



# MENA CARPET NEWS



**EXPLORING THE  
DYNAMICS OF  
DOMOTEX MIDDLE  
EAST**

**SUSTAINABLE  
MACHINE AND PLANT  
TECHNOLOGIES FOR  
THE CARPET  
INDUSTRY IN THE  
MIDDLE EAST**

**DOMOTEX  
ASIA/CHINA FLOOR  
2024 PREPARES TO  
WELCOME A  
GROWING NUMBER  
OF INTERNATIONAL  
BUYERS FOR ITS 26TH  
EDITION**



# EXPLORING THE DYNAMICS OF DOMOTEX MIDDLE EAST



Interview with Sonia Wedell-Castellano,  
Global Director DOMOTEX at Deutsche  
Messe AG

Welcome to our interview with Sonia Wedell-Castellano, the Global Director of DOMOTEX at Deutsche Messe AG. With DOMOTEX Middle East returning to Dubai, we have the opportunity to gain insights into the rationale behind this decision and what attendees can expect from this prestigious event.

**D**OMOTEX Middle East is making its comeback to Dubai. Could you kindly provide insight into the rationale behind this decision to return to the region, as well as the selection of Dubai as the show's location?

Despite global economic challenges, the construction sector in the Middle East and North Africa (MENA) region has not only proved remarkably resilient, but is continuously growing.

These regions were forecasted to be among the best performing regions for construction activity in 2023 and beyond, according to GlobalData's Global Con-

struction Outlook to 2027 report, which was published in early 2023.

With more and more specific construction projects in Dubai, such as Dubai Creek Harbour and other Emaar projects, in Abu Dhabi on Saadiyat or Yas Island or in the KSA, such as NEOM, THE LINE and GIDORI in the pipeline, the Middle East will continue to be an absolute boom region for all companies involved in building and furnishing for decades to come.

This positive outlook has a knock-on effect on related sectors such as real estate, interior design, furnishings and flooring. Therefore, the demand for carpets and

floor coverings is constantly growing. The Middle East floor coverings and carpets market is expected to grow at a CAGR of 7.2 percent from US\$8.6 billion in 2022 to around US\$14.55 billion by 2030.

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. With an exceptional business and trade infrastructure, a global aviation hub connecting the world as well as efficient public and private transportation, Dubai guarantees effortless and convenient access to the show for both, exhibitors and visitors alike.



I am very pleased with our determination and courage to provide the industry a highly attractive platform in this fast growing market with its incredibly promising potential.

DOMOTEX Middle East offers the perfect opportunity to gain a comprehensive overview of the market, discover and compare trends and innovations and to engage with other participants, exhibitors and visitors alike. We are looking for-



ward to welcome everyone in Dubai in just a few weeks' time.

**What factors influenced the decision to hold DOMOTEX Middle East at the Dubai World Trade Centre (DWTC), and in what ways does this venue contribute to enriching the exhibition experience for participants?**

The DWTC is the perfect venue for DOMOTEX Middle East as we have had good experiences in the past. It is one of the largest venue operators and home to the region's leading convention and exhibition centre, offering a dynamic calendar of international trade shows with an unrivalled line-up of leading exhibitions and conferences across all industries.

With decades of experience in organising events in the Middle East, DWTC will help



us ensure an enjoyable and seamless experience for all attendees of DOMOTEX Middle East.

**What can attendees expect regarding exhibitors and product showcases at DOMOTEX Middle East?**

DOMOTEX Middle East is the first event to bring together the leading global brands **Merinos, Oriental Weavers, Solomon Carpet and Al Abdullatif** at a single show in Dubai. The commitment of these leading brands is not only an important gesture for us as organizers, but for the entire industry. Being in Dubai in April is everything!

Visitors can look forward to even more excellent exhibitors such as **Farrahi Carpets, Almas Kavir Carpet, Standard Carpets, Abu Dhabi National Carpets, Heritage Carpet, Madhu India, Nirmal International, Extraweave, Dodhia Synthetics Limited, Nayyer Industries, Indian art Gallery, Card Monroe** and many more.

All of them will be showcasing their top products and latest innovations – including contemporary designs, unique pieces and superb craftsmanship. The show offers an unparalleled variety of flooring products, styles and materials, from handmade and machine-made carpets and rugs to antique carpets and floor coverings.

One of my personal highlights of the show will be presented by Iranian manufacturer Azim Silk Carpet Trading. As well as being an outstanding piece of art and craftsmanship, it's also the largest carpet ever shown at a DOMOTEX event.

It measures 600 m<sup>2</sup> and is part of the Tabriz Premium Silk Warp, which consists of four carpets that together form a carpet covering an area of 2,000 m<sup>2</sup>. These carpets have been meticulously handcrafted by 230 weavers over a period of seven years. I'm looking forward to seeing it live in April, as the Tabriz Premium Silk Warp is an excellent example of the outstanding quality of handmade



carpets produced in the Middle East.



**As a leading international trade fair company, how does Deutsche Messe envision the future of DOMOTEX Middle East? What are the expectations for future editions of the event?**

Naturally, we would like to become the leading event for carpets and floor coverings in the Middle East. Our next editions will be even bigger than this year's. We already have a ton of ideas for special displays and collaborations in mind. For now, though, we're going to focus on the first show. Never take the second step before you've taken the first.

**What are the competitive advantages of the DOMOTEX brand compared to other events in the flooring sector?**

DOMOTEX is the world's leading brand of trade fairs for the carpet and floor coverings industry and has been at the forefront of strong, exceptional events since 1989. For us, carpets and floor coverings are not just one of many exhibition areas – as is the case at other events – but the centre of attention. DOMOTEX is entirely dedicated to the flooring industry.

In addition to our many years of experience as organisers and hosts of events for this unique industry, another strength of the DOMOTEX brand is the fantastic team. We are flooring enthusiasts and very passionate about what we do.

We love DOMOTEX and we love the com-



# Iranian Museum Flaunts Exquisite Carpets



munity. I believe whenever we approach potential exhibitors and visitors, they can sense our enthusiasm and trust us to organise and stage great events for them as we share a passion: A passion for carpets and flooring!

## What are you looking forward to the most at DOMOTEX Middle East?

I am looking forward to the conversations with exhibitors, partners and visitors alike. They are the essence of each DOMOTEX event, the essence of what makes it the home of the entire industry and the reason why we are doing what we are doing.

There is nothing better than the opportunity to engage on a professional and personal level with all of them – and see them all leaving the fairgrounds with a big smile on their faces.

The Carpet Museum of Iran, with its dazzling beauty, is one of the tourist spots located in the Iranian capital, Tehran. The museum was founded in 1976 for research purposes on the records, developments and historical quality of Iranian carpets as an art and industry.

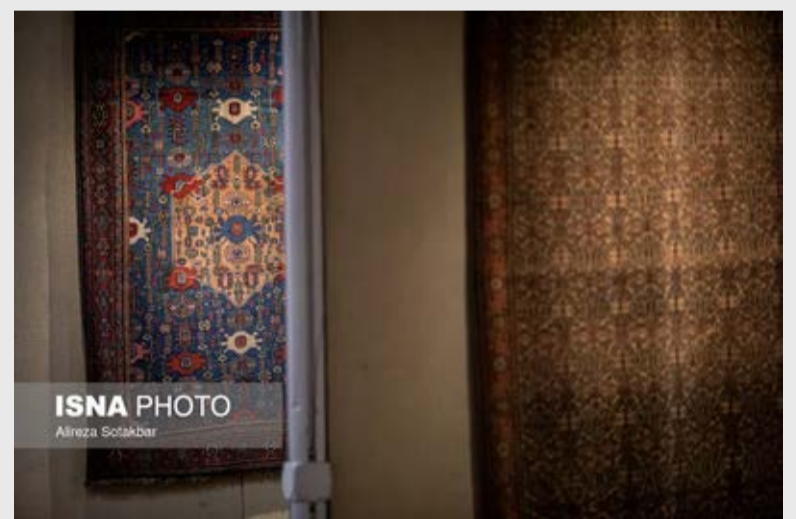
Occasional exhibitions are held in the museum premises to display hand-woven carpets from Iran and other parts of the world. The name might be misleading, as the museum showcases a type of flat tapestry-woven handicraft, called kilim, as well.

The two-story building of the museum is an

impressive piece of architecture, the exterior of which resembles a carpet-weaving frame. You can find a plethora of hand-woven rugs, carpets, and kilims in different colors, designs, and weaving patterns in the museum.

