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MIDDLE EAST AND AFRICA CARPET AND FLOORING NEWS
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MENA CARPET NEWS



**DOMOTEX MIDDLE
EAST PRESENTS
UNIQUE FLOORING
SOLUTIONS IN
DUBAI**

**NATURE AT THE
HEART OF DOMOTEX
ASIA/CHINA FLOOR
2024**

**BRÜCKNER ON
TECHTEXTIL IN
FRANKFURT: 75
YEARS OF TRADITION
AND INNOVATION**

DOMOTEX Middle East Presents Unique Flooring Solutions in Dubai

From centuries-old collectibles to hand- and machine-made woven carpets and the aesthetics of modern designs – DOMOTEX Middle East will present unique flooring solutions and innovations at the Dubai World Trade Centre (DWTC) from 23 to 25 April.

As the international platform for carpets and floor coverings in the Middle East and MENA region, DOMOTEX Middle East will bring together top-class exhibitors such as Solomon Carpets, Al Abdullatif, Farrahi Carpets, Royal Gold, Almas Kavir Carpet, Indian art Gallery, Standard Carpets, Card Monroe, Extraweave, Dodhia Synthetics Limited, Heritage Carpet and many more under one roof from 23 to 25 April.

With their innovative products, DOMOTEX exhibitors reflect the vibrant spirit of the industry. Oriental Weavers, one of the world's largest carpet manufacturers, will be presenting a selection of highlights, including unique woven broadloom products, new indoor and outdoor collections and high-quality machine-made carpets that imitate the look of handmade carpets. The world leader will also introduce a new dyeing concept and address the issue of sustainability with products made



from natural materials. “We are looking forward to being part of DOMOTEX Middle East in April. It is the perfect opportunity to showcase our latest innovations and highlights to the GCC and Middle East market,” reveals Yasmine Khamis, Chairman of Oriental Weavers Group.

Caglar Kepekci, Managing Director of Merinos, is also looking forward to the upcoming event and has announced the presentation of exclusive carpet and rug collections “specially developed for the Middle East market”.

Handmade Persian carpets are sought after around the world for their intricate patterns and high quality. Azim Silk Carpet Trading presents a very special specimen in terms of size and craftsmanship: One of the 600m² carpets from the Tabriz Premium Silk Warp collection. This is the largest carpet ever exhibited at DOMOTEX.

Originally handmade by Baluch nomads on the border of Iran, Pakistan and Afghanistan, Iranian company Zartosht is bringing the beauty of traditional patterns to the masses for the first time. With the machine-made collection, the manufacturer is sharing the rich tradition of the Baluchestan province with DOMOTEX visitors and customers around the world.

In addition to sustainable textile machinery, the Swiss manufacturer Oerlikon will present a new bi-component BCF yarn for carpet production at the ATAG Export & Import stand. This innovative yarn offers higher volume with significantly reduced raw material consumption.

From 23 to 25 April visitors to DOMOTEX Middle East can find out what other new products and global highlights will be on show at the DWTC.

DOMOTEX Middle East offers the industry an important platform in the region to discover new products, exchange ideas with like-minded people and actively shape the future of the flooring industry. We are expecting a successful event”, says Sonia Wedell-Castellano, Global Director of DOMOTEX at Deutsche Messe AG.



Insights from Azimzadeh Carpet CEO: Expectations for DOMOTEX Middle East

In anticipation of the upcoming Domotex Middle East exhibition, we sought insights from Azimzadeh Carpet, the event's largest exhibitor, and its CEO, Mr. Ahad Azimzadeh. Notably, Azimzadeh Carpet occupies a prominent position at the exhibition, boasting two stands encompassing a total area of 852 square meters.



Mr. Azimzadeh, drawing from your extensive experience participating in international exhibitions and events, what is your assessment of Domotex and its potential for success?

The Domotex Middle East (Dubai) will be successful because it has good access to all countries in the region. All traders, buyers and industry players in the carpet and flooring industry in the Middle East can reach the Dubai exhibition in the shortest possible time. There are also no special restrictions for Iranian traders to send goods and merchandise to the exhibition, in transit,

or at customs.

How do you assess the potential of the United Arab Emirates in the carpet and flooring sector?

The UAE has great potential in the carpet and flooring sector. The country is a major hub for trade and tourism in the Middle East, and this has led to a growing demand for high-quality carpets and flooring. Iranian carpets are particularly popular in the UAE, and there is a growing market for machine-made carpets as well.

Iranian carpets boast a rich history spanning over three thousand years, epitomizing authenticity and cultural significance. As such, I consistently advocate for the purchase of hand-made carpets to those seeking quality and heritage. Beyond their role as home decorations, these carpets serve as sound investments with promising futures, reflecting timeless craftsmanship and enduring value.

Therefore, given that the United Arab Emirates, especially the city of Dubai, has become one of the most important commercial and tourist hubs in the Middle East due to its economic and geographical conditions, it naturally enjoys a very high position in the global markets and can certainly play an important role in introducing and developing the Iranian carpet market.

I have great respect for Iranian hand-woven carpets. If you visit all the major museums in the world, you will surely see examples of Iranian hand-made carpets. The Japanese have a saying that goes something like this: "If you have nothing in your house

The Legendary Persian Carpet
23 UNTIL 25 APRIL - 2024 - DUBAI WORLD TRADE CENTER

DOMOTEX Middle East
AZIM SILK Luxury Carpet



Iranian Carpet Industry Looks to Domotex Middle East for Global Exposure



but a hand-made Iranian carpet, that's enough."

As a distinguished exporter and influential figure within the Iranian hand-woven carpet industry, with extensive experience and recognition as a top model in the field, how do you evaluate the potential of Iranian machine-made and hand-made carpet companies and producers in export markets globally?

Machine-made carpets typically cater to a distinct clientele, while hand-made carpets occupy a unique niche. Prior to the revolution, Iran held a dominant share, comprising 60 to 70 percent, of the global market for hand-woven carpets. Regrettably, insufficient support from our government over the years has contributed to a decline in the prominence and competitive standing of hand-made carpets on the global stage.

Companies and groups active in the production of hand-made and machine-made carpets, despite all the adversities in the production conditions, must focus on the updated tastes of the world's people and the global markets.

The reality is that carpets manufactured in Iran are widely renowned for their superior quality and global recognition surpasses those of other nations. Nonetheless, emerging competitors in the industry pose a significant challenge to the upward trajectory of our domestic market. Despite the undeniable disparity in product quality, these competitors threaten to impede the growth of our producers within the global marketplace.

In an exclusive interview with Mr. Monzavizadeh from Solomon Carpet, the challenges and opportunities facing Iranian carpet manufacturers were discussed against the backdrop of the upcoming Domotex Middle East exhibition in Dubai.

