



MENA CARPET NEWS



**ZIMMER AUSTRIA:
DISCOVERING
ADVANCING CARPET
PRINTING
OPPORTUNITIES IN
THE MENA REGION**

**HARNESSING CARPET
ENERGY: STANDARD
CARPETS' INNOVATIVE
BIODEGRADABLE
SOLUTION**

**DOMOTEX
ASIA/CHINA FLOOR
2024 HELD ANOTHER
STRONG EDITION
WITH THE HIGHEST
INTERNATIONAL
PARTICIPATION IN
ITS HISTORY**

Exploring Domotex Middle East 2024:

A Conversation with Ms. Sonia Wedel Castellano



How do you evaluate Domotex Middle East 2024 in Dubai as the organizer?

We are immensely proud of establishing this exhibition in a record four months, despite challenging conditions and fierce competition.

Domotex Middle East in Dubai has attracted exhibitors from 16 nationalities, with significant representation from Iran.

Feedback has been overwhelmingly positive, with participants expressing higher satisfaction compared to previous editions.

This success reflects our dedication to the Middle East market.

What are the differences between Domotex Hannover and Domotex Middle East, and can they be compared?

Domotex Middle East and Domotex Hannover serve distinct purposes. While Hannover is an international platform attracting visitors globally, Middle East focuses specifically on this region.

Hannover caters more to Western European and US clients, while Middle East targets the local market. Each platform has its strategic focus, complementing the industry's diverse needs.

What are your plans for developing this exhibition in the coming year?

Our plan is to evolve Domotex Middle East by expanding product categories, particularly in the handmade sector, and emphasizing prayer and specialized carpets. We aim to grow the exhibition annually, leveraging our experience and customer feedback. Additionally, we plan

to host Domotex carpets and rugs annually, alternating with flooring editions to address market demands effectively.

Why is Dubai an ideal location for a carpet and flooring exhibition?

Dubai was chosen due to its international appeal, logistical convenience, and economic stability.

It serves as a neutral platform with no visa issues, making it accessible for global participants.

Dubai's robust economic growth and ongoing construction projects make it a prime market for carpets and flooring. Its status as a regional hub attracts retailers and interior designers from the Middle East and Asia, making it an essential destination for industry players.

Interview with Mr. Aly Nagy, Managing Director of ATAG Company

ATAG Company: Pioneering Textile Solutions in the MENA Region

Delve into the world of textile and flooring solutions with Mr. Aly Nagy, Managing Director of ATAG Company.

With over 25 years of industry experience, ATAG serves as a prominent agent for European textile suppliers, specializing in carpet and flooring equipment. Join us as we explore ATAG's comprehensive services, its pivotal role in the MENA region's floorcovering business, and its insights into the future of digital printing technology in the MEA region.

Could you provide an overview of your company and its services in the textile and flooring sectors?

Thank you for the opportunity to discuss our operations. I am Aly Nagy, the Managing Director of ATAG Company.

We serve as agents for European textile suppliers, specializing in carpet and flooring equipment. Our main partners include industry leaders such as Oerlikon, Barmag, and Neumag, supporting carpet yarn manufacturers. Additionally, we handle heat set yarn equipment like Power Heat Set, as well as Zimmer digital printing technologies for carpet and blanket printing.

ATAG also supplies essential accessories for tufting carpets, including products from TMS, Temco, and Epperlein. With over 25 years of experience in the carpet industry, our presence spans Egypt, Saudi Arabia, the UAE, and more recently, North Africa and Libya.

Our business model focuses on equipment sales and comprehensive customer support. We boast an in-house service team dedicated to machine installation, troubleshooting, and online support for our clients across all operations.

Why is Dubai emerging as a central hub for the floorcovering business in the MENA region?

Having attended the Domotex in Hanover for over 15 years consistently, we've wit-



nessed Dubai's rise as a pivotal destination, particularly advantageous for carpet customers facing hurdles in travelling to Europe, such as visa issues. Dubai caters to the Middle East, Iran, and GCC nations, offering excellent facilities and seamless customer connections. This resurgence mirrors an initiative from 15 years ago, now reinvigorated.

