



MENA CARPET NEWS



**THE BIG FOUR AT
DOMOTEX MIDDLE
EAST**

**URGENT CALL FOR
CARPET INDUSTRY TO
ADDRESS
MICROPLASTIC ISSUE**

**DOMOTEX
ASIA/CHINAFLOOR
2024 WELCOMES
GLOBAL BUYERS FOR
26TH EDITION**

The Big Four at DOMOTEX Middle East

DOMOTEX Middle East, the international event for carpets and floor coverings in the Middle East, will be held in Dubai from 23 to 25 April. Major international brand manufacturers have already announced their participation in the upcoming event, underlining the global importance of the DOMOTEX brand.

From 23 to 25 April, DOMOTEX Middle East will celebrate its return to one of the world's most important market for carpet and flooring at the well-established Dubai World Trade Centre (DWTC).

"In April, DOMOTEX Middle East will finally return to Dubai. I am very pleased with our determination and courage to offer the industry a highly attractive platform in this fast-growing market with promising potential," says Sonia Wedell-Castellano, Global Director DOMOTEX at Deutsche Messe AG. The Middle East floor coverings and carpets market is expected to grow at a CAGR of 7.2 per cent to around US\$14.55 billion by 2030, from US\$8.6 billion in 2022. "As the world's leading show for carpets and floor coverings, it's a must for us as DOMOTEX to offer this platform in Dubai."

With many of the world's leading brands already confirming their participation, the response to the upcoming event has been huge: DOMOTEX Middle East is the first event to bring together the leading global brands Merinos, Oriental Weavers, Solomon Carpets and Al Abdullatif at a single show in Dubai. More excellent exhibitors such as Farrahi Carpets, Almas Kavir Carpet, Art De Vivre, Standard Carpet, Abu Dhabi National Carpets, Heritage Carpet, Madhu India, Nirmal International, Extraweave, Dodhia Synthetics Limit-



ed, Nayyer Industries, Indian art Gallery, Card Monroe and many more will also be showcasing their top products and latest innovations – including contemporary designs, unique pieces and superb craftsmanship.

For Amir Entezari, Commercial Manager of Almas Kavir Carpet Company, participation in the upcoming event is a matter of course: "We are honoured to take part in Domotex Dubai 2024 and expect a strong presence of visitors from the GCC and Middle East countries. Especially as this is the first exhibition where Iranian exhibitors will be prominently featured, we look forward to witnessing the solidarity among Iranian companies to increase the country's export rate".



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MIDDLE EAST

23 – 25 APRIL 2024

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Back
in Dubai

The Trade Fair for the Carpet & Flooring Industry in the Middle East



Deutsche Messe

DOMOTEX
Middle East

DANCALIA: A Rug Masterpiece by Abreham Brioschi for Milan Design Week 2024



cobalt, and red, Brioschi has masterfully translated the essence of the Danakil into a piece of functional art.

In describing his inspiration behind DANCALIA, Abreham Brioschi shares, “The Danakil is one of the most inhospitable yet fascinating places on Earth. With DANCALIA, I sought to capture the raw beauty of this landscape and reinterpret it as a warm and inviting design element for interior spaces. Warm colors symbolize family and home for me, and I wanted to infuse that sense of comfort into this otherwise harsh environment.”

DANCALIA is part of the esteemed NODUS High Design Rug collection and represents a harmonious blend of cultural heritage, artistic expression, and contemporary design. With a delivery time of four months, this exceptional rug is poised to captivate visitors at the Milan Design Week with its unparalleled beauty and storytelling prowess.

NODUS is thrilled to announce the debut of “DANCALIA,” a stunning rug creation by renowned designer Abreham Brioschi, set to make its debut at the prestigious 2024 Milan Design Week. Handcrafted with meticulous attention to detail, DANCALIA showcases Brioschi’s deep connection to his Ethiopian roots and his artistic interpretation of the mesmerizing Danakil Depression.

Crafted from luxurious wool and meticulously hand-knotted in Nepal using the Tibetan knot technique, DANCALIA is a testament to exquisite craftsmanship and innovative design. Measuring 250 cm in diameter (irregular), this captivating rug features a pile height ranging from 10 to 20 mm, ensuring both visual appeal and tactile comfort.

Inspired by the otherworldly landscape of the Danakil Depression, characterized by its salt flats, active volcanoes, and sulphurous geysers, DANCALIA mesmerizes with its vibrant color palette. Drawing from the region’s natural hues of green, yellow,



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DOMOTEX Asia/CHINAFLOOR 2024 Welcomes Global Buyers for 26th Edition



The leading flooring show in Asia Pacific, taking place in Shanghai from 28th to 30th of May, 2024, continues to receive a positive response from both ends of the supply chain. All indicators point to a highly international event.

More than 1600 exhibitors from over 40 countries will participate at the show and meet with an estimated number of over 85,000 professional visitors, coming from China and more than 110 different countries.

According to the progress of the online visitor registration system, opened just a month, it is expected, in particular, a considerable increase on the international visitor participation compared to 2023 edition.

Building on the success of the 2023 edition, DOMOTEX asia/CHINAFLOOR's goal is to encourage and facilitate the participation of the international flooring professionals in a unique platform which brings together the vast opportunities that the Asian markets offer to the industry.

Various international delegations and

more than 150 individually selected large flooring buyers will be hosted by the organizers this year, for tailored business matchings, networking opportunities and enhanced experience.

Coming from Southeast Asia, South Asia, Oceania, Europe and more, these delegations are put together in partnership with regional industry stakeholders, associations and media partners from all different flooring segments.