Due to prevailing conditions in Iran, hosting international exhibitions domestically is not feasible. However, events like Domotex Middle East provide a crucial platform for Iranian companies to showcase their products to a global audience and attract buyers from diverse regions. The UAE, renowned for its international business hub status, coupled with Domotex Middle East's reputation in the carpet and floor covering industry, presents a compelling opportunity for Iranian

carpet manufacturers to expand their market reach and drive export sales.

Despite facing sanctions and various obstacles, Iranian carpet companies have demonstrated resilience and innovation, leading to increased sales of machine-made carpets. Creative designs and product innovation have played a pivotal role in attracting customers amidst challenging circumstances. However, the hand-woven carpet sector in Iran has experienced a de-

cline in production due to diminishing support from the government. The decrease in weavers and traders has impacted exports, necessitating urgent intervention to revitalize this traditional industry.

The interview underscored the importance of exhibitions like Domotex Middle East in providing a lifeline for Iranian carpet manufacturers, offering a platform to showcase their craftsmanship and creativity on a global stage.

DOMOTEX

MIDDLE EAST

23 – 25 APRIL 2024

Dubai World Trade Centre
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Back
in Dubai

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



Deutsche Messe

DOMOTEX
Middle East

BRÜCKNER on TECHTEXTIL in Frankfurt:

75 Years of Tradition and Innovation

This year, the German family-run company is celebrating its 75th birthday. Today, more than 6000 BRÜCKNER lines around the globe produce textile products of all kinds. The product range of the textile machinery manufacturer is at least as diverse as the end products manufactured on it. BRÜCKNER's customers include manufacturers of industrial textiles, nonwovens, textile floor coverings, artificial turf, glass fabrics and, of course, classic apparel textiles.

Industrial textiles

In the field of coating and finishing industrial textiles, the world market leader offers the right unit for almost every process. Whether full-bath impregnation for aqueous media, one-sided full-surface or dot application of latex and acrylate pastes, foam or paste application via various roller and squeegee systems or the application of laminating adhesive – BRÜCKNER has a solution for every process.

Numerous customers worldwide are very satisfied with their BRÜCKNER lines for coating or laminating abrasive cloth, airbags, roof membranes, blackout material, billboards, geotextiles or tarpaulins. In addition to the application units and coating lines, the portfolio also includes the right drying systems.

Nonwovens

These include, for example, the thermofusion ovens of the SUPRA-FLOW product line, which are mainly used in the nonwovens industry. Among other things, high-



loft nonwovens for mattresses, insulation, comforters or upholstery, as well as lightweight nonwovens for the hygiene industry such as ADL nonwovens, topsheets or back-sheets can be finished on the air-through thermofusion ovens.

BRÜCKNER also offers air-through dryers for scrubbing nonwovens, kitchen towels, operating table covers, paper napkins and feminine hygiene products as well as high-speed spunlace lines for wipes, wet wipes and wet laid nonwovens. The POWER-FRAME stenter with proven split-flow technology is used for the thermal treatment of needle felts, high-temperature filters or geo- and agro-nonwovens. It is usually at the heart of the finishing process for classic garment textiles and is also ideal for drying and heat-setting after digital printing.

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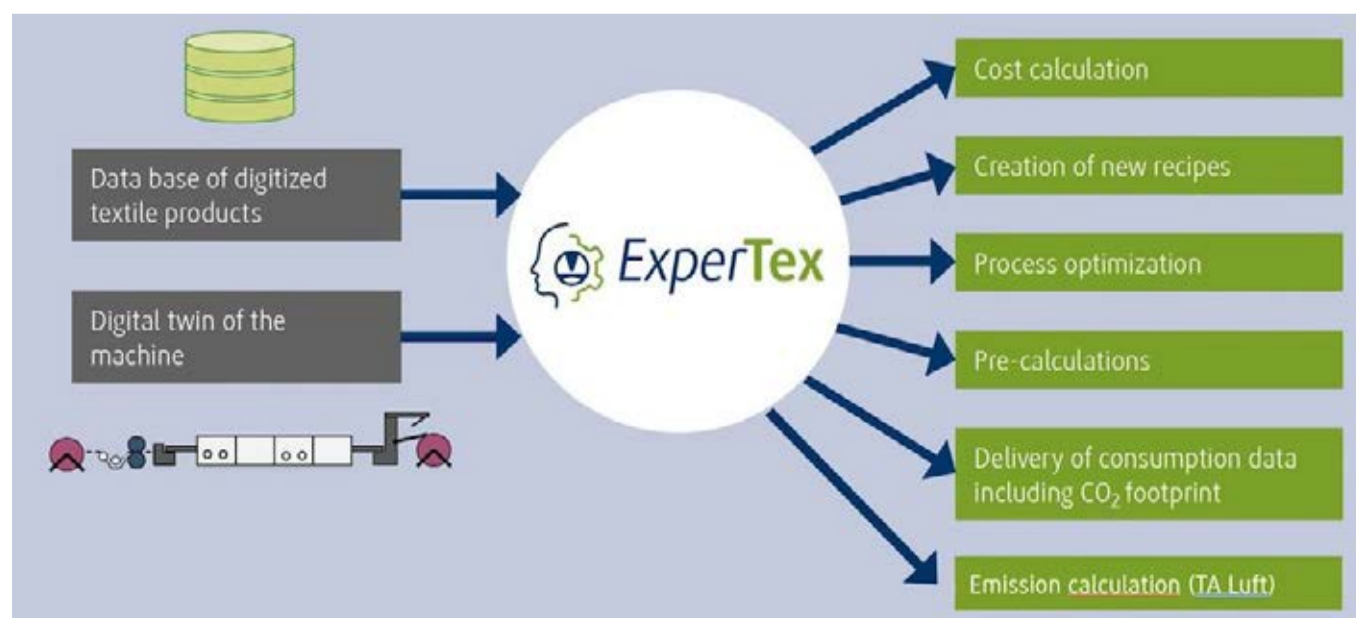
yourself. The DUO-THERM dryer deserves special mention here. It is the perfect solution for thermal treatment processes that require temperature separation between the upper and lower air. Like all BRÜCKNER lines, it can be heated with different media: Gas (direct or indirect), thermal oil, steam in low or high pressure versions, electric heating or various hybrid versions.

Just recently, a BRÜCKNER line for drying single-sort floor coverings was equipped with a fully electrically heated DUO-THERM dryer. By operating this dryer with green electricity, the long-standing BRÜCKNER customer was offered the possibility of CO₂-neutral production of tufted carpets.

Textile expertise made easy

The new ExperTex simulation tool is a calculation program that makes it possible for the first time in the world to digitally simulate textile drying, heat-setting and curing processes. In addition to the pure process simulation, a comprehensive calculation of consumption data (e.g. electrical and thermal energy required, production costs or the CO₂ footprint) is integrated.