We advocate for this trend to continue, suggesting either an annual event or one concurrent with Domotex in Hanover, providing stability and recognition for all customers.

Notably, Egypt, UAE, and Saudi Arabia are pivotal hubs, especially for carpeting.

Egypt, in particular, has seen significant traction, drawing textile manufacturers from Europe and Turkey due to its favorable operational expenses, including low energy costs and labor expenses.

Additionally, logistical advantages, despite recent challenges like Red Sea disruptions, position Dubai as a significant hub in the Middle East. Conversations with our clientele, including Standard Carpet, ADNC, Emirates Filament Exceeds, Al Abdul Latif, Suraya, and Hayat Carpet in Saudi Arabia, indicate a promising market trajectory over the next five years.

Dubai's strategic location, coupled with growing regional demand, foretells a flourishing future for the floorcovering in-

dustry in the Middle East.

How do you assess the future of digital printing in the MEA Region?

Currently, there's a significant trend towards digital printing, emphasizing sustainability and environmental preservation compared to traditional dyeing methods.

The advancement in digital printing technology allows for nearly indistinguishable results from conventional methods. This shift towards sustainability and recycling signifies the future trajectory of the industry.

Digital printing, a relatively new technology introduced over the past decade, has revolutionized carpet manufacturing.

Previously, processes like chromojet printing required specialized setups, whereas digital printers now offer the convenience of home printing. This transition highlights the future's emphasis on flexibility and eco-conscious practices, enabling businesses to operate more efficiently without compromising environmental integrity.

Looking ahead, digital printing is poised to become increasingly prevalent across various textile products, including carpets, towels, and blankets.

This evolution underscores the industry's commitment to sustainable practices and marks a significant step towards a more environmentally friendly future.

READY TO SUPPORT YOU

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



TEXTILE PRINTING

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

FLOOR COVERING

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

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

NARROW FABRICS

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

TECHNICAL TEXTILE

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



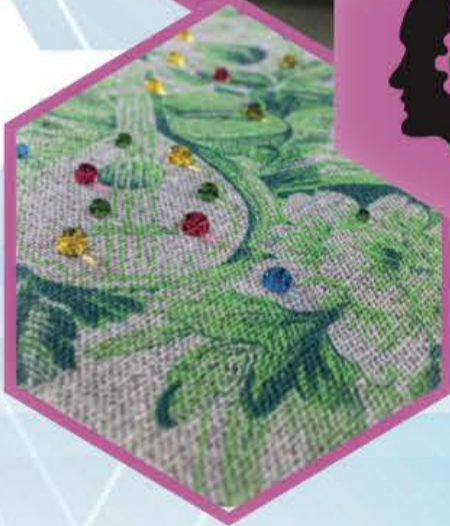
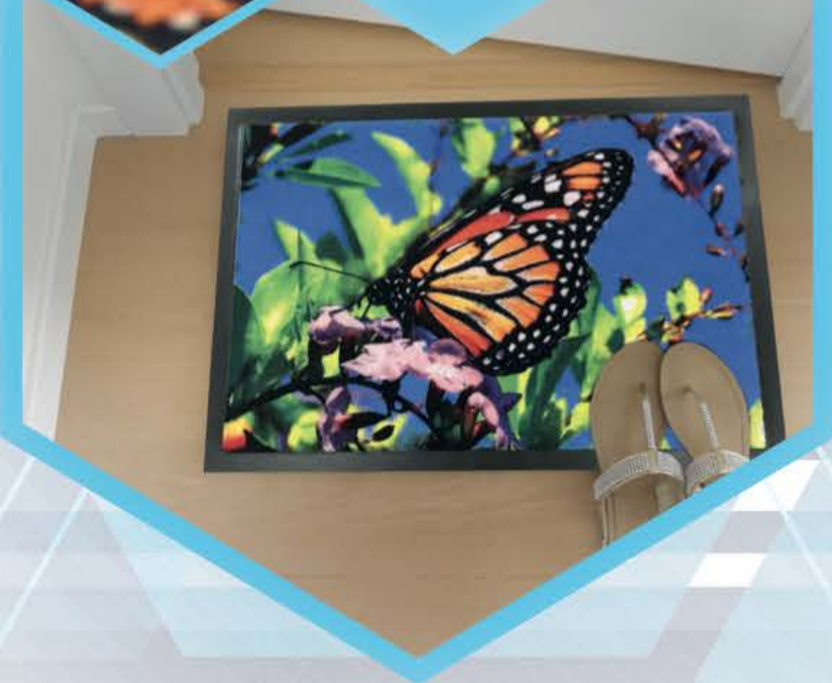
SPECIALTY GOODS