The show has also launched a Hosted

Buyer program which includes exclusive benefits and is tailored for independent buyers who satisfy various criteria.

Visitors interested to explore this opportunity can obtain more information here <https://www.domotexasiachinafloor.com/Hosted-Buyers-Program.shtml>

“Australasian Timber Flooring Association (ATFA) has partnered with DOMOTEX asia/CHINAFLOOR in the past to host groups of buyers from Australia and New Zealand to the show, with the purpose to create opportunities to match the demand of our members, with the suppliers present at the show.” – said Randy Flierman, CEO of ATFA, a long time partner of the event. “Now that China is fully open, we are excited to rejoin forces again with the organizer of the event and facilitate the visitation of our members to the show in 2024. Australia, New Zealand and China are important flooring markets in the APAC region and the trade relations, in general, continue to be strong and mutually beneficial for these countries.” – concluded Flierman.

Federparquet – Italian Association of Wood Flooring Distributors and Installers



– is also partnering for the first time with the organizers to host a group of buyers from Italy.

Its President, Paolo Nosenzo, said for the occasion “We are honored to have been invited by the show organizers to bring a buyer group from Italy at DOMOTEX asia 2024. This is a great opportunity to establish new connections and partnerships between our members and Asian suppliers of certified quality flooring products, in conformity with European Union requisitions and in line with the unmissable sustainability principles. The demand in our market has recently undergone significant developments and requires continuous adjustments from the manufacturers and suppliers. Federparquet follows closely all the consumption trends and aims to introduce to the market the latest innovations and technologically advanced products.”

Asia, in general, and China, in particular, continue being important sourcing markets for the flooring businesses, bringing to the industry some of the most innovative, eco-friendly and technologically advanced products and solutions.

Despite of the current challenging global economic situation, China’s GDP grew by 5.2% in 2023, according to the National Bureau of Statistics. The Chinese government continuous its open approach to strengthen the international partnerships and enhance mutual trade.

In particular, the waiving of entry visas for passport holders of important markets such as Germany, France, Italy, Spain, the Netherlands, Switzerland, Thailand, Malaysia, Singapore and others, further facilitates the participation of international players at the trade events in China.

Milliken Invests in Sustainable Carpet Maintenance Company

Global diversified manufacturer Milliken & Company has invested in Orak, a Paris-based carpet maintenance and flooring reuse company, as a strategic sustainability enabler for its floor covering business. The relationship marks the beginning of a new generation of sustainable floor covering solutions, and it is set to change the way the industry thinks about waste and its approach to the circular economy.

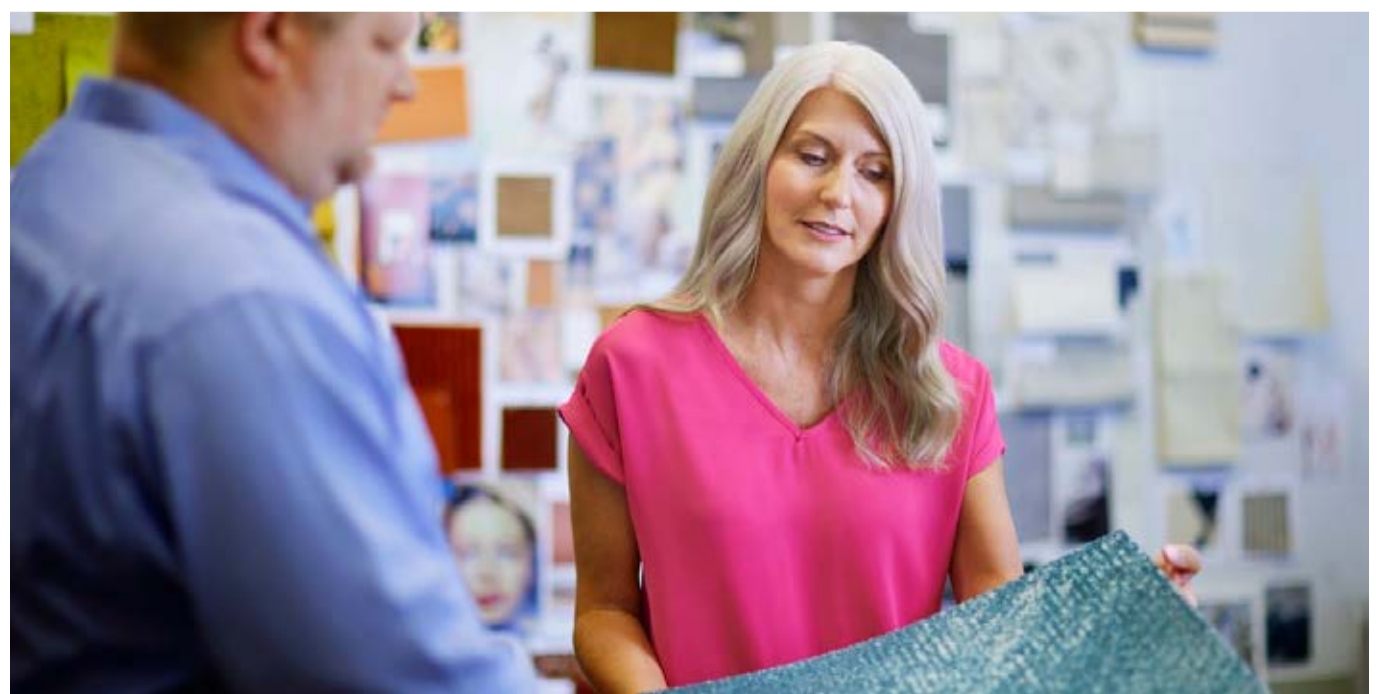
Orak’s Optimal Karpet line of upcycled premium carpet tile has quickly become the leading solution for carpet customers seeking to reduce the carbon footprint of their construction and renovation projects. With Milliken’s investment and partnership, Orak will improve and expand its product offerings to a broader range of customers by managing all the stages in the life of clients’ carpets to guarantee excellent quality reuse. As Orak’s exclusive industry partner, Milliken’s customers will receive access to Orak’s inventory of upcycled carpet tile, all of which aligns with Milliken’s N/XT Life™ circularity program.