The active process is automatically perfected using an optimization menu. The innovative algorithm simulates, analyzes and optimizes the entire range of possible setting parameters depending on the specified process, either for maximum production output or to reduce energy consumption. The new ExperTex program is browser-based and intuitive to use.





Product range for carpets and textile floor coverings

- ▶ Finishing lines for tufted and woven carpets
- ▶ Thermofusion ovens for needle felt materials
- ▶ Back-coating lines for artificial turf
- ▶ Drying and heat-setting lines for digital printed materials
- ▶ Full bath impregnation units
- ▶ Roller and knife blade systems
- ▶ Laminating units
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75
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 **BRÜCKNER**

100+ Industry Innovators Set to Showcase Cutting-Edge Flooring Designs at DOMOTEX Middle East, DWTC



The three day long exhibition taking place at Dubai World Trade Centre (DWTC) promises an exclusive look into the future of flooring featuring heritage concepts, tech integrated and sustainable solutions

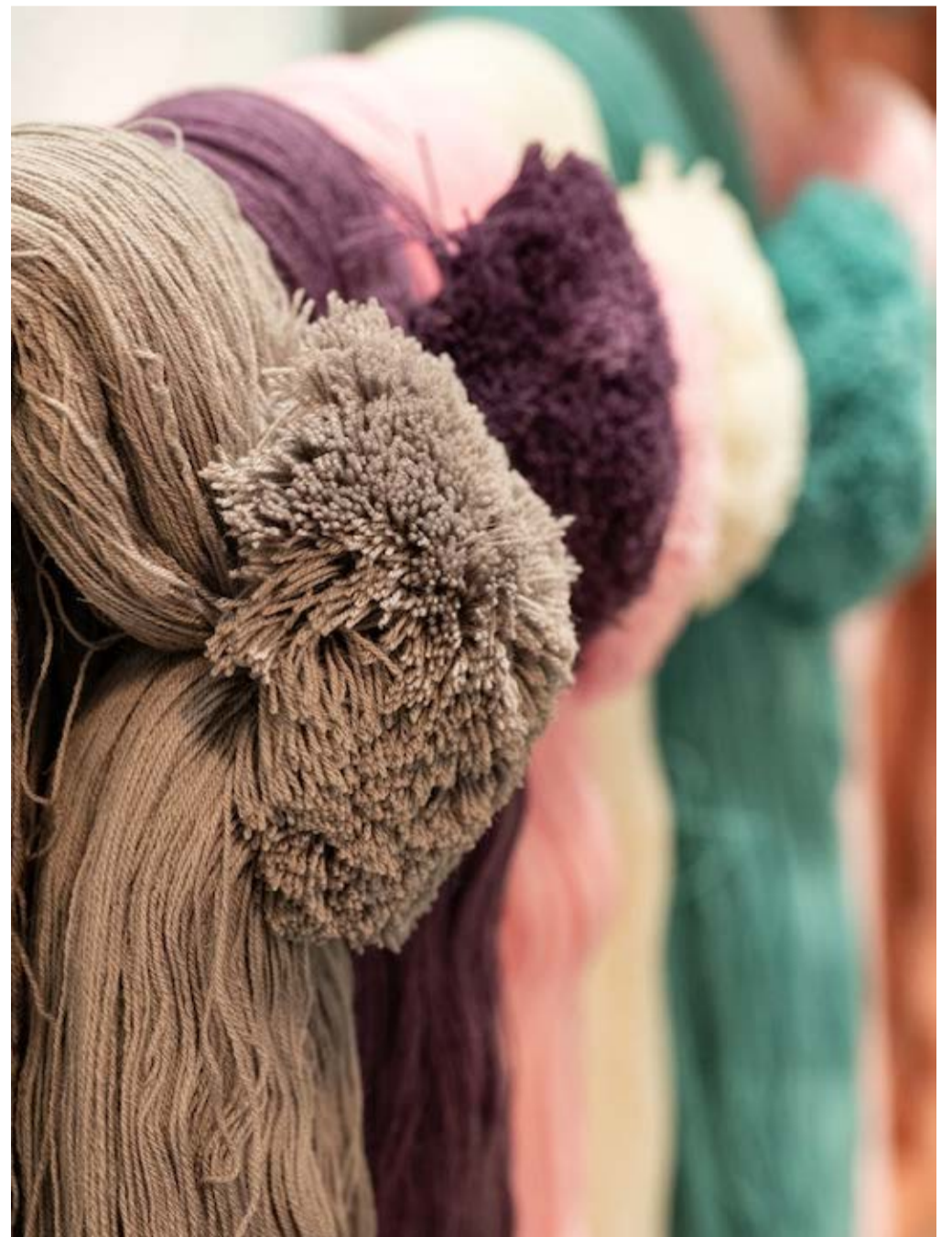
Over 100 exhibitors from around the world have signed up for an extraordinary display of cutting-edge flooring solutions at DOMOTEX Middle East from 23-25 April 2024 at the Dubai World Trade Centre. Fully booked weeks ahead of the big day, the world's leading trendsetting exhibition for the flooring industry announced an overwhelming response from exhibitors, underscoring the city's position as a major trade hub for flooring excellence in the near future.

Organized by Deutsche Messe AG, the 2024 edition of DOMOTEX Middle East seeks to redefine industry excellence with visitors getting a chance to immerse themselves in a dynamic atmosphere buzzing with the latest trends and innovations. The Middle East's flooring and carpet market is experiencing an increased demand, driven by an expected annual growth rate

of 7.2%, reaching approximately US\$14.55 billion by 2030 from US\$8.6 billion in 2022.

The platform's return after 13 years shows the massive potential flooring as an industry holds in years to come. Having evolved massively to embrace personalization, functionality, customer centricity, digitalisation, sustainability, bold colours, vibrant patterns, creative textures, artisanal collections, return of the hand-made, adaptive and multi-functional solutions.

"We are thrilled by the overwhelming response received from all our exhibitors, promising a wide range of different products for visitors to experience first hand at DOMOTEX Middle East. The complete utilization of our space is proof that the flooring industry has come a long way from where it used to be, with greater participation on the horizon. Today, we are no longer looking at standard materials. With more sources for inspiration and easy access to information, consumers are becoming more aware and informed in their choices, demanding cutting-edge





solutions that offer something new and unique to own and identify with. At a time like this, demand and supply are way more dynamic than it used to be. We take pride in becoming a strong catalyst for enhanced collaboration in the industry to keep up with the rapid evolution, paving the way for continued progress across the industry,” said Sonia Wedell-Castellano, Global Director of DOMOTEX at Deutsche Messe AG.

DOMOTEX Middle East will play a pivotal role in driving positive change within the industry by fostering dialogue, collaboration, and innovation. The ‘Big Four’ of the flooring industry – Merinos, Oriental Weavers, Solomon Carpets and Al Abdulatif will come together for the first time in Dubai, marking a significant moment in history and creating unique opportunities for growth in the region. Moreover, a diverse array of exhibitors spanning various categories such as manufacturers,

distributors, designers, machinery, and many more will be showcasing their latest products and services. Some notable names include Azim Silk, Almas Kavir, Heritage Carpet, Oerlikon, Zartosht, Royal Gold etc.