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

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





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Zimmer Austria: Discovering Advancing Carpet Printing Opportunities in the MENA Region

Today, we have the pleasure of speaking with Mr. Thomas Kloeb, the Sales Director for Carpet at Zimmer Austria, a renowned leader in innovative textile machinery solutions. With over 150 years of experience, Zimmer Austria has been at the forefront of digital printing technologies for the flooring industry, continually pushing the boundaries of what's possible.

Could you provide a brief overview of Zimmer Austria and its products in the flooring sector?

At Zimmer, we are recognized leaders in the carpet industry, renowned for our state-of-the-art Chromojet and Colaris printing systems. We are committed to innovation, continually introducing new machinery and technologies to meet the evolving needs of the market.

Our latest offering, the Colaris printing system, has been developed over several years, offering printing solutions ranging from 2 meters to 5 meters in width.

Our comprehensive product line includes full production lines equipped with fixation, washing, and drying systems. Additionally, we offer standalone printers for customers looking to upgrade existing lines.

Our printing solutions cater to a wide range of carpet types, including tufting, woven, needle punch, soft, and rachel carpets. Moreover, we provide various back coating options to suit the specific requirements of our customers.

Recognizing the rich tradition of carpet making in the Middle East, we have always considered this region to be a significant market for us. Despite recent challenges, particularly in printing, we remain optimistic about the region's growth potential.

Our investment in new technologies,



such as printing on woven carpets, has garnered considerable interest, particularly in the luxury segment. Over the past few years, we have successfully executed several projects and gained numerous customers, reaffirming our commitment to the Middle Eastern market.

How can digital printing enhance product quality for producers?

Digital printing offers substantial advantages to carpet manufacturers, particularly in terms of efficiency and speed in bringing designs to market. This technology presents a clear advantage, especially within the e-commerce sector, by enabling swift production and delivery. With digital printing, manufacturers benefit from an extensive range of color options and sizing flexibility, facilitating rapid transition from design conception to market availability. Moreover, custom-

The versatility of digital printing extends across various sectors, including contract and hospitality carpets, ensuring adaptability to different market needs and design preferences. Additionally, compared to traditional weaving methods, digital printing offers significant cost savings by minimizing yarn wastage and eliminating the need for extensive stockkeeping. The ability to print on demand further enhances efficiency, enabling prompt delivery to customers without the necessity of maintaining large inventories.



Addressing sustainability concerns, digital printing has made notable strides. While some washing of carpets is required in the printing process, advancements in technology have significantly reduced water and energy consumption compared to traditional systems.

As environmental issues continue to be a global concern, digital printing represents a more eco-friendly approach to carpet production, aligning with efforts to minimize resource usage and environmental impact.

How do you foresee the evolution of digital printing technologies?

Looking ahead, digital printing is poised to become even more environmentally sustainable, requiring fewer resources such as water and energy. Already, significant strides have been made in reducing water usage, with some cases requiring only three liters per square meter compared to the previous standard of 12 liters per square meter. This trend towards greater efficiency and conservation will likely continue as technology advances.

At Zimmer, we take pride in our long history of innovation. With over 150 years of experience, we have been at the forefront of digital printing since its inception in the early 1980s. Over the years, we have continually refined and developed our digital printing technologies, making us the most experienced partner in this field.

As we look to the future, we remain committed to driving innovation and sustainability in digital printing. We invite you to explore our cutting-edge solutions and engage with us to learn more about how digital printing can benefit your business. Please feel free to reach out to us at any time, and we will be delighted to share our expertise and assist you with your digital printing needs.

i4F & Akgün Launch Clickable Ceramic Tiles



i4F today announced that it has joined forces with the Akgün Group-Duratile to bring a “clickable” floating floor installation system to the world of ceramics.