As one of the first 50 companies in the world to set net-zero targets verified by the Science Based Targets initiative (SBTi), Milliken has a proud record of providing

its customers with sustainable products and solutions. Halsey Cook, president and CEO of Milliken & Company, states: “Orak shares our commitment to providing innovative, effective, and sustainable solutions to our customers. At Milliken, we understand the significance of prioritizing sustainability in all our operations. This partnership with Orak is just one of the many ways we are collaborating with key partners to create a positive impact for humankind.”

“We are honoured to join with Milliken in this next phase of our business development,” adds Nicolas Lohéac, founder and CEO of Orak. “Milliken shares our vision and desire to reshape the future of our industry and create a new generation of sustainable floor covering solutions.”

“Our team is committed to advancing sustainability and accelerating the circularity conversation within our industry, which is why we are excited to support Orak,” concludes Patrick Keese, president of Milliken’s Floor Covering Business. “Together, we will bring customers efficient, cost-effective and, most importantly, impactful flooring solutions that fulfill carefully crafted design specifications.”



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COLARIS and CHROMOET printing systems are the first choice for a wide range of applications, especially when it comes to textile-based substrates. To guarantee high quality results, ZIMMER AUSTRIA Digital Printing Systems is structured into five business segments to ensure maximum attention to the individual need of each end-product.

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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.

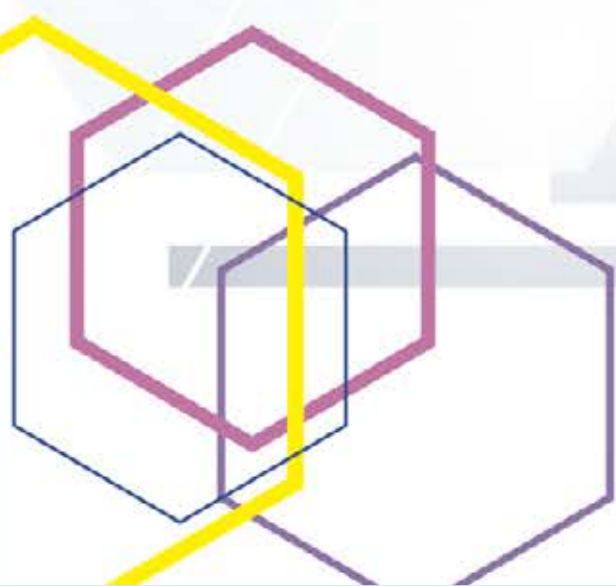
TECHNICAL TEXTILE

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.

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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 electroconductive printing – to mention some of the special applications.

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ZIMMER AUSTRIA, a pioneer in machinery manufacturing, is celebrating a monumental milestone: 150 years of innovation in the textile and carpet industries. To commemorate this achievement, ZIMMER AUSTRIA invites you to embark on a journey through the evolution of manufacturing technology at two prestigious exhibitions.

From traditional screen-printing systems to cutting-edge digital textile and carpet printing technology, ZIMMER AUSTRIA has been at the forefront of innovation since its inception. With vast expertise in coating and finishing solutions, dryers, loop steamers, and auxiliary equipment, ZIMMER AUSTRIA offers a comprehensive range of solutions to meet the evolving needs of the industry.

Techtextil Frankfurt, Germany, April 23-26, 2024:

Join us at Hall 12, Booth B78 during Techtextil, the premier international fair for technical textiles and nonwovens. Explore our cutting-edge coating & printing systems for woven & knitted textiles, nonwovens, paper, foil, functional textiles and carpets. Discover specialized solutions, like our revolutionary technology for military camouflage with IR remission control.

ITM 2024 Istanbul, Turkey, June 4-8, 2024:

Catch us at Hall 4, Booth 404C during ITM, the international meeting point for textile producers. Engage in insightful discussions and explore our groundbreaking solutions for the textile and carpet industries. Learn about our printing, coating, and finishing solutions, for textile and floor coverings. Discover the potential of blanket and terry towel printing, along with our expertise in military camouflage printing, coating, and finishing technology.

At ZIMMER AUSTRIA, quality craftsmanship is our top priority. With 150 years of experience, we fulfill expectations with excellence in every aspect of our work.

Don't miss your chance to shape the future of manufacturing with ZIMMER AUSTRIA. Join us at Techtextil Frankfurt and ITM Istanbul to be part of the conversation and experience the next wave of innovation in machinery manufacturing.

Moving Beyond Carpets

Belgotex began almost 40 years ago in KwaZulu-Natal, with the purpose of manufacturing high-quality flooring yarns for South Africa's then thriving carpet industry. These origins led to Belgotex's future success as a leading soft flooring manufacturer in South Africa.

Beyond carpets

The pursuit of excellence and innovation is palpable in each Belgotex carpet. Today its varied flooring portfolio includes revolutionary DIY carpets, luxury and specialised vinyl, performance sports flooring and artificial grass solutions.