“We are thrilled about our upcoming participation in the DOMOTEX Middle East fair in Dubai, a highly anticipated event set to invigorate our industry. It will be our privilege to welcome esteemed industry leaders to our booth, where we’ll showcase our exclusive carpet and wall-to-wall collections tailored specifically for the Middle East market. As we prepare to engage with fellow professionals and showcase our latest innovations, we anticipate a rewarding experience that will not only elevate our brand but also contribute to the vibrancy of our industry as a whole,” added Caglar Kepekci, Managing Director of Merinos.

Bringing together brands from around the world, visitors will get to discover an extensive and exclusive product showcase with insightful seminars as well as workshops curated by industry experts.



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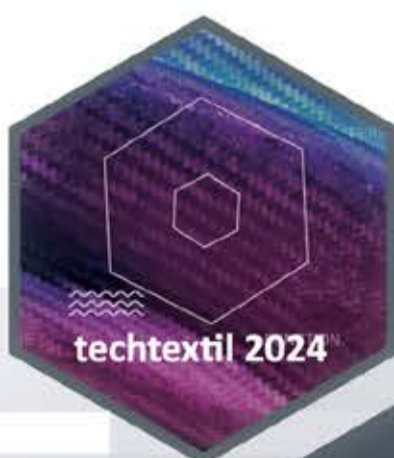
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Breathtaking Opulence: The Dh10-Million Persian Carpet Exhibition at Burj Al Arab



In a captivating display of opulence, the Burj Al Arab Hotel in Dubai recently hosted an exclusive three-day event showcasing a breathtaking collection of rare, handmade Dh10-Million Persian Carpet by Heritage Carpet.

Among them, a Dh10-million masterpiece, with a rich history dating back hundreds of years, stole the spotlight. This extraordinary carpet, currently residing in the iconic Burj Al Arab, is not merely a floor covering but a timeless work of art, weaving together centuries of tradition, craftsmanship, and cultural richness.

Dh10-Million Persian Carpet

Heritage Carpets, a family-owned business with a lineage tracing back five generations to Persia (present-day Iran), has curated an extensive assortment of premium, handcrafted carpets that reflect the intricate artistry of a bygone era. The showcased Dh10-Million Persian Carpet, a product of the nomadic Bakhtiari tribe, stands as a testament to the enduring legacy of Persian carpet making.

Afshin Ghanbarinia, Vice Chairman of

Heritage Carpet, shed light on the unique qualities of the Dh10-Million Persian Carpet, emphasizing its special order nature. The carpet, bearing a massive signature indicating the person for whom it was made, boasts a size of nearly 6 by 4 meters and features an unusual combination of colors and designs. Despite being exposed to daily activities in its original setting, the carpet remains in perfect con-

dition, a testament to the craftsmanship that took seven years and multiple weavers to complete. The Bakhtiari, known for their nomadic lifestyle, employed a distinctive carpet-making style, eschewing templates and relying on their creativity. The Dh10-Million Persian Carpet's colors, derived from specific seeds and natural sources, have retained their vibrancy over the centuries.

Afshin emphasized the sustainability of these carpets, crafted from sheep's wool with meticulous hand-cutting and hand-spinning techniques. The vegetable-based dyes and wood boiling for water heating contribute to a production process with a negligible carbon footprint, echoing a commitment to environmental responsibility. Beyond their aesthetic appeal, these Dh10-Million Persian Carpets unfold diverse narratives, echoing scenes from a bygone era. Crafted from wool and silk, they feature motifs symbolizing fertility, abundance, and eternal life. The



Ghanbarinia family, pioneers in the carpet-selling business since 1841, has seen their legacy continue with Heritage Carpet's presence in 30 countries, featuring 85 showrooms and boutiques.

Amir Ghanbarinia, Managing Director of Heritage Carpet, sees Persian carpets as an essential item on the luxury checklist for the world's wealthy. He draws parallels between owning a Persian carpet and other status symbols like a Rolls-Royce or a Rolex, emphasizing the enduring value of handmade carpets over time. In an age where investments are diverse, carpets represent heritage, a tangible connection to the past that transcends monetary value fluctuations.

Walter Hahn, a devoted private carpet collector with a passion spanning four decades, provides insights into the meticulous care and value preservation of these priceless pieces. Stored in cold rooms with optimal lighting conditions, these carpets are not just floor coverings but revered artifacts. Hahn notes that while price tags may be attached, the true beauty lies in the design and colors, with smaller carpets in the collection priced between \$50,000 and \$100,000.

Highlighting the unique craftsmanship, Hahn points out that the carpets boast intricate details with about 1,000 knots per square inch, showcasing the expertise of the weavers. The use of vegetable dyes that oxidize well ensures that the colors remain vibrant even after centuries, distinguishing them from faded counterparts. Hahn draws a parallel with collectible wines, noting that just like wines become collectibles over time, these carpets become artifacts of immense value.



Iranian Carpet Industry Dominates at DOMOTEX Middle East Exhibition

The DOMOTEX Middle East exhibition witnessed a significant presence of Iranian companies, comprising approximately 70% of the event, according to Mr. Amir Hossein Entezari, the commercial manager of Almas Kavir Kerman Carpet Company. This robust representation underscores the strong cohesion among Iranian businesses and presents a unique advantage in the market.

In contrast to previous exhibitions where Turkish companies held sway, the Domotex Middle East offered a specialized platform catering specifically to customers seeking Iranian carpets. This targeted approach attracted visitors from various countries, including Saudi Arabia, Oman, Qatar, Bahrain, Uzbekistan, Tajikistan, and India, drawn by the UAE's status as a regional hub.

"The accessibility of the UAE, coupled with extensive flight connections, ensured a diverse and substantial turnout

at the exhibition," remarked Mr. Entezari. "It provided an unparalleled opportunity for Iranian companies to showcase their products to a global audience."

Iranian companies showcased their expertise in classic and traditional carpet categories, particularly excelling in silk carpets, which have gained significant traction in the competitive market of the region. However, despite these successes, Iranian handmade carpets face challenges due to their higher pricing compared to products from countries like India, Pakistan, and China.

The DOMOTEX Middle East exhibition served as a testament to the Iranian carpet industry's resilience and innovation, reaffirming its position as a dominant force in the global market. With ongoing efforts to address competitive challenges, Iranian businesses remain poised to capitalize on future opportunities and maintain their leading position in the industry.

