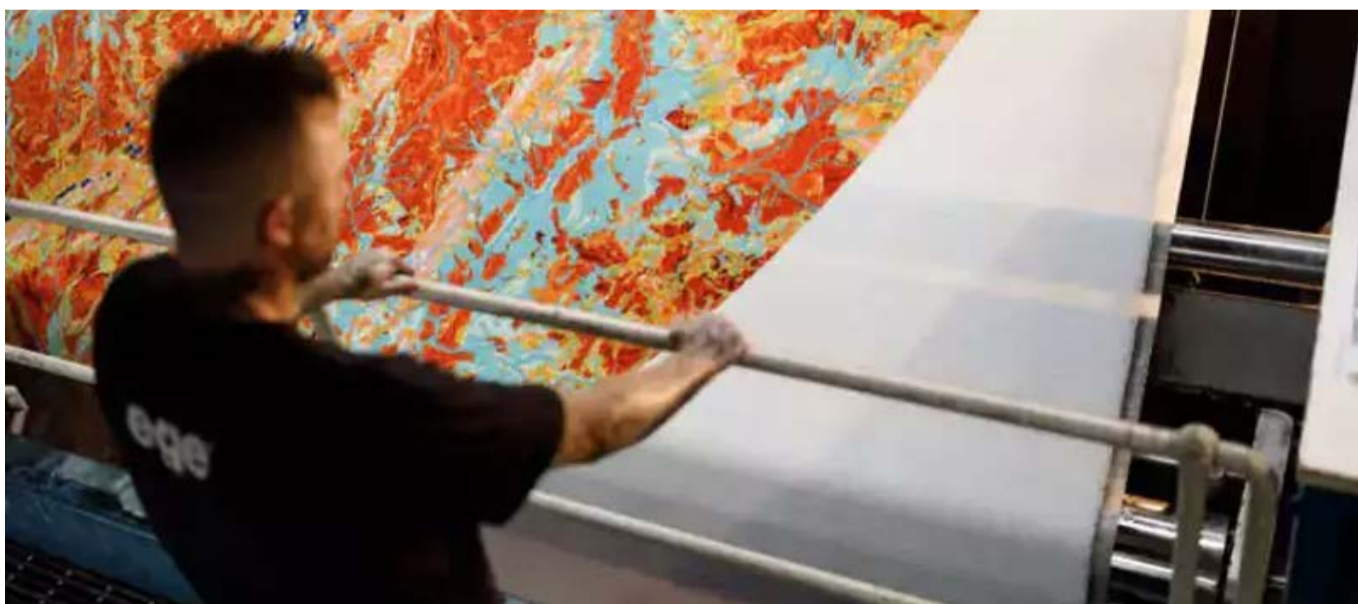
Comparing the approved carpet samples to our 30 overlock colour options, Eva Maria Mikkelsen ensures a beautiful rug finishing by selecting the perfectly matching nuance for the overlock yarn.

draw up a design draft based on your initial thoughts and proposals. No matter the level of complexity, we find solutions to all individual requests.

Our design team is always on hand to assist you in making your ideas become reality. Based on your input, we develop a series of design proposals with precise emphasis on what you wish to highlight. For major projects, it's sometimes very useful for the designer to visit the location where the carpet will be fitted. Seeing the physical surroundings gives the designer a better understanding of the nature of the project.

Visualisation for the best choice

To ease your decision-making process, we visualise your design ideas through samples in real carpet material. Thus, our sample service allows you to feel the exquisite yarn, evaluate the pattern details and the impressive colour combinations, you've chosen.



Jesper Garberg carefully supervising our state-of-the-art Millitron colouring machine.



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Massive Carpet-Shaped Museum in Azerbaijan Showcases Millennia of Textile History



Originally established in 1967 within Baku's Old City district, the museum found its new home in a stunning building reminiscent of a rolled carpet designed by Austrian architect Franz Janz. Renamed the Azerbaijan Carpet Museum, this iconic structure serves as a symbolic tribute to the country's cultural heritage.