Supporting the environment

Belgotex's business model supports positive environmental and social change, and it shows that it tackles big issues courageously by investing in an ecosystems vision.

In 2022, Belgotex committed to the Science-Based Targets initiative, following many previous milestones. These include being awarded South Africa's first Industrial 6 Green Star rating from the Green Building Council of South Africa (GBCSA), promoting circularity and more efficient manufacturing, and being the first South African flooring manufacturer with a Global GreenTag eco-label certification.

Embracing equality

After Belgotex embraced black economic empowerment (BEE) in 2015 at Level 8, it achieved a top-tier Level 1 certification in 2021 that exceeded everyone's expectations. This was possible through The Go Group NPC, designed to empower and upskill individuals in seven specialised programmes. The astounding success of this initiative allows Belgotex customers to enjoy procurement recognition of 135%.

Belgotex is motivated by a deep desire to add value. From filament to floor, Belgotex understands quality, anticipates where trends are going and threads an unrivalled African spirit into its designs. Creativity fuses with technology, resulting in floors that not only endure the speed of life, but also make it better.

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Deutsche Messe and Dubai World Trade Centre Sign Agreement to Organise DOMOTEX Middle East in Dubai

- A world leader in carpet and flooring trade, DOMOTEX returns to Dubai after 13 years
- To be held at DWTC from April 23-25, 2024, this marks the start of the annual exhibition platform in the region



Deutsche Messe, organiser of DOMOTEX, the world's leading brand for trade fairs for the carpet and flooring industry has signed an agreement with Dubai World Trade Centre (DWTC), one of world's foremost purpose-built convention and exhibition centres, to organise DOMOTEX Middle East in Dubai between April 23 – 25.

The move underlines the company's global business ambitions and expansion plans. DOMOTEX Middle East in Dubai will join the ranks of other major DOMOTEX editions in Europe and Asia Pacific regions.

One of the largest venue operators

across the wider Middle East and Africa region, DWTC is not only a proven MICE Industry leader, having led the global MICE post-pandemic recovery, but a major economic catalyst for the region with an unrivalled line-up of Industry leading mega Exhibitions and Conferences.

As a leading International trade fair company, with innovation and sustainability at its core, Deutsche Messe organise more than 150 trade fairs and events in Germany and worldwide. Bringing DOMOTEX to the Middle East region is part of Deutsche Messe's strategic global expansion plans. The Dubai edition addresses a long-standing demand for an

annual, strategically located exhibition platform in the region.

“The construction, development, real estate and interiors sectors in the Middle East are continuously growing. Therefore, the demand for carpets and floorings is constantly growing and so is the market share of the Middle Eastern flooring industry,” explains Sonia Wedell-Castellano, Global Director of the DOMOTEX events worldwide. 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%.

Tarkett Launches Expanded Carpet QuickShip Program

Mahir Julfar, Executive Vice President, DWTC, remarked: “We are extremely pleased to host the DOMOTEX Middle East at Dubai World Trade Centre. Choosing Dubai for this event underscores the city’s standing as a global business hub and reaffirms DWTC’s iconic status as a catalyst for business. 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 organisers 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.”

As the epicenter for business and tourism, Dubai is known for its inclusivity and diversity and as such, presents an ideal setting for DOMOTEX Middle East. Boasting exceptional business and trade infrastructure, an aviation hub connecting the world as well as efficient public and private transportation, Dubai guarantees effortless and convenient access to the trade fair venue for exhibitors and visitors.

Tarkett is making more of its commercial product catalogue available for fast delivery through its updated QuickShip program. Dealers, architects and designers now have access to a curated selection of 73 soft-surface products that can be shipped to anywhere in the country within five working days.

“The time pressures of today’s commercial project schedules coupled with lingering supply chain challenges have made it more important than ever to make our products available to our customers when and where they need them,” said Paul Young, senior vice president, market segments, product, innovation, design and sustainability, Tarkett Contract. “Tarkett’s new QuickShip program was designed to give customers swift and easy access to a beautifully coordinated selection of our most popular products and latest introductions, so style and performance aren’t sacrificed for the sake of expediency.”

The curated QuickShip collection is designed to work together functionally and aesthetically, creating a comprehensive solution that satisfies tight schedules and high standards. The program includes sev-

eral product portfolios featuring Tarkett’s most innovative technologies, including Powerbond RS hybrid carpet, the world’s first soft-surface flooring CERTIFIED asthma & allergy friendly by Allergy Standards Ltd.

Made with the only truly impermeable, closed-cell cushion backing and installed with chemically welded seams, Powerbond RS provides a wall-to-wall moisture barrier to prevent conditions favorable to microbial growth (mold and mildew). Its low pile height allows for the easy removal of dust and allergens: In testing, 95 percent of allergens were removed effectively with a simple dry vacuuming.

The QuickShip program also includes two portfolios organized by price point, featuring Tarkett’s ethos Modular with Omnicat Technology. A Cradle to Cradle Certified Silver non-PVC backing, ethos Modular is made with post-consumer recycled PVB from car windshields and architectural glass.

Through Tarkett QuickShip, orders as large as 1,500 square yards or as small as one carton of modular carpet tile or five square yards of Powerbond hybrid carpet can be shipped anywhere with a one-week lead time.



Strong Brands of the Carpet Industry will Convene in Gaziantep

Gaziantep Carpet Fair, which will bring together strong companies in the carpet industry, will take place at Gaziantep Middle East Fair Center (OFM) between May 28-31, 2024. The fair will be organized by Tüyap Exhibitions Group in cooperation with Gaziantep Chamber of Commerce.