Nature at the Heart of DOMOTEX asia/ CHINA FLOOR 2024



cadex continues to create more business opportunities for flooring companies among architects and designers' community

Nature will take centre stage as the highlight of DOMOTEX asia/CHINA FLOOR 2024, which will open its 26th edition in Shanghai from 28th to 30th of May. The flooring industry is being continuously transformed by the evolving consumers' needs and lifestyle trends. The sustainability approach has become industry' focus.

At the same time, the consumers' attention towards the choice of materials as well simple and practical designs are also heavily impacting the flooring production. Long known for innovations, the Chinese and Asian flooring manufacturers keep responding to these changes accordingly, bringing to the markets amazing products, that satisfy the latest lifestyle trends, while fully adhere to the environmental protection standards.

"Live with Nature" is the newly launched campaign for this year, created to showcase how the flooring companies are keeping up with the ever-changing demand. It will offer particular exposure and targeted visitor guidance for the brands whose products align with the green and sustainable development objectives and place a strong emphasis on the latest life-

style and consumption trends. The stands of these selected companies will be labeled as "Must-Visit", with the purpose to guide the audience into witnessing and experiencing these achievements first hand.

"Nature, humanity, and environment have always been our core values, which coincide with the promotional philosophy of the 'Live, With Nature' at DOMOTEX asia 2024." – said Jerry Song, China General Manager of Sales at LX Hausys, leading PVC flooring manufacturer from South Korea. "We always believe that sustainable products can guide us towards a better and further future. We look forward

to a successful showcase of our products at the show this year. Our brand has been constantly innovating and striving to create an enjoyable living space for customers, in synergy and harmony with nature and human wellbeing." – concluded Song.

Worldwide flooring buyers can now scout among the participating companies and the products they will bring at the show and schedule meetings in advance.

DESIGN WITH NATURE – by cadex

Since its first launch in 2016, cadex has been an integral part of DOMOTEX asia/CHINA FLOOR. This co-located event acts as a collective of architecture and design-related stimulating creative displays and content, networking events, interactive activities and much more.

In 2023, Cadex invited 14 well-known designers from 7 countries, who exchanged their know-how and opinions with an audience of over 400 designers and architects coming from all over China and beyond. The design community is a very influential channel for the flooring brands in China. These events allow for a deeper interaction between DOMOTEX asia exhibitors and this important group of visitors

Located in Hall 5.2 (dedicated to wood flooring) in a space of over 600sqm, the focus for Cadex 2024 is again the NATURE



and the emphasis on the sustainability and latest innovations and designs. “Design with Nature” is a full day conference that will take place inside cadex on the first day of the show, May 28th and will see a panel of renowned keynote speakers from the international architecture and design community.

These include Studio Marco Piva (SMP) and Vudafieri Saverino Partners (VSP) from Italy, More Design Office (MDO) an award-winning architecture and interior design practice based in Shanghai, Architect and Interiors Magazine from India and many more.

Cadex Presents: Material Matters Exhibition

Material Matters will return again this year as a display area inside cadex, where visitors can get a closer look to hundreds of outstanding innovative building materials samples, interactive installations, and curated design scenarios. Material Matters is curated by GREATER DOG ARCHITECTS, an avant-garde design studio with offices in London and Shanghai, founded in 2015 by two young promising Shanghai designers.



Merinos Hali Makes Grand Debut at DOMOTEX asia/CHINAFLOOR

Merinos Hali Mobilya, renowned as one of Turkey’s premier carpet manufacturers, is set to make its mark at DOMOTEX asia/CHINAFLOOR, a leading industry event. Excitement abounds within the company as they prepare to showcase their diverse range of products, including the latest color trends, innovative designs, and sustainable rugs tailored to customers from around the globe.

In anticipation of their inaugural participation at DOMOTEX Asia, Mehmet Erdemoglu, Member of the Board, expressed the company’s enthusiasm, stating, “We are really excited to participate for the first time in DOMOTEX Asia, one of the significant meeting points of our industry. We will exhibit a large variety of different products consisting of the latest color trends, revolutionary designs, and sustainable rugs for our customers from different nations. We welcome our visitors with a mission that aims for continuous growth through strong collaborations and an innovative approach. We are looking forward to meeting the global flooring community together once again in 2024.”



Unlocking Opportunities: Domotex Middle East and the Iranian Carpet Industry

In the bustling landscape of the global carpet and flooring industry, the upcoming Domotex Middle East exhibition looms large as a beacon of opportunity, particularly for Iranian companies. As anticipation mounts for this prestigious event, we sat down with Mr. Morteza Soudaei, Managing Director of Zartosht Carpet Company, a leading player in the Iranian carpet sector. In this exclusive interview, Mr. Soudaei provides invaluable insights into the factors driving optimism for Domotex Middle East and the transformative potential it holds for Iranian companies seeking to expand their market reach and competitiveness on the world stage.

What makes you believe that Domotex Middle East has the potential to be a successful event in the carpet and flooring industry in the region?

The likelihood of success for the Domotex exhibition is high for several reasons, particularly for Iranian companies. The significant presence of Iranian carpet manufacturers at the exhibition suggests promising outcomes. Given that the UAE and surrounding Arab nations serve as crucial export markets for Iranian carpets, their cultural affinity and aesthetic alignment render them prime destinations for Iranian carpet products.

How does Dubai's strategic location contribute to the success of Domotex Middle East?

Dubai's strategic nexus and world-class infrastructure render it an optimal venue for trade expositions. With Emirates Airlines facilitating seamless international connectivity, Dubai emerges as an unrivaled epicenter for commercial engagement. This strategic advantage enhances accessibility and fosters commercial engagement, thereby bolstering the potential success of Domotex exhibition.



What opportunities does Domotex Middle East offer Iranian companies in terms of market access and expansion?

Participation in the Dubai exhibition affords Iranian companies an unprecedented platform to interface with a diverse spectrum of buyers and clientele from the UAE, Saudi Arabia, Qatar, Bahrain, and beyond, exponentially expanding their market outreach. Furthermore, showcasing products in a market poised for Iranian carpet purchases is a distinct advantage, offering Iranian companies a gateway to tap into new markets and drive growth.

How has the evolution of Iranian companies contributed to their competitiveness on the global stage?

In recent years, Iranian companies have witnessed remarkable growth in knowledge, confidence, and professionalism, attributed to active participation in international events. This enhanced market understanding, coupled with refined marketing strategies and professional client engagement protocols, has engendered heightened trust among foreign buyers, thereby catalyzing heightened interest in Iranian carpets and manufacturing enterprises.

In conclusion, what are your expectations for Domotex Middle East?

I express unwavering optimism that Domotex Middle East will transcend prior benchmarks, underscoring the progressive trajectory of Iranian firms and their ascendancy onto the global stage of competitiveness. As Domotex approaches, Iranian exhibitors stand poised to capitalize on this unparalleled opportunity for growth and expansion in the international carpet market.