Malikova highlights the museum's evolution, stating, "Acquiring exhibits spanning pile carpets, flat-woven carpets, textiles, embroideries, metalwork, and jewelry, the museum has transformed over the years. The exhibitions, spread across three floors, offer a journey through Azerbaijan's carpet weaving history."

A magnificent architectural marvel stands in the heart of Azerbaijan's capital, Baku, housing the country's rich legacy in the world of carpets. The Azerbaijan Carpet Museum, housed within a colossal structure shaped like a rolled carpet, draws crowds with its unparalleled collection of over 15,000 exhibits spanning centuries of history.

From carpets dating back to the 17th century to a surprising display of Indian textiles tracing back 5,000 years, this museum has become a sought-after destination for tourists and enthusiasts alike. Designated by UNESCO as a "Masterpiece of Intangible Heritage" in 2010, the Azerbaijani carpets are a testament to the nation's intricate craftsmanship.

Director Shirin Malikova proudly emphasizes the museum's significance, stating, "No village in Azerbaijan exists without weaving carpets. Our museum holds the world's largest collection of Azerbaijan carpets, narrating the nation's history through vibrant patterns and colors echoing our literature and folklore."

The museum's immersive layout guides visitors through the evolution of carpet weaving, showcasing traditional techniques, Azerbaijani weaving schools, and contemporary designs. Notable figures like Latif Karimov, a celebrated carpet designer, are celebrated for their contributions to this art form.

Beyond showcasing exquisite collections, the museum serves as a hub for preserving traditional weaving techniques, employing artists and weavers to revive forgotten methods. Rena Suleymanova, one of the weavers, reflects on her lifelong dedication to this craft, stating, "Tourists are particularly drawn to smaller, portable carpets, and witnessing these pieces find homes outside our museum is immensely rewarding."

The Azerbaijan Carpet Museum not only preserves a rich tapestry of history but also serves as a living testament to the nation's enduring cultural legacy, weaving together millennia of craftsmanship and artistry for the world to admire.

Iran Eases Rules for Exporting Persian Hand-Woven Carpets to Boost Revenues

In a significant move to revitalize its struggling carpet export industry and generate much-needed hard currency, Iran has announced the relaxation of rules governing the export of its world-renowned hand-woven carpets. The decision comes as the country seeks to rebound from the economic challenges posed by years of international sanctions.

Farahnaz Rafe', the head of Iran National Carpet Center (INCC), revealed this groundbreaking development, emphasizing the government's commitment to encourage and facilitate the export of these high-quality Persian rugs. A primary change announced by Rafe' is the removal of a long-standing requirement for carpet exporters to funnel their export proceeds into a system where importers could access hard currency at subsidized rates.

The policy alteration is expected to reinvigorate Iran's carpet industry, which has faced significant obstacles due to stringent export regulations. Exporters, under the previous system, were required to surrender their hard-earned foreign currency earnings, a process that had deterred many over the years and caused a sharp decline in carpet shipments.

Rafe' confirmed that the Iranian Ministry of Finance has already granted approval for this measure, and she assured that positive developments are on the horizon.

Iran's carpet industry has been grappling with challenges that have taken a toll on its exports. According to data from the Iranian customs office, carpet exports hit a record low of just \$50 million in the calendar year ending in late March. This figure is significantly lower than the \$700 million milestone achieved in 2018, just



before the United States imposed sanctions on Iran.

However, Rafe' pointed out that official customs statistics do not provide a comprehensive picture of Iranian carpet exports. Many exporters employ re-export strategies to deliver their carpets to clients in Europe and other parts of the world, circumventing the banking and trade restrictions imposed by U.S. sanctions.

Unofficial estimates suggest that Iran exported carpets worth between \$400-500 million in the calendar year ending in late March. These figures indicate that revenues have rebounded to levels last seen in 2015, shortly after Iran emerged from a previous bout of international sanctions.