It is home to an invaluable collection of carpets from the 13th century onwards and is considered a rich research resource for researchers and art lovers.

About 135 pieces of masterpieces of Iranian carpets, woven by top-notch carpet weaving artists from Kashan, Kerman, Isfahan, Tabriz, Khorasan, Kordestan, and many other Iranian cities are exhibited in the hall on the ground floor.





# DOMOTEX MIDDLE EAST

23 – 25 APRIL 2024

Dubai World Trade Centre  
domotex.de

Back  
in Dubai

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





# Sustainable Machine and Plant Technologies for the Carpet Industry in the Middle East



**D**OMOTEX Middle East is the leading event for the carpet and flooring industry in the Middle East. It focuses on machine-made carpets, textile carpets and handmade carpets. Oerlikon's Polymer Processing Solutions division and its joint venture partner BB Engineering will also be on hand to provide information about their sustainable machines and plant technologies at the ATAG Export & Import stand E10.

## Oerlikon Polymer Processing Solutions at the Domotex Middle East in Dubai

The company will be presenting trade fair visitors with complete solutions ranging from melt to yarn, fibers and nonwovens. "Our customers are showing great interest in factory projects that cover everything from our in-house polycondensation plant or extrusion to textured yarn and the corresponding digital solutions.

This holistic approach enables us to supply all process steps from a single source and to guarantee coordinated technology that ensures the high quality of the yarn produced," explains Sales Director Jilali Lakraa.

## New bicomponent BCF yarn for the carpet market

Quality, efficiency and performance -



BB Engineering's VacuFil® system recycles post-consumer and post-production polyester waste.



with its latest development in bicomponent yarns for carpet production, Oerlikon Neumag meets the carpet market's demand for new innovative BCF yarns. "The new BICO BCF yarn is characterized by a richer and higher volume while significantly reducing raw material consumption in carpet production," explains Jilali Lakraa.

At the exhibition stand, interested visitors will be able to see sample yarns and carpets, find out about the product range and have in-depth discussions with the experts about the advantages of BICO-BCF yarn in various applications.

**WINGS HD and eAFK Big V: Efficient production of high-titer products in the POY and DTY process**

Oerlikon's knowledge of all relevant technologies in man-made fiber spinning makes it the only manufacturer in the world to offer a comprehensive range of services for the production of carpet yarns. The plant concept based on a POY and texturing process is designed for a carpet and home textile product range that requires particularly soft and fluffy polyester yarns with BCF-like properties.

The aim here is to produce yarns with a maximum count of 1200den and over 1000 filaments. Typical products are, for example, a 1200den f1152 or 600den f1152 as well as 900den f864. The machine concept consists of the well-known WINGS HD POY winder and

The BCF S8 system offers high productivity and expands the product portfolio to a level that can hold its own in a constantly changing market.



the eAFK Big V texturing machine.

If DTY yarns of up to 1200den with up to 1152 filaments are standardly plied from four POY bobbins 300d/288f on a DTY machine, the process has a fundamental disadvantage: half of the available winding positions of the texturing machine remain unused.

Here, Oerlikon Barmag offers the yarn producer a highly efficient solution: the spinning concept with WINGS HD take-up unit in combination with an automatic eAFK Big V multi-spindle texturing machine is currently the only solution on the market that produces excellent quality high-titer yarns with maximum machine efficiency.

**VarioFil® - flexible compact spinning system for countless applications**

Whether carpets and upholstery fabrics, fashion and sports or seat belts and airbags - a wide range of products is no challenge for the VarioFil® system from BB Engineering.

The compact turnkey system is also ideal for producers who manufacture small batch sizes or specialized products. It is similarly flexible when processing different polymers, regardless of whether they are PET, PP, PA 6 and PA 6.6 or PBT.

Customized conversion packages allow the system to be quickly adapted to constantly changing market requirements. In combination with Oerlikon texturing machines, a wide range of end products

can be covered. This ranges from standard textile yarns to textured yarns with BCF-like properties.

**Recycling is the future**

Another rPET solution is the VacuFil® system from BB Engineering. VacuFil® is a unique and innovative PET recycling system that combines gentle large-scale filtration and targeted regulation of intrinsic viscosity (IV) for consistently excellent rPET melt quality.

IV is the key quality feature in PET recycling and rPET processing. It determines the melting performance in the production process and the properties of the end products, such as BCF yarns, and is therefore essential for the recycling process.



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MAGNOROLL with MAGNOKNIFE



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Frankfurt, Germany

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Hall 12, B-78



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# 200,000 Rare Handcrafted Silk and Wool Carpets Worth Around Dh2b on Show at Carpet and Art Oasis



“The first week of the event attracted more than 5,000 visitors while 300 carpet items worth more than Dh5 million were sold during this period,” he told reporters.

Speaking further about his Dh5 million carpet, Dr Ghanbarinia said: “This particular carpet captures the rich designs and art of Persia. There are more than 800 colours in it and 2,500-year-old art,” he explained.

A close look at the carpet shows the type of flowers used. **“Some are fictional flowers from the Safavid Empire and another flower, for example, represents a symbol of life and goes back to 1,500 years.”**

**A** Persian carpet carrying 2,500 years of history and 4.2 kilograms of gold has been holding the spotlight at this year’s Carpet and Art Oasis, one of Dubai Shopping Festival’s (DSF) main attractions for the last 22 years.

Dubai Customs, toured the event site and said that the Oasis has played a major role in adding colours to DSF, attracting more visitors and promoting Dubai as a major trade and tourism hub.

Delicately woven, the base is the part that contains the gold and the silk is the work that comes on top, so when stepped on, the gold remains untouched, Dr Ghanbarinia said.

Once rolled out on the floor of the exhibition, the Dh5-million handmade carpet, made of pure silk and gold, will make you think twice before stepping on it.

“It took seven-and-a-half years for six men to make it. If one person worked on it alone, it would have taken a lifetime,” said Dr Afshin Ghanbarinia, vice-chairman of Heritage Carpet who produced the 6×10-metre rug.

The three-dimensional masterpiece, roughly the size of a squash court, is one among 200,000 rare handcrafted silk and wool carpets, worth around Dh2 billion featured at the exhibition organised by Dubai Customs.

Ahmad Mahboob Musabih, director of





“For these types of carpets, customers go for their beauty and luxury, but also because it’s like a work of art on a canvas. The difference though is that with a painting, a mistake can be cleaned up, but with rugs, a mistake in a single knot will ruin the entire piece. This is how complex it is,” said



the carpet expert.

Dr Ghanbarinia said his carpets, mostly produced in Iran, “are like diamonds” and have the same demand by people of all nationalities.

Abdul Rahman Eisa, chairman of the Carpet Oasis’ organising committee, said like every year, the 22nd edition features a plethora of rare carpets brought from the world’s most famous carpet manufacturing countries.

**“More than 70 per cent of the handmade carpets here are made of pure silk.** Some carpets have taken more than 15 years to complete. We have made sure there is something for everyone. The prices of the carpets range from Dh2,000 to Dh5 million,” said Eisa.

Some of the unique rugs only for display this year is a 400-year-old rug and a 150-year-old rug worth \$14 million — both from Iran.

“One carpet from Kashan, a village in Iran, shines more as more people walk over it,” he said.



## Pearls rugs by Sabine Finknauer for Nanimarquina

Spanish design brand Nanimarquina has released a collection of rugs informed by plastic beads in collaboration with German artist Sabine Finknauer.