The company also announced Akgün as the world's first licensee of its i4F Ceramic Click technology.

i4F's patented system combines the easy installation of a floating, modular floor with the beauty and durability of ceramic tiles.

Akgün is launching its new i4F Ceramic Click-enabled modular floor tile (branded DuraClick), on its booth (1045) at Coverings 2024, taking place April 22—25 in Atlanta.

i4F Ceramic Click is a combination whereby a ceramic tile is attached to a board featuring an i4F drop-lock system and by which tiles are joined together by super thin grouts (1 mm). i4F's drop-lock technology enables ceramic tiles to click into place quickly and easily, meaning professionals as well as DIYers can benefit, according to the company. The system is also ideal for non-residential projects as there is minimal waiting time.

The industrial partnership leveraged i4F's installation technology expertise with Akgün's vast experience in ceramic tile production.

i4F's Ceramic Click was tried and tested on Akgün's Duratiles using critical criteria: production, locking strength, water resistance and aesthetics. This combination of factors

has contributed to the delivery of faster and easier to install, remove and replace floating ceramic flooring.

Murat Sencok, Akgün Group-Duratile's general coordinator

Murat Sencok, Akgün Group-Duratile's general coordinator, says, “Our collaboration with i4F provides us with the perfect launch pad for our new DuraClick tiles. For years, the market has been asking for the beauty of real ceramics with the flexibility of floating floors.

Porcelain floors remain in high demand with their water – as well as scratch and stress – resistance.

The trend for hygienic aesthetics is met with very thin grouts enabling easy cleaning and maintenance.”

i4F's CEO, John Rietveldt, adds, “i4F is extending its floating floor installation expertise to real ceramics, and now thanks to Akgün's professionalism and support, real ceramics can be installed like any other floating modular floor. This makes it easier for ceramics to compete with alternative floating floors.

With our new Ceramic Click system, consumers can save on installation costs by doing it themselves.

Of course, with less materials and just a few tools required, professionals also benefit by being able to install more floors per day!”

Beylini: Exploring Innovation and Sustainability in Automotive Carpets

Welcome to an insightful interview with Ubeyb Nazligul, representing Beylini Co., a prominent player in the automotive carpet industry.

With nearly four decades of experience and a team of seasoned professionals, Beylini stands out as a leader in producing high-quality automotive carpets.

In this interview, we delve into Beylini's unique approach to manufacturing, their commitment to innovation and sustainability, and their vision for the future of automotive carpets. Ubeyb Nazligul provides valuable insights into the company's strategies for meeting customer demands, ensuring product durability and safety, and navigating the rapidly evolving automotive market landscape in Turkey and beyond. Join us as we explore the fascinating world of automotive carpets with Beylini Co.

1. Can you provide an overview of Beylini and its specialization in producing automotive carpets? What sets Beylini apart from other manufacturers in the industry?

Beylini is one of the leading companies in the automotive carpet industry with its approximately 40 years of experience and expert staff.

We always have an innovative approach in the sector, distinguishing ourselves from our competitors with our pattern and color options.

2. Automotive carpets play a vital role in providing both aesthetic appeal and functionality. Could you elaborate on the unique features and materials used in Beylini's durable needle punch carpets that differentiate them from conventional options?

People who use automotive carpets prefer the carpets to be attractive, stylish



and beautiful in the interior design of their cars, as well as to have a structure that can be easily cleaned and does not show dirt and stains.

He who does not show the stains that keep his identity dirty from using approximately 50 color options and more than a hundred designs, we offer our customers a serious portfolio.

3. In the automotive sector, durability and resilience are key considerations. How does Beylini ensure that its carpets withstand daily dirt, stains, and wear and tear, while still maintaining a soft and comfortable feel for vehicle occupants?

In order to provide durability and flexibility in the automotive carpet industry and to offer a soft and comfortable feeling to customers, we create composite materials in multiple fiber varieties, ensuring that they are resistant to dirt, stains, wear and tear, and that our customers can travel comfortably in their vehicles.

We support these with the various chemicals we use, and while carrying out these studies, we ensure that our environmental sensitivity is at the maximum level.