The fair aims to attract a significant number of international visitors from the Middle East, MENA region, as well as North Africa and Europe. The event will showcase all production elements of the sector, ranging from machine carpets to prayer rugs.

Gaziantep, the capital of the carpet industry is preparing to host the Gaziantep Carpet Fair for the first time this year. Organized by Tüyap Exhibitions Group in cooperation with the Gaziantep Chamber of Commerce and supported by Gaziantep Governorship, Gaziantep Metropolitan Municipality, Southeastern Anatolia Carpet Exporters' Association (GAHİB), and Gaziantep Carpet and Weavers Chamber. The fair taking place at the Gaziantep Middle East Fair Center (OFM) from May 28 to 31, 2024.

With the goal of contributing significantly to the commercial objectives of the carpet industry, the fair will showcase machine-made carpets, rugs and mats, prayer rug varieties, textile floor coverings (wall-to-wall), fibers, yarns, textiles, textile machinery, and accessories.

Numerous international visitors from the United Arab Emirates, Germany, Iraq, Egypt, Libya, the United Kingdom, Bulgaria, France, Australia, the Netherlands, Switzerland, Italy, Spain, South Korea, Russia, Malaysia, Kuwait, Saudi Arabia, Nigeria, and Kenya are expected to attend the fair.

Showcasing Gaziantep's Potential to the World

Ilhan Ersözlü, General Manager of Tüyap Exhibitions Group, emphasized Gaziantep's glob-



al leadership in machine-made carpet production and exports, stating, "Such potential needs to be better known worldwide and in our country. We believe that our fair, to be held for the first time this year, will make a significant impact.

We will feature the entire spectrum of the sector, from handmade carpets to woven floor coverings and prayer rug varieties."

Tuncay Yıldırım, Chairman of the Board of Directors of Gaziantep Chamber of Commerce, expressed excitement and optimism for the Gaziantep Carpet Fair, stating that the carpet sector is at the forefront of Gaziantep's economy. Yıldırım said, "Gaziantep, with a strong production infrastructure and market share that determines global carpet fashion, is preparing to host the world carpet industry from May 28 to 31. It is exciting that representatives of the industry from all over the world will come to our city for the Gaziantep Carpet Fair.

This fair, which will undoubtedly provide great benefits for our companies to strengthen existing business connections and establish new ones, will also contribute positively to the recovery of our region, which has been severely affected by the earthquakes on Feb-

ruary 6. We invite all sector representatives to Gaziantep on May 28.

\$3 Billion Carpet Export

The global trade volume of the carpet industry has reached \$17.2 billion. Turkey conducts approximately \$3 billion worth of carpet exports to 117 countries. Turkey ranks second in all types of carpets worldwide and first in machine-made carpet production. The top 10 countries to which exports are made include the United States (45%), Iraq, the United Kingdom, Germany, the United Arab Emirates, Saudi Arabia, Libya, Russia, and Kazakhstan.

The Gaziantep Carpet Fair will be open for visitors from 10:00 am to 6:00 pm on May 28-30, 2024, and from 10:00 am to 5:00 pm on May 31, 2024.





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True Trash: How to Turn Waste Into Value

By Mette Frydensbjerg Jacobsen

A circular movement is forming, which both Ege Carpets and Gabriel are taking part in by continuously striving after keeping materials in closed loops.

At Stockholm Design Week we introduced True Trash. The exhibition invites you to explore the potential of our overflowing waste streams and see trash as the beginning, not the end. Therefore, True Trash shows examples of discarded materials turned into pieces of art and new functional products that once again can be turned into new products or be completely decomposed.

No time to waste

Our planet's natural resources dwindle, and landfills turn into mountains of litter contributing to constantly increasing CO2 emissions. Man-made products that'll eventually be thrown away aren't sustainable options. Instead, we must see waste as a treasure for our future innovations. Many designers, entrepreneurs and manufacturers are already exploring waste as their primary resource and have become great inspiration to change mindsets, practices and processes.

1. What's in your trash

Unbelievable amounts of waste are thrown away. However, everyday leftovers, production residues and the constant flow of plastic waste are already being reused and reinjected into the value chain of new products. These circular innovations challenge us all in our private households and in our professional lives to rethink trash as something we must consider, keep and not least sort and turn into a valuable resource. Waste isn't waste until it's wasted.

Below there's a sneak peek of 24 examples



of trash that's already being turned into new materials or products. Visit your local showroom to explore them all.

2. Why trash is treasure

Enjoy a short and sweet introduction to seven works of art or products created from waste materials. Feel inspired and rethink what to do with your own trash or reflect on how to

specify trash-based pieces to your interior design project.

2.1 Personal Plastics

Royal College of Art textiles graduate Marie Bach Holm has a special talent for developing new ideas around materials or techniques. Personal Plastics is a study of form and material to explore how we can change perceptions of recycled plastic. The objects redefine the grey, mottled look often associated with recycling and some resemble paper, clay or glass.

2.2 Ege Felt

When producing our carpet tiles, off-cut waste is unfortunately generated. But it can gain new life as comfortable stuffing for cushions, mattresses and even sound-absorbing walls. The Ege Felt material's thickness, hardness and appearance can even be tailored to the individual product.

2.3 Eros Torso

The Eros Torso vase from the Danish design brand Niko June is made from up-cycled plastic that's individually heated and



shaped by hand. Niko June works with different materials but avoid mixing materials together – because products made of mixed materials are more difficult to recycle.

2.4 Rebottled

Recycling empty wine bottles costs 85% of the energy used on producing new glass. By turning used glass bottles directly into new glassware, the Dutch company Rebottled has found a new way of recycling glass.