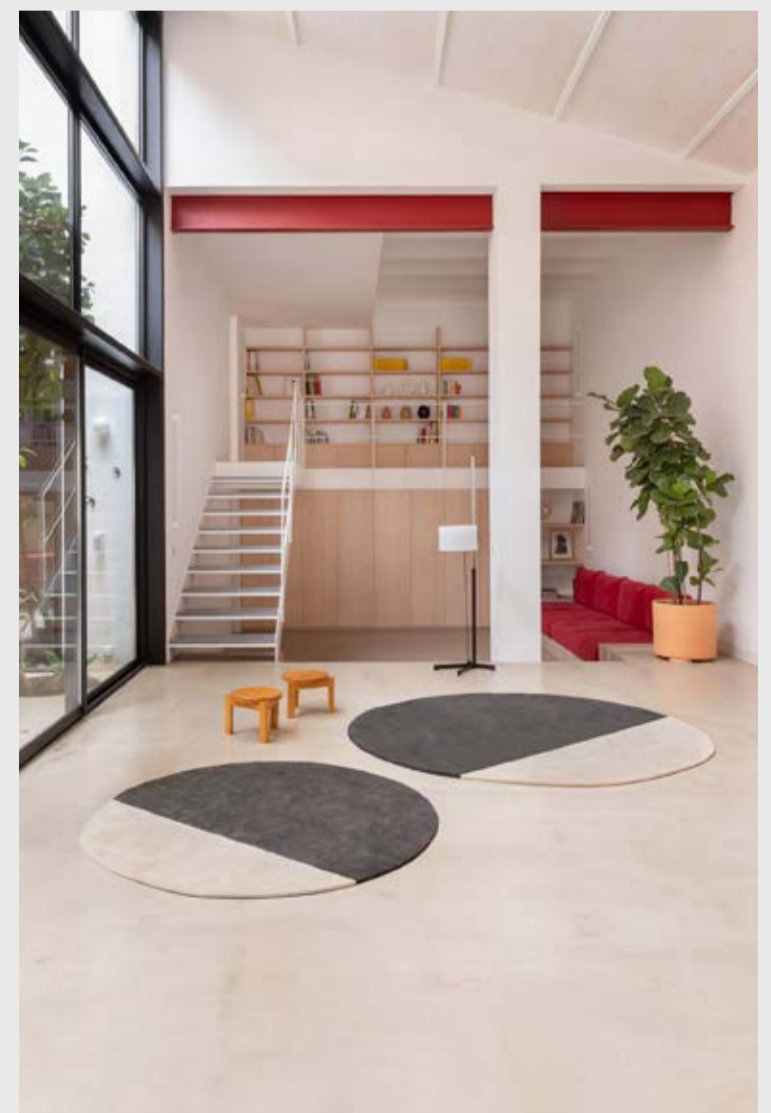
Made from hand-tufted 100 per cent virgin wool, rugs in the Pearls collection come in a range of sizes, formats and colourways, yet they share a common design thread – they are made up of round forms reminiscent of beads.



The collection's circular area rugs represent single beads and come in two-tone colourways – beige combined with green, black or an orange-red hue – and are suitable for larger spaces.

Runner rugs are also available in two-, three- or six-circle-long formats that mimic strings of beads – and are designed for long, narrow spaces such as hallways.

The brand envisages the rugs to be used either in isolation or grouped into playful clusters.





# DOMOTEX asia/CHINAFLOOR 2024 Prepares to Welcome a Growing Number of International Buyers for its 26th Edition



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 re-join 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.

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.

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.

According to the progress of the online Various international delegations and



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.



# The Vibrant Landscape of China's Floor Covering Market



The China Floor Covering Market is poised for significant growth, projected to register a Compound Annual Growth Rate (CAGR) exceeding 7% during the forecast period from 2024 to 2029. This surge is primarily fueled by the burgeoning real estate and construction sectors, with a substantial demand emanating from residential housing projects. The relentless expansion of commercial and residential properties, coupled with the ever-increasing need for secondary decoration, underscores the robust growth trajectory of the Chinese floor covering market.

In China, floor covering transcends mere aesthetics; it is perceived as a fundamental building material rather than a decorative element. This perspective is reflected in the retail and installation practices, predominantly led by manufacturers. The staggering demand for floor covering is palpable, with an estimated 1,600 million to 1,900 million square meters of new floor space required annually until 2027, primarily driven by urban migration trends.

The continuous evolution of the Chinese real estate industry, coupled with the growing emphasis on aesthetic considerations, is anticipated to further propel the

demand for floor covering in the nation. Moreover, China's ceramic floor output remains robust, with ceramic tiles dominating the market landscape. The surge in residential construction activities is anticipated to drive the demand for indoor and outdoor wall coverings, further bolstering the ceramic tile segment.

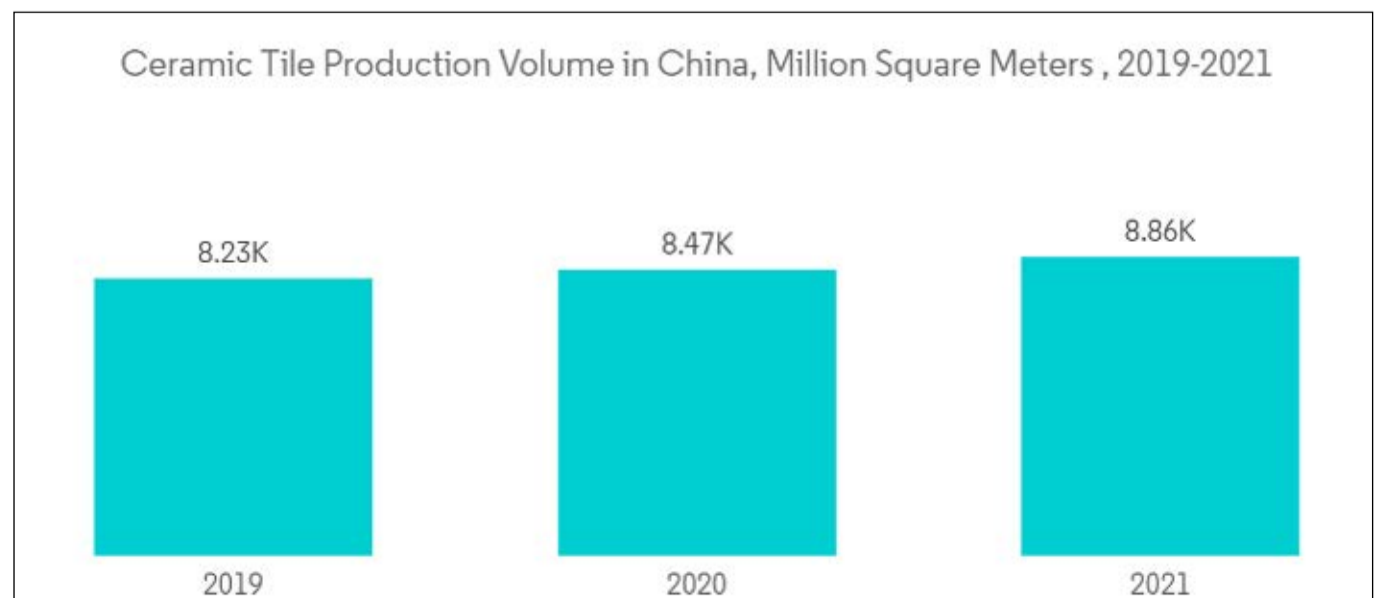
China boasts a notably high output of ceramic flooring, directly correlated with the expansion of the construction sector. The surge in demand for ceramic tiles, propelled by escalating residential construction endeavors, extends to both indoor and outdoor wall coverings. With a burgeoning population, the construction sector is poised for further growth, thereby amplifying the demand for ceramic

tiles. Notably, the Chinese market predominantly comprises low-cost ceramic tiles, consolidating ceramic flooring's dominance among various flooring types. In 2021 alone, China's production exceeded eight billion square meters of ceramic tiles, solidifying its position as the world's foremost ceramic tile producer.

Export activities also play a pivotal role in shaping the dynamics of the Chinese floor covering market. China's status as the world's largest exporter, coupled with its position as the top trading nation, underscores its pivotal role in the global trade landscape. The influx of international companies into China's flooring market attests to the nation's allure as a lucrative investment destination.

The competitive landscape of the Chinese floor covering market is characterized by the presence of major players such as Milliken Flooring, Forbo Flooring Systems, Hanflor, BeFlooring, and Hanse Tile. These players are increasingly focusing on innovation, channel expansion, and marketing strategies to enhance their market share and capitalize on emerging opportunities.