Rafe' expressed optimism regarding the prospects of this policy change. By easing the rules governing the export of Iranian hand-woven carpets, the government aims to rekindle the sector and foster an increase in carpet shipments in the near future.

Iran's hand-woven carpets have long been celebrated for their exceptional

quality, intricate designs, and rich history. They are an integral part of Iran's cultural heritage, and their export plays a significant role in the country's economy. The relaxation of export rules is expected to not only benefit the local carpet industry but also enable the inflow of vital foreign currency into Iran's economy.

This decision aligns with Iran's broader strategy to diversify its sources of revenue, particularly in the face of economic challenges stemming from global economic shifts and ongoing sanctions. By promoting the export of these exquisite hand-woven carpets, Iran hopes to bolster its financial stability while simultaneously sharing a piece of its rich cultural tradition with the world.

As the carpet industry undergoes this transformative change, industry insiders, artisans, and exporters are eagerly awaiting the anticipated boost in carpet shipments. The future of Iranian hand-woven carpets appears brighter, as Iran takes steps to remove trade barriers and allow the world to once again experience the timeless beauty of these Persian treasures.



Carpet Folding: An Essential Aspect of Carpet Maintenance

Understanding the correct way to fold a carpet, especially with machine-made carpets, is fundamental for preserving its quality and extending its lifespan. Whether you're planning to move furniture or store an unused carpet, knowing the proper folding technique is crucial.

Importance of Carpet Folding:

Carpet folding is pivotal for both hand-woven and machine-made carpets. However, it's particularly crucial for hand-woven carpets due to their high value as art pieces and the vulnerability of their natural fibers (wool, cotton, silk). Any misstep in maintenance might result in significant financial loss.

Is Folding the Right Approach?

Ideally, no. Rolling the carpet is the preferred method as it minimizes the risk of altering the carpet's shape. If possible, storing the carpet rolled or moving it flat in a drawer is highly recommended to maintain its integrity.

Considerations for Proper Handling:

- **Levelling:** When folding, involve two or three people to prevent the edges from bending, especially in the case of large carpets, as it might cause damage over time.

- **Pest Management:** For stored carpets, particularly hand-woven ones, use substances like tobacco or naphthalene to deter insects and prevent damage.

- **Addressing Damages:** Repair any existing damage such as tears or rot before storing the carpet, as these issues tend to worsen over time.

- **Protective Covering:** After rolling, wrap the carpet in a clean cloth to prevent dust accumulation. Plastic covers may induce moisture, leading to mold.

Correct Methods for Folding Carpets:

1. **One-Layer Method (Long-Term Storage):**

Lay the carpet upside down on the floor. Fold it in half lengthwise from either side. Smooth and moisten the folded sections. Fold a third of the width against the direction of the fibers. Continue folding until it forms a small rectangle. Secure with a rope to prevent unraveling.

2. **Two-Layer Method (For Transportation):**

Place the carpet on a flat surface with its back facing up. Fold it lengthwise up to a third. Repeat folding steps. Place the remaining third over the folded part.

Fold a third of the width against the carpet.

Continue folding until it forms a compact rectangle.

Secure tightly with a strong rope for transportation.

Additional Tips:

- **Storage:** Opt for a dry, well-lit, and moisture-free warehouse for long-term storage.

- **Preventive Measures:** Clean stains, apply naphthalene between layers to deter pests, and periodically unroll the stored carpet to prevent fabric destruction and moisture buildup.

Mastering the correct carpet folding techniques is essential, especially in scenarios where rolling the carpet isn't feasible due to space constraints. By following these methods and maintenance tips, you can effectively preserve the quality and durability of your carpets.

This comprehensive guide provides insights into the significance of carpet folding, the preferable rolling method, and step-by-step instructions for both one-layer and two-layer folding techniques for maintaining the quality of machine-made and hand-woven carpets.