2.5 Forite

A research project between Belgian Studio Plastique and Norwegian Snøhetta led to the development of an actual process for



recycling e-waste glass components. Together with Italian ceramic tile manufacturer Fornace Brioni, it resulted in the creation of Forite glass tiles.

2.6 Senilia

The Senilia lamp collection explores the use of coffee silver skin. A by-product from the coffee industry that's estimated to reach 7,500 tonnes a year in Italy alone. High Society Studio collects the production waste from Italian roasting companies to make their biodegradable lamps.

2.7 Wasted

Wasted celebrates 30 optimistic and enterprising designers, makers and manufacturers who use waste as their primary resource, offering a rare glimpse into the embryonic world they inhabit. The author, Katie Treggiden, is a craft and design journalist with almost 20 years of experience in the creative industries.

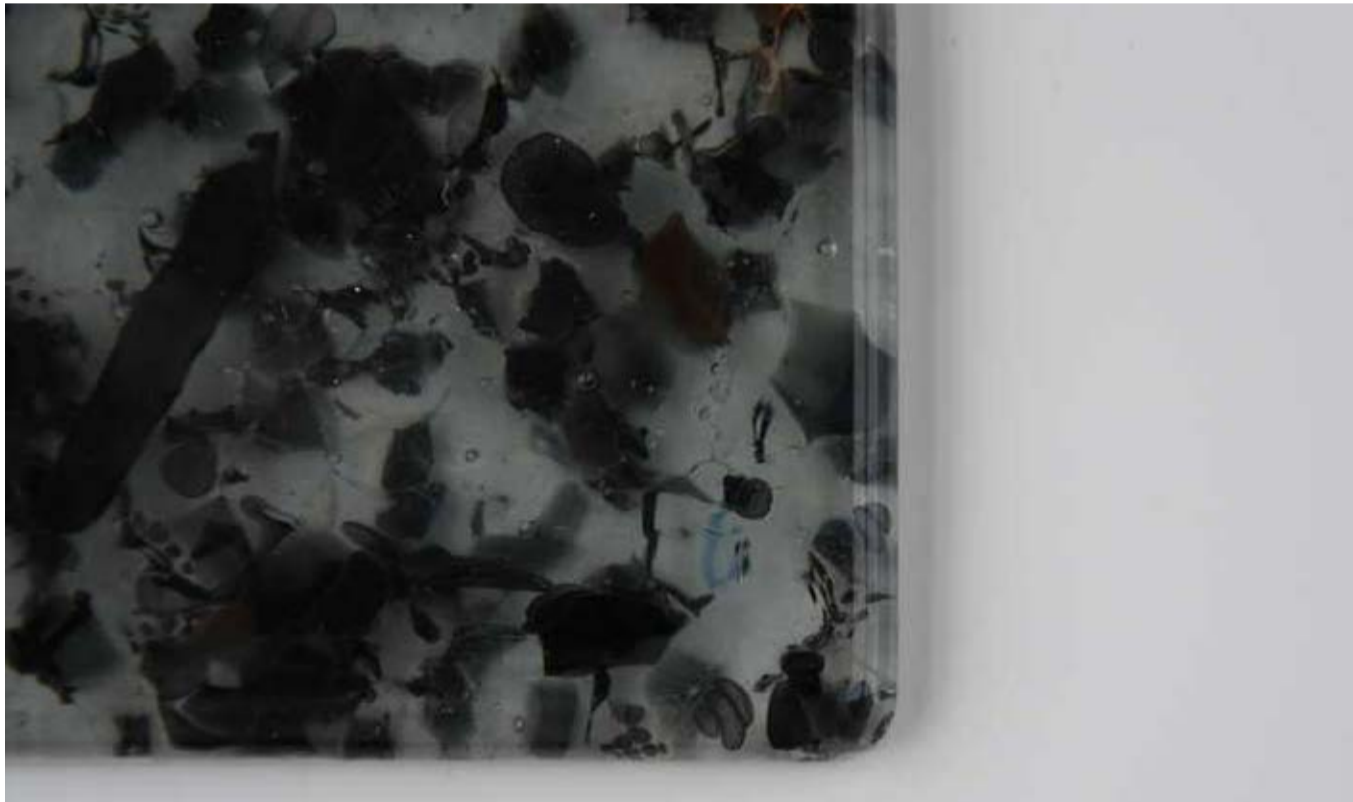
3. How to transform trash to textiles

We believe in circular thinking and in keeping as many resources as possible in a closed loop. That's why we constantly challenge industry standards and find new raw materials and methods of production.

Our close collaborator and showroom partner Gabriel has recently introduced the new Gabriel Loop textile-to-textile solution, that also inspires the way we think about waste. Through Gabriel Loop they collect and recycle industrial textile waste and transform it into new textile products that can be recycled again and again in an infinite loop. The first of the Gabriel Loop textiles is Renewed Loop – a beautifully vibrant textile in a subtle mix of light and dark shades, made from a blend of textile waste and postconsumer recycled polyester from plastic bottles.

Ege CircleBack: We take back your used carpets

At Ege Carpets, we've introduced the Ege CircleBack program for 10 of our best-selling collections where 98-100% of the components can be recycled into new products - for example, but not necessarily, carpets.



55% of sold carpets are based on yarn made from regenerated materials such as used carpets, abandoned fishing nets and other industrial waste or renewable materials such as wool.



Camilla Aalbæk Jacobsen, ESG Manager



Plastic Waste Transformed into Rugs: A Lifeline in Rebel-Held Syria

In the war-torn region of northwest Syria, amidst the rubble and refuse, a remarkable transformation is underway. Plastic waste, once a symbol of environmental degradation, is now finding new life as floor rugs and other essential items in rebel-held territories.