Recent developments, such as Milliken & Company's strategic investment in Orak for sustainability initiatives, underscore the industry's commitment to environmental responsibility. Additionally, regu-





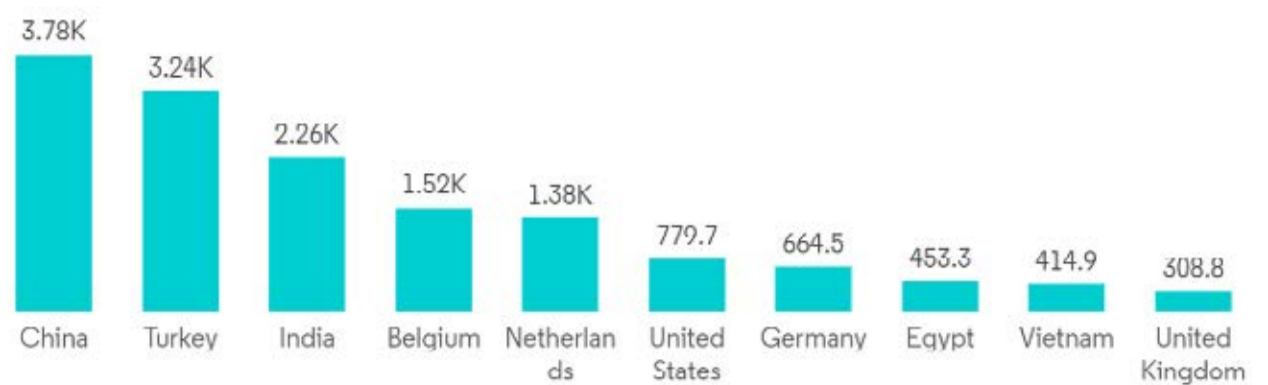
latory measures, such as the Indian Commerce Ministry's recommendation for anti-dumping duties on vinyl tiles from China and Taiwan, reflect efforts to safeguard domestic players from unfair trade practices.

The future outlook for the Chinese floor covering market remains promising, buoyed by evolving consumer preferences, urbanization trends, and technological advancements. A comprehensive analysis of market dynamics, emerging trends, and segmental insights underscores the immense growth potential and opportunities inherent in China's vibrant floor covering market.

### China Carpet Market

The Carpets & Rugs market in China recorded a remarkable revenue of US\$4.55 billion in 2024, showcasing its robust

Leading Exporting Countries of Floor Coverings in Million USD, 2021



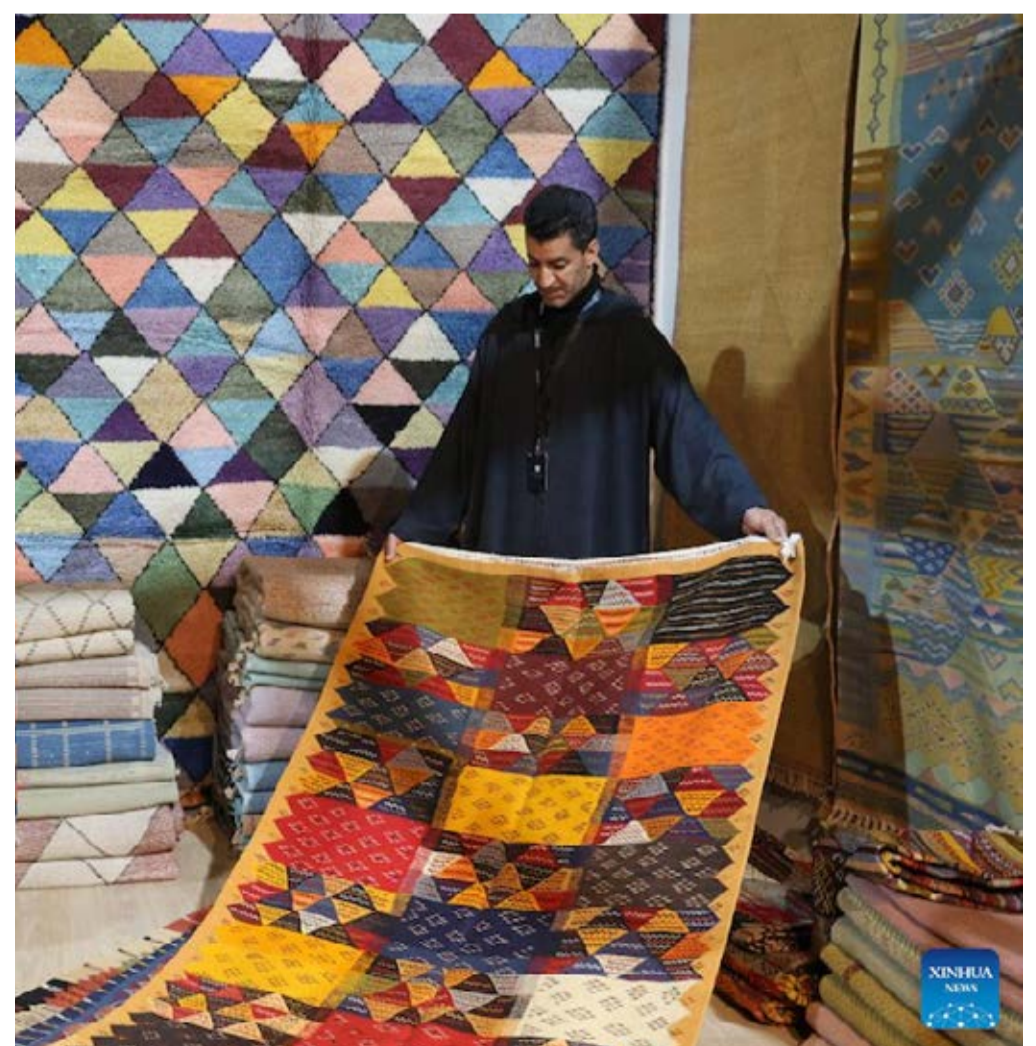
growth potential. With a projected annual growth rate of 10.08% (CAGR 2024-2028), the Chinese market demonstrates promising prospects for further expansion.

Despite being surpassed by the United States, which led the global market with a revenue of US\$17.79 billion in 2024, China's per capita income in the carpet industry reached US\$3.18, highlighting its significant contribution on a per capita basis. This dominance is attributed to China's rich cultural heritage and the exceptional craftsmanship exhibited in its carpet and rug production, solidifying its position as a key player in the global market.

## Morocco Carpet and Flooring Trade Show held in Casablanca

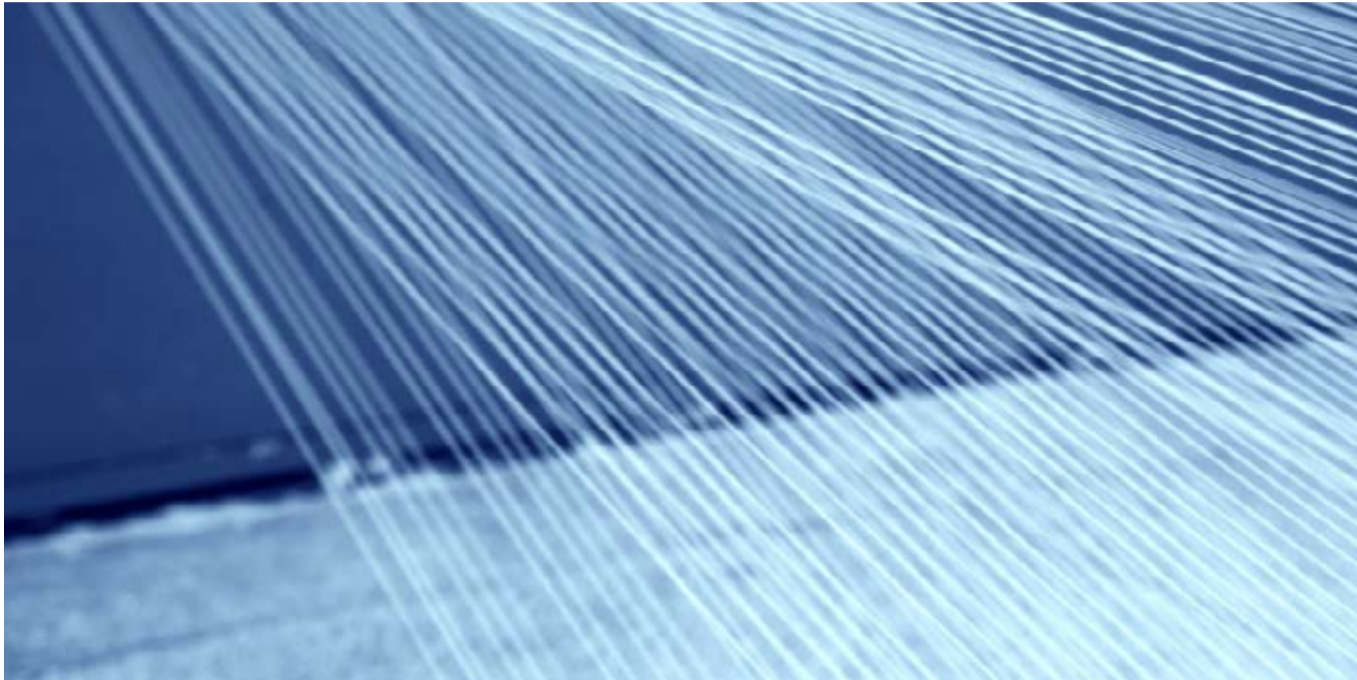
Source: Xinhua

People visit the Second Morocco Carpet and Flooring Trade Show in Casablanca, Morocco, March 3, 2024. The show kicked off here on Feb. 28.