As our conversation with Mr. Soudaei draws to a close, it is evident that Domotex Middle East stands poised to catalyze significant advancements in the Iranian carpet industry. With its strategic location, extensive market access opportunities, and the evolving prowess of Iranian companies, the stage is set for Domotex exhibition to be a resounding success. As Iranian exhibitors gear up to showcase their finest offerings, the industry eagerly anticipates the dawn of a new era marked by growth, innovation, and international acclaim.

DOMOTEX asia/CHINA FLOOR

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Shahrokh Carpet Company's Insights for Domotex Middle East

Welcome to our exclusive interview with Shahrokh Carpet Company, a leading name in the carpet and flooring industry. With the highly anticipated Domotex Middle East exhibition on the horizon, we delve into Shahrokh Carpet Company's perspectives and forecasts for this prestigious event.

Let's begin by exploring the potential success of Domotex Dubai. Why do you believe this exhibition has the potential to be a game-changer?

Dubai's stature as a global business hub, coupled with its track record of hosting renowned exhibitions, sets the stage for Domotex Dubai to thrive. While Dubai hosts successful textile exhibitions like Downtown Design and Clothing and Textile Exhibition, a specialized carpet and flooring showcase has been lacking. With Domotex's reputable presence in the industry and the participation of esteemed players like Oriental Weavers and Merinos Turkey, alongside other reputable manu-



facturers, we anticipate Domotex Dubai to surpass expectations.

Moving on to the potential of the UAE and the broader region in the carpet and flooring sector, how do you assess it?

The UAE's carpet and flooring imports totaled approximately \$243 million in 2022. Considering Iran's significant exports to the UAE, particularly as a destination for stock goods, the UAE emerges as a pivotal market for carpet machinery. Dubai's strategic location, extensive air connectivity, efficient e-government services, and streamlined customs procedures position it as a gateway to the Arab world and North Africa. Moreover, with the region's carpet and flooring market projected to reach \$14.55 billion by 2030, driven by robust construction activities in Saudi Arabia, UAE, Egypt, and Jordan, the demand for luxury carpets is poised to escalate.

Impressive growth projections. Lastly, how do you view the prospects of Iranian carpet producers, both machine-made and handwoven, in exploring new markets?

Iran's machine-made carpet exports have shown a gradual increase, reaching around \$300 million in recent years. While the domestic market for machine-made

carpets in Iran faces stagnation, there is untapped potential in venturing into new markets. Unlike competitors like Turkey, which benefit from government-supported business delegations, Iranian companies encounter restrictions on outbound trade missions. Despite efforts to modernize production processes, traditional methods remain prevalent due to existing infrastructure and consumer preferences. Participating in exhibitions presents a prime opportunity for Iranian machine-made carpet manufacturers to showcase their offerings and engage with potential customers seeking quality and authenticity.

Conclusion:

As our discussion with Shahrokh Carpet Company concludes, it is evident that Domotex Middle East holds immense promise for industry players seeking to capitalize on the region's burgeoning carpet and flooring market. With Dubai's dynamic business environment and the collective efforts of exhibitors, the stage is set for a successful showcase of innovation, craftsmanship, and opportunity. We eagerly anticipate the contributions of companies like Shahrokh Carpet Company in shaping the future landscape of the carpet and flooring industry in the Middle East and beyond.

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Al Abdullatif Co. Chooses Oerlikon Neumag for Carpet Yarn Production

SAUDI Arabia's renowned Al Abdullatif Industrial Investment Co. has placed a large order for Oerlikon Neumag's leading manmade fiber carpet yarn production equipment.

The order comprises five BCF (bulked continuous filament) S+ plants that will produce around 13,000 tons of carpet yarn per year with significant efficiency and productivity gains. "The combination of sophisticated technology, outstanding quality and profitability were the determining factors in our decision to choose Oerlikon Neumag BFC technology", said Mr Abdullatif Al Abdullatif, CEO of Al Abdullatif Industrial Investment. "With this order we add the Saudi Arabian market to our already broad reach in the growing carpet yarn market", said Stefan Kross, Head of the Oerlikon Textile Manmade Fibers Business Unit.

Manmade fiber yarns account for nearly 90 percent of the carpet market. BCF yarns are increasingly more popular than staple fiber yarns because they are cheaper to produce, more robust, low maintenance and hypoallergenic. With a 2012 market share in excess of 80 percent, Oerlikon Neumag is the market leader in the manufacture of BCF yarn systems.

The S+ plant, which delivers 99 percent efficiency and significant cost savings, is the latest Oerlikon Neumag machine. The S+ combines the benefits of the S5 and Sytec One to create a fast, efficient solution with tried-and-tested components incorporating winder design improvements and an optimized yarn path. The system, which has also been available for polyester processing since last year, can increase productivity by up to 25 percent and offers outstanding user-friendliness.

The Al Abdullatif Industrial Investment Company is one of the world's largest manufacturers of high-end tufted and woven carpets. The company, headquartered in Riyadh, is vertically integrated from extrusion and spinning plant all the way through to finished carpets. With a production capacity of some 125 tons of carpet yarn per day and a global network, the company services a vast international market. "With this additional equipment from Oerlikon Neumag we will further strengthen our market position in the growing carpet yarn market", said Al Abdullatif Al Abdullatif.



Massive Auction Event: Machinery Due to Bankruptcy of Carpet Manufacturer McThree



In an unprecedented auction event, the entire machinery of the esteemed carpet manufacturer McThree in Waregem, Belgium, is set to go under the hammer. Due to unfortunate circumstances leading to bankruptcy, this machinery, representing the heart of carpet production, is now available for acquisition through an exclusive online auction.

McThree Auction Details:

The auction encompasses a comprehensive array of machinery vital for the production of high-quality carpets and carpet yarns. From the weaving looms of renowned brands like "Vandewiele" to cutting-edge extruders and twisting machines, every aspect of the carpet-making process is covered. Notable items include:

- Weaving looms: "Vandewiele" (20x)
- Bobbin mills: "Gilbos" Bitwinder and "Evilo/Matthys Group" Profitwinder
- Knotting machines: "Knotex"
- Yarn production equipment: Extruders "Neumag|Saurer" and twisting machines "Saurer Volkmann"
- Finishing lines: "Seller"
- Fully automated high-bay warehouse: "Egemin-Dambach"

Auction Closing Date:

The bidding commences now and will culminate with the first lot closing on April 30th at 15:00.

Important Note:

Attention to all prospective buyers, please be informed that there will be no forklift available during the collection day. Kindly plan your logistics accordingly.

Don't miss out on this unparalleled opportunity to acquire top-of-the-line machinery and equipment essential for carpet manufacturing. Register now and join the bidding frenzy to secure your piece of the carpet-making legacy.