4. Sustainability is becoming increasingly important in manufacturing pro-

cesses. How does Beylini incorporate sustainable practices into its production of automotive carpets, and what efforts are made to minimize environmental impact throughout the manufacturing process?

As you know, sustainability and environmental protection have become the 3 most valuable factors for our customers, next to price and quality performance. The fibers we use are 90% recycled.

After producing our fibers and carpets, we produce them in a recyclable structure.

We have minimized the water impact with the machines we use, the R&D studies we carry out, and the chemicals we use.

5. Quality assurance is crucial in automotive components. Could you share insights into Beylini's quality control measures and certifications to ensure that its carpet floor mats meet the highest standards of safety and performance?

We continue to improve and increase our non-slip sole quality every year with our different sole types for safe driving on automotive carpets.

In terms of quality control measures, our rate of returns and quality problems in

our sales in the last 5 years has been below one per thousand.

6. Collaboration often leads to innovation. Are there any notable partnerships or collaborations that Baylini has engaged in to enhance its product offerings or expand its market reach in the automotive sector?

Of course, in commercial life, partnerships and innovations always add strength to the strength of companies.

It has been regularly participating in domestic carpet fairs in the automotive carpet sector in the last 10 years.

We send new car mat products directly to car companies producing in various parts of the world, especially in Turkey.

7. With the automotive industry evolving rapidly, what technological advancements or trends is Baylini leveraging to stay ahead of the curve and meet the evolving needs of its customers?

Consumer habits and the materials and equipment used are constantly updated over the years.

As Beyliđi, in addition to floor coverings in the automotive industry, every year we test various different products related to sound insulation, safety and design in the



vehicle and offer them to our customers.

8. Looking ahead, what is Beylini's vision for the future of automotive carpets, and how does the company plan to continue providing innovative solutions that address the changing demands of the automotive market?

As Belin, we plan to provide services in the automotive carpet sector in the next 10 years in personalized vehicle interior flooring and other flooring areas.

In the world we live in, people now attach importance to special decorations in their vehicles that can make them feel special,

in addition to using standard products.

We plan to carry out these R&D studies over the next 10 years.

9. How do you evaluate Automotive carpet sector in Turkiye?

Turkey, with its population of approximately 100 million and its constantly increasing population, has become a serious focal point for automatic manufacturers. The increasing number of vehicles every year shows that there will be a serious impact on the market.

We plan to continue our path by increasing our market share in the automotive industry, which we consider to be a leader in Turkey, day by day.

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Harnessing Carpet Energy: Standard Carpets' Innovative Biodegradable Solution

Explore the dynamic world of Standard Carpets with Mr. Sharad Bhushan, VP Sales & Marketing, as he shares insights into their innovative solutions, sustainability initiatives, and the promising future of the carpet and flooring sector in the MEA region.

Why is Dubai an excellent location for hosting a carpet and flooring event?

Dubai stands out as an ideal choice for events like Domotex, particularly for flooring exhibitions, due to the high demand for flooring products in the region. With numerous hotels, commercial projects, and airports under construction, there is a constant need for quality flooring solutions. Dubai's status as a hub for construction activities makes it an attractive destination.

Additionally, its strategic location as a logistics center, with proximity to Asia and access to raw materials from Saudi Arabia, Oman, and Europe, further enhances its appeal. This makes Dubai not only a great place to showcase products and new technologies but also an ideal location for establishing a manufacturing hub.

Sustainability and recycling are significant concerns currently, and I believe many companies are dishonest when they claim to prioritize recycling and sustainability.

Sustainability and recycling are major issues in the carpet industry. Landfills are filling up with tons of discarded carpet, and the problem is only getting worse. What are your thoughts on this, and what solutions do you propose?



It's a misconception because ultimately, everything we use ends up in landfills. Many of these companies that tout themselves as eco-friendly are simply deceiving consumers.

However, we offer an innovative solution: biodegradable fiber. Typically, products like carpets remain in landfills for up to 700 years, posing a significant environmental problem.

We've developed fibers and backing systems that biodegrade, meaning that when you dispose of our products in a landfill after 5, 10, or 15 years of use, they decompose within about 15 years. This decomposition produces biomass and methane, which can be captured and utilized as renewable energy. Essentially, carpets become a sustainable source of energy for the future, a breakthrough

that has never been achieved before.