# Global Carpet Yarn Market Resilience Amidst Pandemic



**D**espite the ongoing challenges posed by the COVID-19 pandemic, the global carpet yarn market is not just weathering the storm but poised for remarkable growth, projected at a Compound Annual Growth Rate (CAGR) of 5.14%. With a market value of US\$ 19.30 billion in 2023, this thriving industry is demonstrating remarkable resilience and adaptability in the face of adversity.

The Carpet Yarn Market Overview offers a comprehensive examination of the current landscape and emerging trends in the global carpet yarn market, spanning from 2024 to 2030. One of the primary drivers of this growth trajectory is the increasing demand for carpets, both in residential and commercial sectors, fueled by rapid urbanization and rising disposable incomes worldwide. Moreover, technological innovations in yarn manufacturing processes, coupled with the growing preference for customized carpet designs, are further propelling market expansion on a global scale.

Market segmentation analysis underscores the diverse applications of carpet yarn, including residential, industrial, and other uses, alongside insights into distribution channels, such as direct and indirect sales channels.

This insightful examination not only highlights the pioneering efforts of industry stalwarts like Aquafil S.p.A. (Italy), Swicofil AG (Switzerland), Canan Textile (Turkey), and Shaw Industries Group, Inc (U.S.), but also furnishes stakeholders with comprehensive quantitative data and tailored analyses, facilitating adept navigation through the dynamic contours of the competitive market milieu.

Regional analysis provides invaluable insights into the unique dynamics of the carpet yarn market across key regions, including North America, Europe, Asia-Pa-

cific, Latin America, the Middle East, and Africa. By examining significant trends, growth drivers, and challenges specific to each geographic area, stakeholders can make informed decisions to capitalize on emerging opportunities.

Moreover, it meticulously scrutinizes the profound ramifications of the COVID-19 pandemic on the carpet yarn sector, unraveling the intricate disruptions endured by production facilities amidst economic downturns and labor shortages. Nonetheless, amidst the gradual recuperation of global economies and the easing of restrictive measures, anticipations abound for a revitalization within the market, propelled by a resurgence in demand and a rejuvenated emphasis on quality and sustainability.

The resilience and adaptability demonstrated by the global carpet yarn market amidst adversity underscore its potential as a driver of economic growth and innovation in the years ahead. As the world navigates through uncertain times, the carpet yarn industry stands as a beacon of resilience, ready to seize opportunities and shape the future of floor coverings worldwide.





# DOMOTEX asia/CHINA FLOOR

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# Meet Saurer at Indo Intertex 2024



**A**t the Indo Intertex exhibition in Jakarta, Indonesia, you will find Saurer from 20 to 23 March 2024 in hall D1, booth A 11. Meet with our experts to learn about our latest spinning and twisting solutions that incorporate energy-saving features, digitalisation, and automation. Moreover, we offer retrofit and upgrade solutions to further reduce energy consumption.

Saurer is the only supplier that can offer all five end-spinning applications for staple fibres. This puts Saurer in a unique position to advise the Indonesian customers on the best application for their specific needs. The sales and service team at Indo Intertex is looking forward to discussing customer projects and showing them the impact Saurer's spinning and twisting applications can have on today's textiles.

Recognising the needs of the market, Saurer provides a variety of options for the use of recycled fibres in all stages of the spinning process. The Saurer portfolio offers the right solution for every application, from fine to coarse yarns, from virgin fibres to recycled fibres. Saurer spinning and twisting machines guarantee maximum productivity with minimum energy consumption.

Every single **“Watt”** that spinning mills can save is important for our planet. That's why Saurer offers retrofit and upgrade solutions to reduce the energy consumption of existing spinning machines, as well as upgrade and retrofit kits for processing recycled fibres.

Saurer's ring spinning portfolio is the ideal solution for all spinning mill requirements. The ring- and compact-spinning machines are designed to deliver excellent yarn quality, while being equipped with energy saving solutions and Texparts



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# BD 8 – Think economically.



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The outstanding semi-automatic rotor spinning machine BD 8 with the new automatic package doffer units (DU), finds its way into spinning mills worldwide. Equipped with up to four doffers, the BD 8 is providing sufficient doffing capacity even for coarse yarns. In a record time of 10 seconds, the packages are changed. Reduce your staff workload and optimise your workforce planning.

[saurer.com](http://saurer.com)



quality components.

“For ring and compact spinning machines, we now offer the Twinsuction option to reduce energy costs,” explains Jan-Henri Wiggers, Area Sales Manager for South East Asia. “Customers who want to process recycled yarns on ring- or compact-spinning machines will benefit from the speed optimisation function, which regulates the spindle speed according to the amount of yarn breaks or the self-cleaning function of the Impact FXpro compacting device.”

The latest developments in twisting and cabling technology will be explained by Saurer experts. “The CompactTwister offers new standards in twisted yarn quality, is very flexible and robust, requires less space and is easy to maintain,” says Tapas Nandi, Regional Sales Director Twisting.

“With our twisting technology, we have drastically reduced energy consumption, resulting in lower costs per kilogram of yarn produced. This new technology uses digitalisation and sensors to monitor every step of the production process, ensuring the required quality and reducing waste and production costs.”






Gaziantep

# CARPET FAIR

## May 28 - 31, 2024

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# CFE carpet & flooring expo

**January 7-10, 2025**

**ISTANBUL EXPO CENTER  
TÜRKİYE**



# Highline Wool: Luxurious and Extremely Durable 100% Wool Carpet

By Mette Frydensbjerg Jacobsen

## Highline addition: 100% wool carpet

Highline wool is your preferred choice when looking for luxurious yet extremely durable 100% wool carpet featuring the highest level of pattern and colour detail. Made from extra-durable New Zealand fibres, all Highline wool constructions are heavy commercial wear rated.

### Your ultimate design option

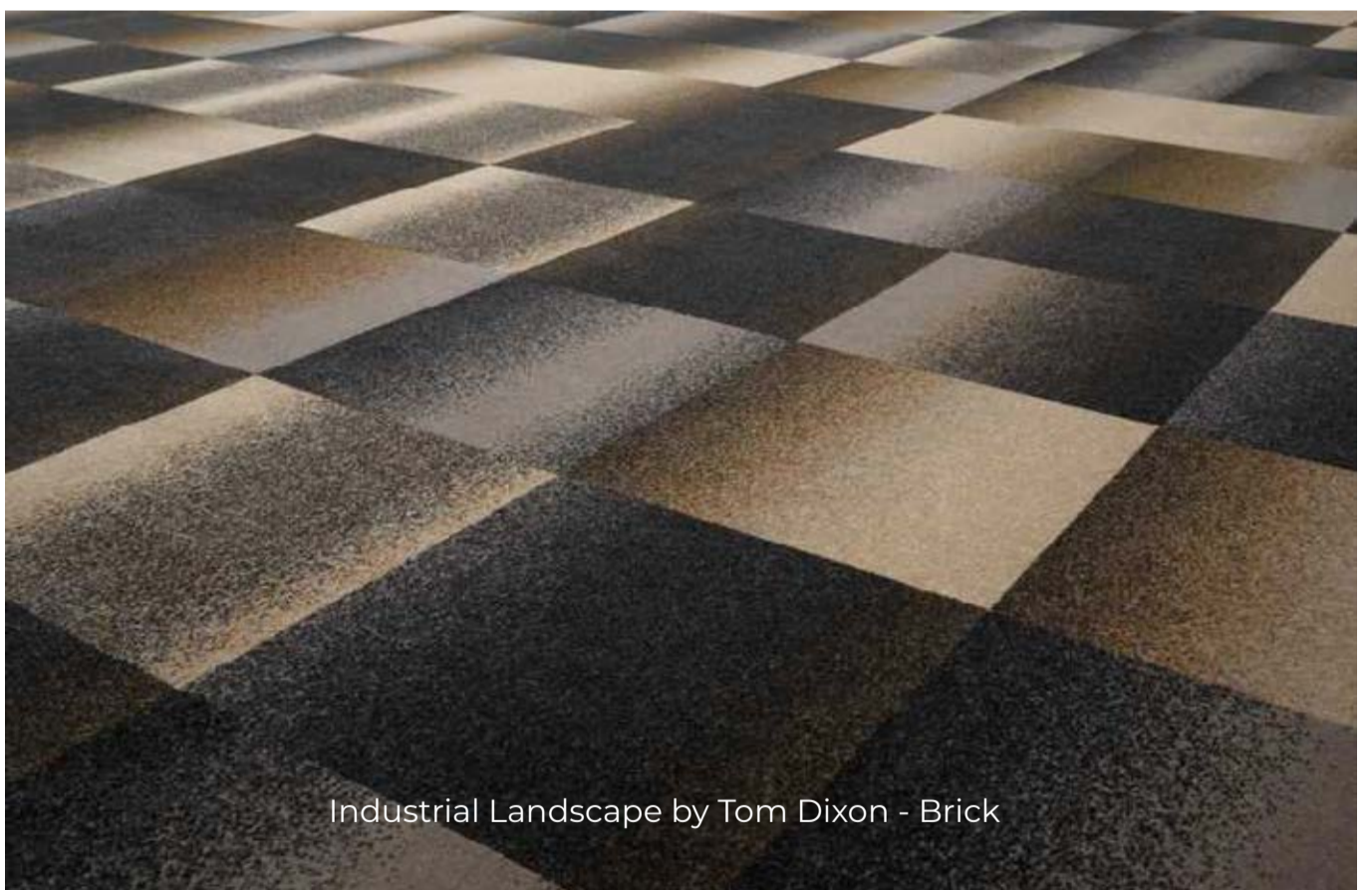
100% wool carpet from our bestselling Highline concept tells your story more efficiently than any other interior design piece. Obviously, this is due to the extensive surface area, which carpet usually accounts for in a room but more importantly, it stems from the fact that Highline offers endless design freedom.