Mohammed Behlal, a 39-year-old resident of the enclave, leads the charge. Despite being shot in the leg during the conflict and facing unemployment struggles, Behlal perseveres. Alongside two of his six children, he earns a modest living sorting plastic at a rubbish dump in Idlib province's village of Hezreh. Their earnings range from \$7 to \$10 per week, a vital source of income in a region ravaged by war.

The process begins with Behlal and others hacking through piles of plastic waste with basic tools, their hands bearing the scars of labor. Plastic is sorted, washed, and melted into pellets at a nearby scrapyards. Farhan Sleiman, 29, and others brave the health risks associated with handling the waste, driven by the necessity to earn a living.

In another corner of northern Idlib province, a factory hums with activity. Here, Khaled Rashu, 34, continues a



family tradition of rug making. With over 30 employees, Rashu's factory provides much-needed employment in an area where jobs are scarce. Large weaving machines click and clack as they churn out brightly colored plastic thread, weaving them into intricate geometric designs.

The finished mats, vibrant and durable, serve a crucial purpose in the community. Mohammed al-Qassem, a local shop owner, attests to their popularity, particularly among displaced residents living in basic tents or makeshift shelters. These mats, priced between \$5 and \$15, offer comfort and affordability to those in need.

"In summer, demand for plastic mats increases," explains Qassem. Their ability to retain less heat makes them a practical choice for the harsh climate of the region. Yet, their utility extends into winter, offering an affordable alternative to traditional rugs, which can cost upwards of \$100.

Amidst the adversity of conflict and displacement, this innovative approach to recycling not only provides a means of livelihood but also offers a glimmer of hope in an otherwise bleak landscape. In the heart of rebel-held Syria, plastic waste is not just rubbish; it's a lifeline.

Turkish Carpet Exports: Resilience Amid Global Challenges

Turkey's carpet and rug industry, steeped in centuries-old tradition and craftsmanship, continues to play a significant role in international trade. Despite facing challenges such as the impact of the Covid-19 pandemic, the sector has demonstrated remarkable resilience and adaptability, as evidenced by recent export data.

In 2021, Turkey's carpet exports reached a noteworthy value of \$3.25 billion, influenced by the global trade disruptions caused by the pandemic. Although this figure decreased to \$2.8 billion in 2022, the sector showed resilience, maintaining stability while other export sectors experienced declines. In the first nine months of 2023, Turkish carpet exports further recovered, reaching \$2.3 billion. This demonstrates the industry's ability to weather challenges and rebound in the face of adversity.

Key Export Destinations: U.S. Leads the Way

Key destinations for Turkish carpet exports include the United States, Iraq, the United Kingdom, and Germany. Among these, the

U.S. stands out as the largest importer, commanding a significant share of 29% in 2022. Projections indicate that this trend is likely to persist in 2023, reinforcing the U.S.'s position as a primary destination for Turkish carpets.

Factors Driving U.S. Importers' Preference for Turkish Carpets

Several factors contribute to U.S. importers' preference for Turkish carpets:

- **Quality and Craftsmanship:** Turkish carpets are renowned for their high quality and meticulous craftsmanship, reflecting centuries of tradition and expertise.
- **Competitive Pricing:** Turkish products offer competitive prices, making them attractive to U.S. importers seeking cost-effective solutions without compromising on quality.
- **Strategic Geographical Location:** Turkey's strategic location and robust maritime infrastructure facilitate efficient trade routes, enhancing logistics and transportation networks.
- **Reliability and Consistency:** Turkish exporters are known for their reliability and consistency in delivering high-quality products, fos-



tering trust and long-term partnerships with U.S. importers.

In summary, the Turkish carpet industry's resilience, coupled with factors such as quality, pricing, location, and reliability, reinforces its appeal to U.S. importers. This enduring partnership underscores the mutual benefits derived from the longstanding commercial relationship between the U.S. and Turkey, which is poised to continue flourishing in the years ahead.

Egypt Kuwait Holding to Launch \$120 Million MDF Plant in Egypt



Egypt Kuwait Holding (EKH), established in 1997 by a consortium of prominent Kuwaiti and Egyptian businessmen including the former Chairman, late Mr. Nasser Al-Kharafi, is set to initiate the soft launch of its new medium-density fiberboard (MDF) production line facility in Egypt, with investments totaling \$120 million.

EKH has become one of the fastest-growing direct investment companies in the Middle East and Africa, with a portfolio of investments consisting of more than 20 companies operating across five main sectors: Fertilizers and Petrochemicals, Upstream Gas, Gas Distribution, Power Generation, and Insurance.

During a meeting between EKH's chairman, Loay Jassim Al-Kharafi, and Egyptian Prime Minister Moustafa Madbouly in Cairo, discussions centered on further investment prospects in Egypt. Al-Kharafi expressed the company's commitment to ongoing expansion initiatives in the country, highlighting EKH's ability to drive revenue growth and margin expand.



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Urgent Call for Carpet Industry to Address Microplastic Issue



A groundbreaking report released this week has shed light on a critical issue plaguing the carpet industry: the presence of potentially harmful microplastic in their products. The report, a collaboration between Revolution Plastics at the University of Portsmouth and sustainability consultancy experts SB+CO, urges immediate action to address this growing concern.

Unlike the clothing industry, which has begun acknowledging and actively working to mitigate microplastic shedding from their products, the carpet industry lags behind. The report reveals a stark reality: while 86 percent of carpet manufacturing companies claim to have sustainability strategies, none have publicly acknowledged the issue of microplastics or taken steps to address it.