All the latent energy stored within carpets can now be harnessed and converted into renewable energy, primarily methane. Despite being a small company, Standard Carpets has initiated BioLoop Solutions dotcom, enabling us to have a substantial impact on our customers. Our niche clientele spans the globe, allowing us to present the narrative of biodegradation versus recycling.

Given our size, we have the capability to recycle. However, logistical constraints prevent us from retrieving and recycling products sold in distant markets like America. Therefore, we needed a localized approach. With the introduction of biodegradable fiber, consumers have a compelling story to embrace.

As you rightly pointed out, only 5% of car-

pets are recycled according to official figures from the Carpet and Rug Institute (CRI). The majority ends up in landfills, contributing to their ever-growing size. Globally, carpet and flooring pose one of the most significant challenges in landfill management, underscoring the urgent need for a solution.

Our small company has successfully developed a solution, and we hope that larger companies will take note and follow suit.

The issue with larger companies is their heavy investment in marketing, often claiming to adopt environmentally friendly practices such as product recycling and achieving carbon neutrality.

However, they fail to provide tangible evidence of these claims. They cannot demonstrate their recycling efforts to us or to customers, nor can they prove the environmental impact of their carbon neutrality claims. Essentially, they are merely spending millions of dollars on marketing without delivering concrete results.

In contrast, our company offers a genuine end-of-life solution. Our products undergo rigorous testing, with some showing 50% biodegradation within a year and a half. We have conducted extensive laboratory tests over two years, providing irrefutable evidence of our commitment to sustainability.

In essence, the carpet and flooring industry poses a significant challenge to our world and landfills. It stands as one of the largest contributors to pollution today. For instance, in the US state of Maine, carpets rank as the second biggest polluter of landfills, just after diapers.

We must collectively address this issue. Recycling alone cannot suffice. Transporting products across vast distances for recycling, as some companies do, only shifts the problem elsewhere. Rather, the solution lies in biodegrading the product.

Imagine the Earth consuming the product, much like our bodies digest food. This process turns it into beneficial biomass, nurturing plant growth. Additionally, the methane emitted during biodegradation

can be harnessed for renewable energy, as mandated in places like the UAE.

Given this necessity, why not tap into the energy stored within carpets? It's time to adopt sustainable practices that benefit both the environment and our communities.

What makes the carpet and flooring sector promising in the MEA region?

Historically, the Middle East has been home to numerous companies, with Saudi Arabia and the UAE boasting several major players.

With the region's expanding reach, technological advancements, and abundant manpower, it is increasingly becoming an attractive destination for industries beyond its traditional scope.

Traditionally reliant on imports from Europe and North America, the MEA region now demonstrates a growing capacity for local production.

This evolution suggests a readiness to welcome more manufacturing companies, fostering economic growth and enhancing self-sufficiency within the region.





Product range for carpets and textile floor coverings

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- ▶ 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
- ▶ Minimum application units
- ▶ Heat-recovery systems
- ▶ Air cleaning and filter systems
- ▶ Various innovative heating systems

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- ▶ Air cleaning and filter systems



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Oriental Weavers' Commitment to Sustainability: A Core Value for 2023 and Beyond



Explore the world of carpets and rugs with Mr. Hany Amin, the Export Sales Director of Oriental Weavers, as he shares exclusive insights into the global carpet and flooring market and the significance of the Domotex Middle East 2024 Exhibition in Dubai. From the company's unparalleled position as the world's largest producer of machine-made carpets to its commitment to sustainability and market-driven innovation, Mr. Amin offers valuable perspectives on Oriental Weavers' journey and vision for the future.

Could you provide us with an overview of Oriental Weavers?

We are delighted to have you join us at Oriental Weavers and engage in this interview amidst the bustling atmosphere of Domotex.

Oriental Weavers proudly stands as the world's largest producer of machine-made carpets and rugs, with our headquarters based in Egypt. Annually, we manufacture approximately 75 million square meters of carpeting, with a primary focus on export business. Our products reach over 130 countries worldwide through various distribution channels, including retailers, e-commerce platforms, distributors, and wholesalers.