All over the world, our customers beautifully express their company vision, brand style or interior design intentions through carefully selected designs from our high profiled Highline Designer collections or our popular Highline Express collections. Through our user-friendly recolour tool, these are all up for recolouration if you're pursuing a certain colour palette or a pre-defined company colour code.

In addition, exploiting the endless options of custom design helps turning your dreams into designs when creative ideas are turned into completely new design expressions tailored to your individual project.

### 1. Highline Designer collections

Max up your storytelling through our Highline Designer collections by renowned artists or world-famous product designers, each of them adding their very



Industrial Landscape by Tom Dixon - Brick

own personal touch to your interior design:

- Industrial Landscape by Tom Dixon
- Atelier by Monsieur Christian Lacroix
- Canvas Collage by Nicolette Brunklaus



## 2. Highline Express collections

Our highly skilled design team has developed a myriad of premade designs after an efficient pick and produce philosophy that ensures high speed to market. You can choose any pattern from our six extensive Highline Express collections holding many predesigned and truly diverse options within the design themes:

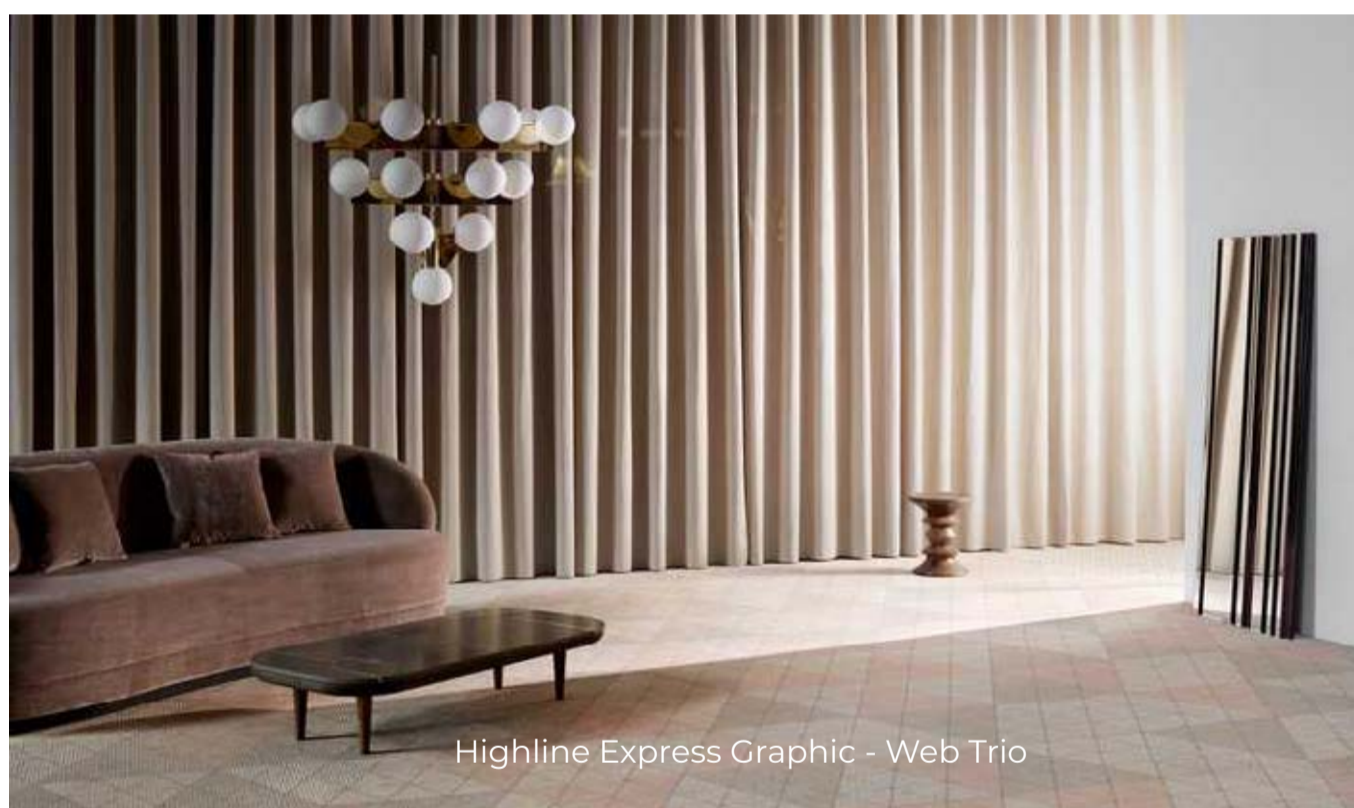
- Arts & Crafts
- Classic
- Cultures
- Essentials
- Graphic
- Nature

## 3. Highline custom design

Going all in on personal style and visual ambitions, you can design your Highline wool carpet from scratch and create a never-seen-before design that's completely tailored to your venue. A detailed presentation or just a quick sketch – a photograph, a certain type of texture or a particular pattern: any idea you may have, we'll



Atelier by Monsieur Christian Lacroix - Calades



Highline Express Graphic - Web Trio



Highline Express Classic - Bohemia

help to develop into the perfect carpet for your commercial project. All you need to do is describe your ideas and wishes for your commercial project and one of our creative designers will draw up a design draft based on your initial thoughts and proposals. Explore all your custom design options here.

### Endless colour and pattern options

You love colours? We do too! And no concept offers more flexibility when it comes to colours than Highline. Besides having all shades of the world to choose from, the achieved level of detail on the carpet surface will amaze you. Our innovative dyeing technology enables sharply





defined and extremely detailed patterns and colour combinations as well as fluent colour transitions to arise on the wool carpet's surface – like tiny pixels that fade into each other beautifully to make harmonious flows or create small sparkles of contrast that tempts the eye to have an extra peek.

#### **More Highline wool benefits**

We offer a range of Highline wool constructions that vary in density and thereby plushness. No matter which one you opt for, your wool carpet surface adds a multi-sensuous dimension to your interior and the comfortable underlay even impacts the room temperature to be perceived higher than it is. In addition, the soft, thick structure brings improved acoustics when effectively capturing and holding onto noise.

With our sample service, we can visualise your design ideas through samples in real carpet material. These allow you to feel the exquisite yarn and to evaluate the pattern details and the impressive colour effects.

Make the most of our pre-cut service where we cut your carpet to size before shipment. An ideal option for rooms and corridors in hotels that'll reduce your installation time significantly.

#### **We believe in circularity**

Separating wool and nylon fibres in mixed qualities after use is one of the main environmental challenges within the carpet industry. However, with 100% wool carpet, we've taken another step towards a circular system.