Egypt's Rich Legacy in the Carpet Industry: From Mamluk Era to Modern Resurgence

Egypt boasts a long and storied tradition in the world of carpet weaving, earning its place as a global leader in the industry. This remarkable legacy traces back centuries and is marked by distinctive periods, including the influential Mamluk era, which saw the creation of some of the world's most exquisite carpets.

The Mamluk Era: Crafting Masterpieces

During the Mamluk era, which spanned from the 14th to the early 16th century, Egyptian carpet weaving reached its zenith. The carpets produced during this time are considered some of the finest and rarest in Egyptian history, representing the pinnacle of Islamic art in the region.

These carpets were characterized by their vibrant colors, typically featuring shades of blue, red, and green. The use of simple geometric shapes, like squares and rectangles, was a defining feature of this period's carpet design. These shapes were often repeated in intricate patterns, creating visually stunning compositions.

Intriguingly, these Mamluk carpets were divided into three main groups based on their main background designs:

The first group: These carpets had a central square background, with small square patterns at each corner. Notable examples include rugs found in the Metropolitan Museum of Art, dating back to the late 15th and early 16th centuries.

The second group: These carpets featured a main rectangular background, often adorned with a central element alongside rectangular designs. The central element could consist of 2, 3, or 5 medallions with reflective designs. One of the best examples of this group is currently housed in the Philadelphia Museum of Art.

The third group: In these carpets, the large tapestry featured a main background divided into several sections and medallions. A fine example of this group can be found at the Metropolitan Museum of Art.



One distinctive feature of most Mamluk carpets was the use of a single central thread, often starting from the rug's center. This central thread featured fused outer edges or rectangular panels, frequently divided into triangular shapes. These panels might incorporate motifs such as cypresses, palm trees, and umbrella-shaped leaves.

Despite the many studies on Egyptian Mamluk carpets, there is still some debate among researchers regarding their exact dating. It's important to note that the quality of carpets produced in Cairo during this period was considered superior to those made in other regions, such as Tabriz.

The Ottoman Influence: A Blend of Styles

The Ottoman presence in Egypt during the 16th century left its mark on the Egyptian carpet industry. Weavers in Cairo began to incorporate elements of Turkish and Persian carpet designs into their creations, resulting in a distinctive fusion of styles.

Ottoman carpets, in contrast to their Mamluk counterparts, embraced a broader spectrum of colors. However, the designs still retained the symmetrical shapes found in Mamluk carpets. These designs often featured motifs like tree leaves, palm trees, necklaces, tulips, rubies, cloves, and pomegranates.

One notable shift during this period was the use of Turkish knots in weaving, which lent a unique character to the designs. The patterns

on these carpets often reflected the intricate history of Egypt, becoming woven narratives of the region's heritage.

Modern Revival and Global Appeal

In the 19th century, the Egyptian carpet industry faced a decline, coinciding with the outbreak of World War I and dwindling global demand. However, a resurgence occurred in the 1950s when traditional Persian carpet designs were reintroduced. These designs drew inspiration from cities like Isfahan, Kashan, Kerman, and Tabriz, and soon found favor in the global market.

This revival wasn't solely due to the end of World War II; it was also spurred by the concerted efforts of numerous companies focusing on authentic Egyptian carpets. These companies employed thousands of skilled weavers, who expertly crafted rugs that found resonance with a global audience. Traditional ornamental patterns remained popular well into the 1970s, ensuring the continued flourishing of the carpet industry in Egypt.

Today, Egyptian weavers and artists continue to draw from the rich tapestry of oriental motifs, incorporating influences from Iran and India into their designs. This timeless approach to carpet weaving remains highly sought after by interior designers and connoisseurs around the world.

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Especially medium to heavy weight textile substrates in woven and knitted construction are targets of ZIMMER AUSTRIA Digital Printing Systems. The product range covers bedding, furnishing, terry towels, curtains, various velour substrates, as well as heavy weight knit fabrics for the fashion industry.

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COLARIS and CHROMOJET printers cover the complete range of textile-based floor covering from nonwoven, flock, tufted and woven base material.