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OBJECT CARPET: A Green Appearance on the Red Carpet

OBJECT CARPET revolutionizes the Berlinale 2024 with the sustainable DUO carpet! While Berlin will once again be transformed into a glittering film festival from February 15 to 25, OBJECT CARPET is writing a very special success story on the Red Carpet this year. As a proud sponsor of the Berlinale 2024, we are presenting the DUO-Carpet, a real gamechanger that not only impresses Hollywood stars and film fans, but also raises our ecological awareness in a sustainable way.

A red carpet with a green claim

The “greenest red carpet in the world” is no longer an empty promise. With the DUO carpet, OBJECT CARPET presents a sustainable innovation – the red Berlinale carpet not only stands out with its bold special “traffic red” color, but also with its unique composition of just two materials: polyester and polyamide (recycled ECO-NYL® yarn). This innovative carpet construction enables easy recycling without a great deal of material separation effort and thus sets new standards in terms of sustainability.

Designed for endless Life

What makes DUO so special? The answer lies in its simplicity and environmental friendliness. In contrast to conventional carpets, which can consist of over 30 different materials, DUO uses just two materials. The materials are joined by an innovative HOTMELT adhesive, which simply dissolves during the recycling process through the targeted application of heat. This CLICK/UNCLICK technology makes it easy to separate the materials after each



usage cycle without any loss of quality.

R2R production cycle for complete recycling

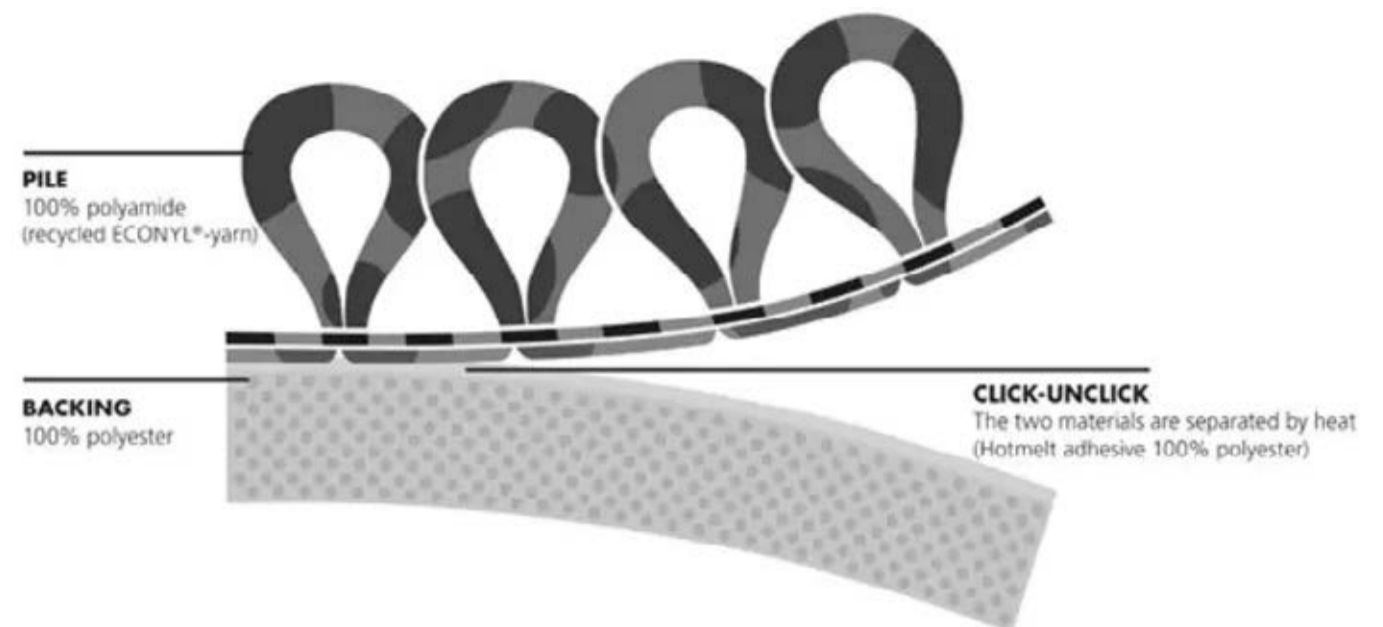
Together with yarn supplier Aquafil, OBJECT CARPET relies on a “Regenerate to be Regenerable” production cycle. DUO carpets are given the “R2R” label during production, which ensures that a carpet is recognized as recyclable at the end of its life cycle. The recycling process is carried out using targeted heat, which separates the two materials. In a regeneration process, both materials are made usable again and flow back

into the production cycle for new carpets at the suppliers.

An impressive ecological balance sheet The Berlinale carpets in vibrant “traffic red” not only impress with their revolutionary recyclability, but also with other ecological features. The substructure is made of polyester, while the top side is still made of ECONYL® fibers, which are produced from 100% recycled polyamide. The coating process with DUO causes no harmful emissions, saves 95% energy and uses no water. Conclusion: A sustainable appearance with style!

A Carpet for Eternity

DUO carpets are not only environmentally friendly, but also extremely robust and highly durable. With approx. 50% less weight and easy handling during installation, they also set new standards in practice. OBJECT CARPET is pursuing the goal



of offering only recyclable carpets made from one or two materials by 2026. “Designed for endless life” is the credo that is reflected in every aspect of DUO carpets.

With the DUO carpet, OBJECT CARPET proves that sustainable design and stylish elegance can go hand in hand. The Berlinale 2024 will not only shine with its film stars, but also with a sustainable red carpet that points the way to a greener future. We look forward to witnessing this groundbreaking development on the Red Carpet and are excited to see more innovative steps towards an eco-friendly future.

The banner features the TÜYAP logo and the Gaziantep Chamber of Commerce and Industry logo. The main text reads 'Gaziantep CARPET FAIR' in large purple and orange letters. Below this, it states 'May 28 - 31, 2024'. At the bottom left, it says 'Center of the Carpet Production Middle East Expo Center'. At the bottom right, there are social media icons for LinkedIn, Instagram, Facebook, X, and YouTube, along with the handle '@gaziantephalifuari' and the website 'www.gaziantephalifuari.com'. The background is a stylized graphic of a carpet roll in orange and teal.

Hero Flooring's Trailblazing Partnership with Nike Grind Redefines Commercial Flooring Industry



Reade Palmer, the visionary founder of Hero Flooring, brings a rich background as a former rower and world championship gold medalist to his entrepreneurial endeavors. But beyond athletic achievements, Palmer is someone who looks beyond the status quo, seeking out what's missing and delivering innovative solutions. In 2014, he noticed a significant blind spot within the commercial floor covering industry: the client experience. Determined to fill this void, Palmer established Hero Flooring with a mission to redefine standards and elevate customer satisfaction.

Fast forward to 2020, Hero Flooring achieved a monumental milestone by securing an official partnership with Nike Grind, a testament to Palmer's unwavering dedication to excellence. This collaboration has allowed Hero Flooring to craft high-performance rubber flooring using recycled materials sourced from athletic shoes, marking a significant step towards sustainability and innovation. With a diverse range of products under their belt, Hero Flooring now offers five distinct collections, each designed to meet the unique needs of various commercial spaces, from fitness centers to outdoor

concert venues.