As this carpet is crafted from a completely natural and renewable resource, it's a more sustainable option than mixed wool/nylon qualities when taking the entire carpet's life cycle into account. We aim at becoming able to separate the carpet backing and turn it into completely new products.

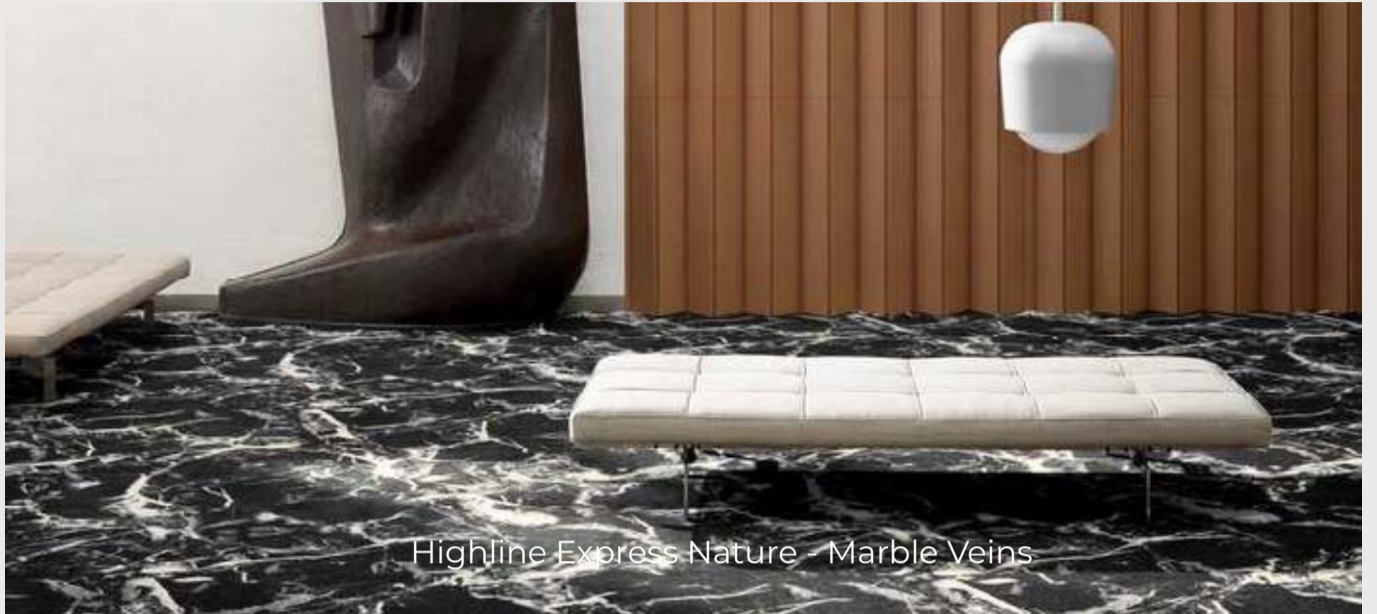
Since the comfortable wool underlay holds higher insulation effects than comparable fibre types and even impacts the



room temperature to be perceived higher than it is, it ultimately brings energy and cost savings.

### Top 1% sustainability performance

Our sustainability excellence has been recognised by EcoVadis with the highest score in its class. EcoVadis is the world's leading sustainability rating agency, and they rank the CSR performance of 100,000 companies in 160 countries. The Platinum ranking puts us in the top 1%.



## Oriental Weavers Wows Crowds at Le Marché Exhibition with Latest Collection

Oriental Weavers, the world's largest carpet manufacturer, dazzled attendees at the Le Marché exhibition with their newest collection, Muse, and an array of other captivating offerings. Located in Hall 3 of the Egypt International Exhibition Center from Feb. 29th to Mar. 3rd, the event attracted over 85,000 visitors annually and showcased an exhibition area spanning 80,000 square meters.

Le Marché, known for its vibrant ambiance and seamless integration of designers, suppliers, and visitors, provided an ideal platform for Oriental Weavers to showcase their innovative designs and exquisite craftsmanship. With a diverse range of products on display, including intricately woven carpets and luxurious home accessories, the company captivated audiences and left a lasting impression.

Participation in Le Marché allowed Oriental Weavers to connect with a global audience, establishing themselves as leaders in the industry. Their successful showcase at the exhibition reaffirmed their commitment to excellence and set the stage for future endeavors.





# Still indestructible after all these years

In 1997, the British Crown Colony of Hong Kong was returned to China, the world mourned Princess Diana and the people of Germany were brought together by the flooding of the River Oder. In the same year, the BG Klinikum Unfallkrankenhaus Berlin (ukb) opened in the Marzahn district of Berlin.

What started with 400 employees is now a renowned healthcare campus that employs 2000 people on the Blumberger Damm. The ukb has 25 faculties and departments, its own admissions ward, 26 wards and over 730 beds. It functions as a tertiary care trauma centre and also offers secondary care for districts in the east of Berlin.

The A&E is one of Germany's most modern and handles 60,000 patients every year. In a tertiary care hospital the interior and the floor coverings in particular must of course meet the highest standards. Those responsible therefore decided on rubber flooring back in 1997.

There are almost 12,000 m<sup>2</sup> of norament and noraplan throughout the entire hospital. These multifaceted, indestructible, German-made floorings are easy to clean and economical to maintain. Their high quality and wear-resistance means that they also last for many decades and so fulfil sustainability criteria.

## Flooring that stands up to heavy loads and footfall

As a medical facility of the German Statutory Accident Insurance Association (DGUV), the hospital treats people after accidents at work and people who require medical treatment as a result of an occupational disease. A tailored therapy concept is developed for each insured person.

The hospital also has a centre for physical therapy and rehabilitation, a research centre, a centre for emergency training and its own rehabilitation clinic on site. These buildings also have rubber flooring. Torsten Gundlack, Head of Construction at the Construction and Technology Department, has worked at the ukb since 2010.

"After all these years with nora rubber flooring, we are still extremely satisfied, particularly with regard to their immaculate appearance and favourable life cycle costs", he says. Like his predecessors, he has chosen rubber flooring for all the construction and renova-



The BG Klinikum Unfallkrankenhaus Berlin, a casualty hospital, has been using nora rubber flooring since 1997. The floor coverings are still delivering top-class performance.

tion projects at the ukb. "Nothing can stop this robust flooring", says Gundlack. "Not the constant bed traffic, not the never-ending movement of equipment and not the huge number of patient feet, crutches and wheelchairs."

## Easy to clean and economical to maintain

Gundlack is also very happy with how easy it is to maintain nora flooring. "The fact that we do not need to coat the flooring simplifies work for the cleaning staff and saves us effort in terms of organisation", he says.

The surface of the nora flooring is so thick that it does not ever require coating, deep cleaning or re-sealing. This is a huge advantage for areas such as A&E, which must always remain open and cannot be closed for cleaning.

A damp mop is all that is required to clean both norament and noraplan. This is a critical benefit because maintaining floor coverings (cleaning, regular recoating and refurbishment costs) can place a heavy burden on hospital budgets. The product with the cheapest initial purchase price is not always the most economical solution in the long term. Purchase price alone usually only accounts for just under ten percent of a floor's total life cycle costs and experience shows that maintenance accounts for over 90 percent. Service life therefore often proves to be the main cost driver and rubber flooring offers a clear advantage such cases.

## Decades of durability: a sustainable solution

The service life of nora rubber floors is above average: norament floors last for 50 years and noraplan floors last for 30 years. "nora floorings are high-quality, extremely robust and last for decades", says Gundlack.

The decision-makers at ukb chose a sustainable solution back in 1997 — a time when the word "sustainable" was not yet on everyone's lips. The ecological advantages are obvious. Floors that last longer do not have to be replaced so quickly and this reduces the cost of new purchases. Less waste is produced and less raw materials and energy are required to produce new floor coverings. This constitutes an important contribution to resource conservation and the reduction of greenhouse gas emissions. Gundlack also appreciates the service and support provided by the nora team.

"We have reliable contact persons from the district management to the technical department", he says. "They provide quick answers and solutions to any questions or requests we have".

Rubber floors fulfil many requirements. Cost-effective maintenance, lasting performance, durability and decades of value retention make them the ideal solution for sustainable hospitals.