Microplastics, known to have detrimental effects on both wildlife and human health, pose a significant risk, particularly in indoor environments. With carpets

potentially doubling the concentration of microplastic fibers in homes, and considering that individuals spend up to 90 percent of their lives indoors, the need for action is urgent.

Claudia Proietti from SB+CO highlights a concerning trend: despite the promotion of recycled plastics as an environmentally friendly alternative, carpet companies prioritize attributes like durability and ease of cleaning over addressing microplastic concerns. The report's findings underscore a critical gap in consumer awareness and industry responsibility.

Nigel Salter, also from SB+CO, emphasizes the lack of transparency regarding health impacts associated with microplastics, urging manufacturers to provide consumers with vital information. Dr. Fay Couceiro from the University of Portsmouth warns against complacency, urging the industry to explore innovative solutions to reduce microplastic release from carpets.

The report calls for collaborative efforts within the industry to standardize testing methods for microplastics and enhance transparency in product labeling. It urges the carpet industry to learn from other sectors and take proactive measures to address this pressing issue.

Dr. Couceiro stresses the importance of consumer awareness and responsible manufacturing practices, emphasizing the need for meaningful action to limit exposure to microplastics. The report serves as a rallying cry for the carpet industry to join the global conversation on microplastics and pave the way for a more sustainable future.

As concerns about microplastics continue to escalate worldwide, the report's authors emphasize the critical role of all industries in tackling this environmental challenge. It is hoped that this research will not only raise awareness but also prompt decisive action within the carpet industry to confront the issue of microplastics head-on.

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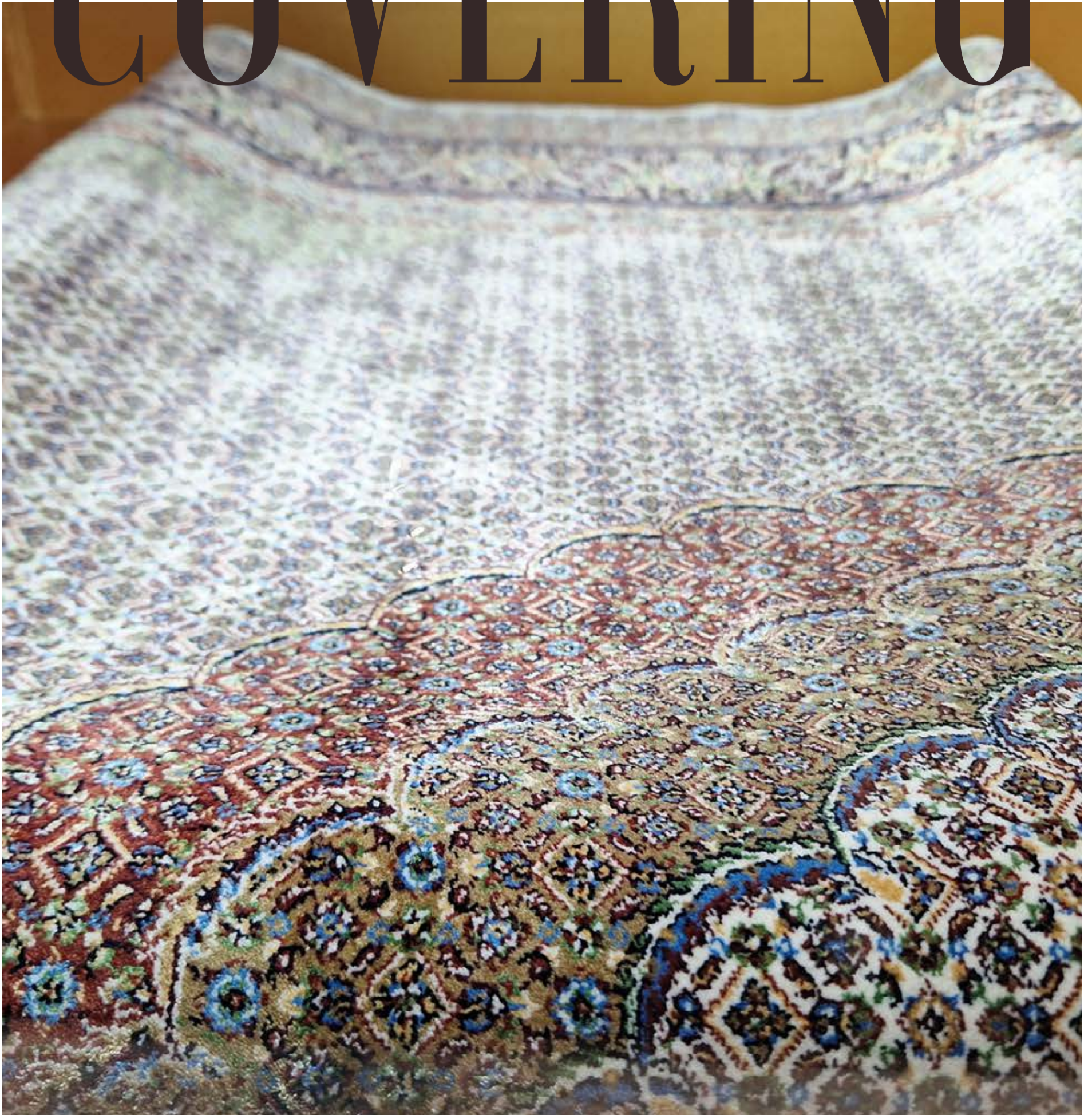
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