ZIMMER AUSTRIA Digital Printing Systems covers the complete range from contract, automotive, promotional, residential and function carpets incl. mats and rugs fine-tuned to the needs of each segment.

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COLARIS-NF is a single pass printing and dyeing solution for narrow fabrics to be used in technical applications as well as for decorative tapes or even zippers. The wide range of application includes tapes for military carrying systems or hook & loop tapes incl. IRR control function. Printing and dyeing can either be single or double sided simultaneously. It is also possible to print heavy tape constructions on one side and to dye the substrate on the backside in a single pass through the line.

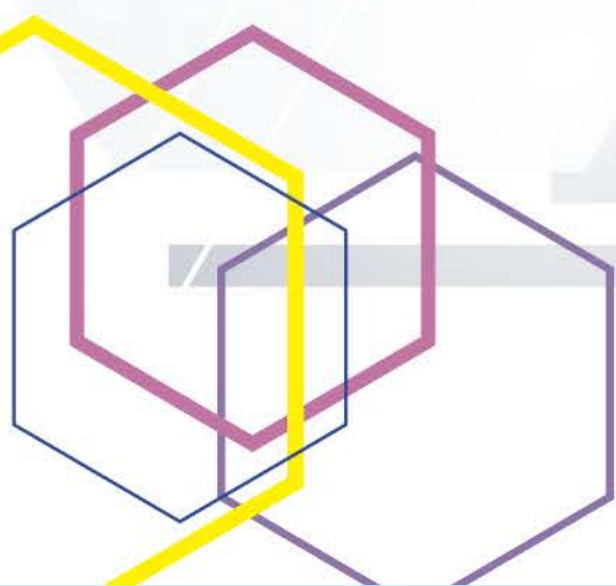
TECHNICAL TEXTILE

Functionalization chemicals can be applied on various substrates. Additionally, printing on fabrics used for military applications incl. uniforms, rain protection, ponchos, netting, tents, tarpaulins, carrying systems, sleeping bags, bulletproof vests, or parachute fabrics, all including IRR functionality are covered by COLARIS digital printing equipment.

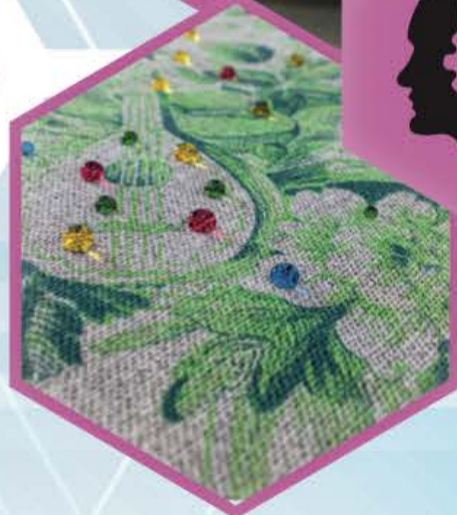
SPECIALTY GOODS

Special applications are end-products which are not covered by the a.m. product ranges. Such applications include additive manufacturing, such as Selective Cement Activation, thermophore coatings, security prints, or electro conductive printing – to mention some of the special applications.

ZIMMER AUSTRIA Digital Printing Systems is the competent partner to your success in printing and finishing of textile-based substrates and specialty goods.





COLARIS



www.zimmer-austria.com

Zimmer
AUSTRIA

 Eibergstrasse 2-8
6330 Kufstein | AUSTRIA

 +43 (5372) 64893-0
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THE CARPET AND FLOORING MARKET IN THE MENA HAS EXPERIENCED SIGNIFICANT GROWTH AND TRANSFORMATION IN RECENT YEARS. SEVERAL FACTORS HAVE CONTRIBUTED TO THE EXPANSION OF THE FLOORING INDUSTRY IN THE REGION, INCLUDING ECONOMIC DEVELOPMENT, POPULATION GROWTH, URBANIZATION, AND A SURGE IN CONSTRUCTION ACTIVITIES.

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