One of our key strengths lies in vertical

integration within Egypt, enabling us to produce our own raw materials. This integration enhances our competitiveness within the industry. Our product range encompasses a wide array of machine-made woven area rugs, carpets, mats, and more, predominantly crafted from polypropylene. We place a special

emphasis on developing soft polypropylene variants that emulate the texture and appearance of materials like polyester and viscose.

In addition to polypropylene, we also manufacture rugs using natural materials such as Egyptian cotton and wool. Furthermore, we have expanded our production to include polyester yarn, broadening our offerings. Our extensive collection caters to diverse customer preferences, spanning various price points, colors, and design trends. This comprehensive range enables us to serve a global clientele across diverse markets, making Oriental Weavers a leader in the industry.

What are your thoughts on Domotex Middle East returning to Dubai after an extended absence?

Dubai has always been renowned as a global hub for conventions and exhibitions, not only within the flooring industry but across various sectors. It serves as a melting pot where traders and customers from around the world converge to explore potential collaborations and business opportunities.

Our engagement with Dubai dates back to around 13 or 14 years ago when we were among the first companies to participate in exhibitions here. Subsequently, the fair relocated to Gaziantep for a



period before making its return to Dubai. Naturally, we are eager to seize this opportunity to reconnect with our trade partners in the region.

The Gulf region, particularly Saudi Arabia, exhibits promising signs of growth and vitality in business. Numerous projects are underway, and new products are entering the market, creating a vibrant atmosphere ripe with opportunities. We are keen to be part of this dynamic landscape, showcasing our products to our existing partners in Saudi Arabia and the broader GCC region. Moreover, the United Arab Emirates boasts significant purchasing power, a trend we anticipate to further escalate over the next 5 to 10 years.

Our objectives for participating in Domotex Middle East are manifold. Firstly, we aim to present our products and bolster our cooperation with current partners, solidifying Oriental Weavers' position as an industry leader. Additionally, we seek to expand our footprint in the region, engaging with new partners and customers to explore potential collaborations. By doing so, we anticipate enhancing our visibility and market share in this thriving market.

What does sustainability mean for Oriental Weavers?

Oriental Weavers places a strong emphasis on sustainability, viewing it as a fundamental principle guiding our operations. We are deeply committed to making positive contributions to the environment and society by adopting environmentally conscious practices.

In 2023, we formally integrated sustainability into the core values of Oriental Weavers Group. This strategic decision underscores our dedication to setting internal key performance indicators (KPIs) and targets aimed at achieving sustainable objectives. By prioritizing sustainability, we strive to deliver products and initiatives that benefit our customers, the community, and the environment alike.

Our approach to sustainability involves a continuous effort to expand our range of eco-friendly products. This includes offerings made from natural yarns, recycled materials, and recyclable components.

Presently, we feature products crafted from recycled cotton and polyester, with ongoing plans to introduce additional environmentally friendly alternatives.

Furthermore, we are actively engaged in initiatives aimed at reducing energy consumption and minimizing our carbon footprint. Through initiatives such as tree planting projects in various locations worldwide, including the UK and Egypt, we contribute to offsetting CO2 emissions and promoting environmental conservation. Additionally, we are implementing energy-saving measures across our production processes in Egypt to further enhance our sustainability efforts.

How do you anticipate and respond to market trends in terms of design and quality?

Within our company, we foster a collaborative approach that integrates input from our clients and partners worldwide, as well as insights from our sales team, who regularly engage with markets and clients. This collaboration extends to our

Research and Development (R&D) team, comprising individuals tasked with market analysis, trend research, and design development.

Through the concerted efforts of this multidisciplinary team, we continuously monitor market dynamics to identify emerging trends, whether driven by sustainability objectives or commercial demands. Our objective is to align our product offerings with the evolving needs and preferences of our customers and the market. Central to our approach is a commitment to being market-driven, meaning we proactively tailor our products to meet identified market needs.

Furthermore, we endeavor to anticipate market trends by observing related industries and products, integrating innovative ideas into our rug designs. By doing so, we aim to stay ahead of trends, ensuring that we have a diverse range of finished products ready to meet customer and market demands when trends emerge.