Palmer's commitment to pushing boundaries extends beyond product development. He actively champions environmental stewardship by utilizing materials like virgin rubber EPDM and Nike Grind, eliminating the use of crumb rubber and its associated odor. Moreover, Hero Flooring is deeply involved in social sustainability initiatives, such as Foster Love, which aims to provide essential items to children in the foster care system, reflecting Palmer's ethos of giving back to the community.

In addition to its groundbreaking partnership with Nike Grind, Hero Flooring distinguishes itself as the only LGBTBE certified brand within the manufacturing and supply side of the commercial flooring industry. Palmer's personal journey as an LGBTQ+ entrepreneur underscores the brand's commitment to inclusivity and diversity, serving as an inspiration for others within the industry.

Hero Flooring's success is not only attributed to Palmer's leadership but also to the collaborative efforts of a forward-thinking team of industry veterans. Together, they strive to revolutionize the commercial flooring landscape by prioritizing innovation, sustainability, and client-centric solutions. As the industry continues to evolve, Hero Flooring remains at the forefront, setting new standards and reshaping perceptions of what's possible in commercial flooring.

With each step forward, Hero Flooring reaffirms its commitment to excellence and its dedication to making a positive impact on both the environment and the community. As Palmer and his team continue to innovate and push boundaries, the future of commercial flooring looks brighter than ever before, with Hero Flooring leading the way towards a more sustainable and customer-focused industry.



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Graphic Flooring by Bolon



Bolon, the Swedish flooring company, has developed a series of rugs and woven flooring using recycled vinyl, drawing inspiration from traditional textile craftsmanship.

Named the Graphic collection, these products, like all of Bolon's offerings, are crafted in Sweden. They feature four elegant patterns in a range of neutral colors, specifically designed for enduring style and longevity.

The Duo (top and above) design is distinguished by alternating stripes, adding a dynamic visual element.



Bolon stated, "The collection is perfectly suited for upscale interiors that demand both refinement and resilience against daily wear and tear."

They emphasized, "All our flooring options are crafted from exceptionally durable and robust woven vinyl, engineered to withstand the demands of high-traffic public and commercial spaces."

Additionally, the collection features Gradient and Herringbone patterns.



In particular, the Graphic collection presents a timeless Herringbone pattern, characterized by its classic zig-zag design, offered in black, beige, or cinnamon color options. Another standout design is the Duo pattern, distinguished by alternating stripes.

The remaining two patterns were meticulously crafted to mimic the appearance of interwoven carpet fibers. One option presents a subtle gradient effect, while the other offers a choice of four block colors: black, brown, grey, and sandy beige.

Interface offers up new carpet tile collections

Interface, a leader in commercial flooring solutions, has unveiled several new collections in the first quarter, catering to the diverse needs of modern interiors. Among these launches are Open Air Stria and Open Ended, extensions of the Open Air collection, offering subtle color variations and textured accents ideal for a range of spaces. With functionality and durability at the forefront, these products boast accessible pricing and a quick three-week lead time.

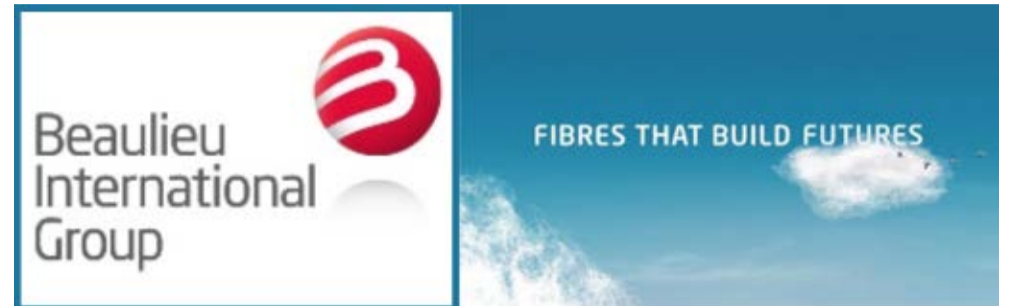
Expanding on the success of the World Woven carpet tile collection, Interface introduces World Woven Two, featuring updated color palettes and versatile designs suitable for various environments. With eight distinct planks, including options resembling woolen textiles and others featuring intricate patterns, this collection adds warmth and authenticity to interiors.

In a unique collaboration, FLOR, Interface's high-end area rug brand, joins forces with fashion designer Trina Turk to launch a vibrant collection. The Trina Turk X FLOR area rug collection comprises five distinct products showcasing Turk's signature style through bold colors and eye-catching patterns, now available in the United States and Canada.

These innovative collections underscore Interface's commitment to providing high-quality, sustainable flooring solutions tailored to the evolving needs of commercial and residential spaces alike.



Beaulieu Launches Sustainable Fibres Program



As the 2024 edition of Techtexil gets underway in Frankfurt, Beaulieu Fibres International is introducing its Sustainable Fibres Program to help reshape fibres for sustainable solutions.

Through the initiative, the company is looking to gain deeper insights into the challenges encountered by customers across the value chain to identify opportunities to leverage its experience to deliver products and services.

Identifying Shared Value

Beaulieu has identified several conversation triggers for Techtexil 2024, including recyclable, high performance, renewable, bio-circular, co-developed and made in Europe fibres, to find out what matters most to customers in terms of targets, green initiatives and sustainability expectations.

"Sustainability is a vast concept that translates into a range of priorities across different end markets, which is why we are exploring sustainability in the different impact domains, including CO2 and raw material savings, circularity, fossil-free materials and partnerships and that's why our Sustainable Fibres Program is a totally different approach," explained Gillis Beun, business development manager at Beaulieu Fibres International.

A Sustainability Charter

The Sustainable Fibres Program serves as a charter to help Beaulieu Fibres International accelerate its 'fibres that build futures' campaign, by educating on existing solutions, reshaping products and creating partnerships to facilitate market cooperation on shared challenges.

"Sustainability is a multifaceted reality, and its significance varies across different industries. Today there is no one-size-fits-all solution. That's why we're dedicated to offering and developing a range of solutions and perspectives to address the diverse sustainability needs of various stakeholders," said Maria Teresa Tomaselli, general manager at Beaulieu Fibres International.

In addition to being within the framework of the European Green Deal and alignment with the objectives of the proposed Ecodesign for Sustainable Products Regulation, Beaulieu Fibres International is committed to achieving its own sustainability targets outlined in its roadmap known as ROUTE 2030.

Discover more about Beaulieu International Fibers's Sustainable Fibres Program and complete portfolio of technical and sustainable solutions at Techtexil 2024 (Booth C70, Hall 9.1).

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