## Product range for carpets and textile floor coverings

- ▶ Finishing lines for tufted and woven carpets
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- ▶ 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
- ▶ Minimum application units
- ▶ Heat-recovery systems
- ▶ Air cleaning and filter systems
- ▶ Various innovative heating systems

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# Exploring Handcrafted Carpet Piles: Comparing Cotton, Wool, and Silk

The world of handmade carpets is a fusion of artistry and heritage, showcasing the mastery of skilled artisans and their intricate weaving techniques. Central to these carpets is the essential component known as the “pile,” which forms the surface texture. Understanding the role of this pile and the diverse materials like wool, cotton, and silk used in crafting these carpets unveils a rich tapestry of craftsmanship.

## Understanding Handcrafted Carpet Piles

In the realm of handwoven carpets, the pile represents the height or thickness of the carpet’s surface. It comprises the visible fibers that create the carpet’s texture, forming a crucial three-dimensional aspect alongside its length and width. The width, known as the carpet weft, runs horizontally, while the length, or warp, serves as the vertical framework.

## Diverse Techniques in Handwoven Carpets

Handcrafted carpets employ various techniques, such as Turkish, Persian, and Al-Tali-fiqi styles, each leaving a distinct imprint on the final product.

■ **Turkish Weaving:** This method focuses on precision, meticulously threading two parallel strands transversely on the frame. Its meticulous nature grants weavers greater control over the carpet’s final weaving process.

■ **Persian Drawing:** In contrast, Persian weaving involves a more organic approach, starting with patterns drawn on the ground before being transferred to the loom. Precision might not be as emphasized as in the

Turkish method.

■ **Combined Drawing:** A fusion of Persian and combined weaving techniques, this method selectively blends elements from both styles for specific purposes.

## Variations in Carpet Fibers

The choice of fiber profoundly influences the characteristics of a carpet, with wool, cotton, and silk standing as the primary materials, each with unique traits and applications.

■ **Silk Threads:** Valued for their delicacy and strength, silk threads derived from silkworm cocoons are favored for finely woven carpets. Silk-woven carpets boast elegance, durability, and a refined texture.

■ **Cotton Yarn:** Derived from the cotton plant’s fibers, cotton threads offer durability and adaptability. They are commonly used for both warp and pile, offering flexibility in color variations.

■ **Woolen Skein:** Historically, wool sourced from animals like sheep or goats was the primary material for carpets. It provides insulation, durability, and resilience, although contemporary weaving explores diversified uses.

## Distinct Types Based on Fiber Composition

Handwoven carpets span diverse categories based on their fiber composition, resulting in unique varieties:

■ **All-Wool Carpets:** Mainly composed of wool in both warp and pile, though modern versions might integrate cotton fibers in the pile while retaining wool for the warp.

■ **All-Silk Carpets:** Exuding opulence, these carpets feature silk in both warp and pile, symbolizing luxury and sophistication.

■ **Silk Accent Carpets:** Incorporating wool and

silk, these carpets use silk for intricate patterns or edging, while the primary pile might consist of wool.

■ **Souf Carpets:** Predominantly featuring silk in the warp, these carpets occasionally incorporate cotton for specific purposes.

■ **Silk Fluff Carpets:** A rare luxurious type, these carpets blend silk tufts with additional materials like cotton or linen, elevating their opulence.

## Selecting the Right Handcrafted Carpet

Choosing the perfect carpet hinges on various factors such as durability, aesthetics, and practicality:

■ Silk or cotton piles tend to resist pests more effectively than woolen piles.

■ Silk-based carpets exhibit superior longevity, followed by cotton and wool counterparts.

■ Silk and cotton maintain structure better due to their less elastic nature compared to wool.

■ For allergies and sensitivities, silk and cotton carpets are preferred.

■ Silk carpets exude elegance, while wool carpets offer affordability.

■ In terms of quality, silk and cotton outshine woolen carpets.

■ For softness and comfort, silk and cotton piles prevail over wool.

■ Wool carpets excel in high-traffic areas and cold climates due to their durability and insulation.

Handcrafted carpets embody tradition, skill, and artistic finesse. The selection process becomes an exploration of personal taste and practical needs, aligning a carpet’s characteristics with individual preferences.

## In Conclusion

This comprehensive overview unravels the intricacies of handcrafted carpet piles and materials, revealing the artistry behind carpet weaving. From understanding pile construction nuances to discerning between wool, cotton, and silk fibers, the essence of each material in crafting these exquisite textiles comes to light. Choosing the ideal handcrafted carpet becomes a harmonious blend of aesthetics, functionality, and individual expression, making it essential to grasp the nuances of these materials for an informed decision.







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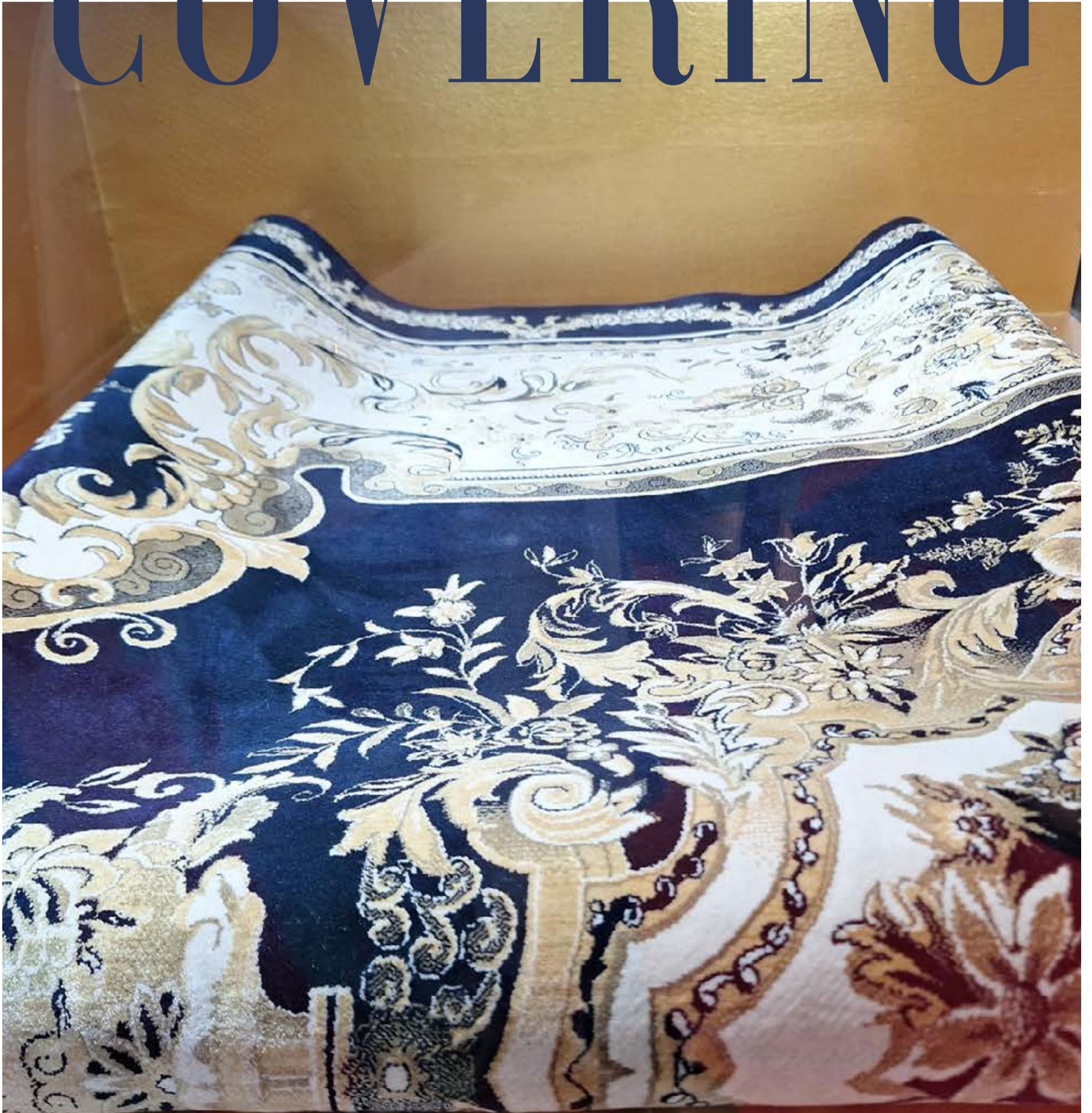




# MENA COVERING

25 MARCH 2024

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## RECONNECTING WITH FLOORING

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

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