DOMOTEX asia/CHINAFLOOR 2024 Held another Strong Edition with the Highest International Participation in its History

DOMOTEX asia/CHINAFLOOR 2024 brought the worldwide flooring community together for the 26th time from 28th to 30th of May at the Shanghai National Exhibition and Convention Centre (NECC).

Occupying 230,000sqm of gross exhibiting space around 8 halls, 1600 flooring producers and brands showcased their latest innovations in the flooring industry and set the trends for the future developments.

Despite the current economic challenges around the world, the show's visitation remained robust with 83,850 professional visitors coming from 117 different countries, including Greater China.

In particular, as already anticipated from the progress of the pre-registration numbers, it registered a remarkable increase of the international visitors by 25% over the previous year, reaching a total of 17,923 and surpassing the record number of the 2019 edition, making thus the show more international than ever.



“The strong edition of DOMOTEX asia/CHINAFLOOR 2024 reinforced once again the leading position of the event in the entire Asia Pacific region. The overwhelming increase of international visitors was a clear indication that China remains a crucial player in the flooring industry. Together with the nearby growing Asian markets, it offers unique development opportunities for everyone. The 3-day large gathering here in Shanghai, gave everyone the opportunity to experience in person the latest developments and the most cutting-edge innovations that this region has to offer.” – said Sonia Wedell Castellano, Global Director at DOMOTEX.





Among international visitors were also more than 150 handpicked flooring buyers from 20 countries, including a delegation from Italy, organized in partnership with Federparquet (Italian Association of Wood Flooring Distributors and Installers) and a delegation from Australia, organized in partnership with Australasian Timber Flooring Association (ATFA).

The international hosted buyers engaged in personalized visits at the booths of some 80 selected exhibitors and held over 400 matchmaking meetings at the international buyers' lounge.

From the Chinese hosted buyer activities' side, it is worth noting that over 100 local enterprise project coordinators from Public Construction Branch of China Building Decoration Association, the Interior Decoration Committee of China Real Estate As-

sociation, and ten leading trade associations representing Chongqing, Fuzhou, Xiamen, Quanzhou, Jiaxing, Taizhou and Wenzhou, engaged in procurement and docking activities at the event.

Additionally, the Nanxun Furniture Industry Association, along with Jinmao Furniture Square, Golden Triangle Square, Haoyijia Furniture Square, and East China Decoration City organized delegation visits for dealers and building material suppliers.

DOMOTEX asia/CHINAFLOOR will return at the Shanghai National Exhibition and Convention Centre (NECC) again from May 26 to 28, 2025.

The applications for exhibiting at the next year's event kicked off already 1 month prior to the show and intensified during the 3 days at the event, indicat-

ing the path to a similar strong edition to expect in 2025.

Leading companies such as CFL, Daejin, Eletile (HMTX), KDF, Novalis, Unilin, i4F, Bulckaert, Paulig, Haima, Hawk Machinery, Azumi, Bona, to name a few, have already confirmed their presence at DOMOTEX asia/CHINAFLOOR 2025.

LEADING JOINT EVENTS FOR A COMPREHENSIVE EXPERIENCE

Building on its tradition, DOMOTEX asia/CHINAFLOOR partnered with a lineup of significant events, including R+T Asia, the leading Asia-Pacific exhibition for sun shading systems and doors/gates, cadex, an international event for networking, learning, and business activities in the design and architecture field, and others.

By coming together under the BUILD ASIA Mega Show platform, these events aimed to facilitate a robust conversation across different industries, enabling seamless integration between various channels and providing attendees with a comprehensive experience in the construction, building materials and interior design sectors.



The Return of Domotex Middle East: A Strategic Move for the Flooring Industry



Joining us today is Mr. Amer Hawasheen, the General Manager of Abu Dhabi National Carpet (ADNC), the first carpet factory established in the UAE in 2001. With a diverse product range spanning tufted, woven, and handmade carpets, ADNC caters to commercial, hospitality, and furnishing sectors globally, exporting to over 27 countries.

In this insightful interview, Mr. Hawasheen shares his perspectives on ADNC's commitment to sustainability, the flooring industry's resurgence, and the significance of Domotex Middle East's return to the region.

Could you please provide a brief overview of ADNC company and its products?

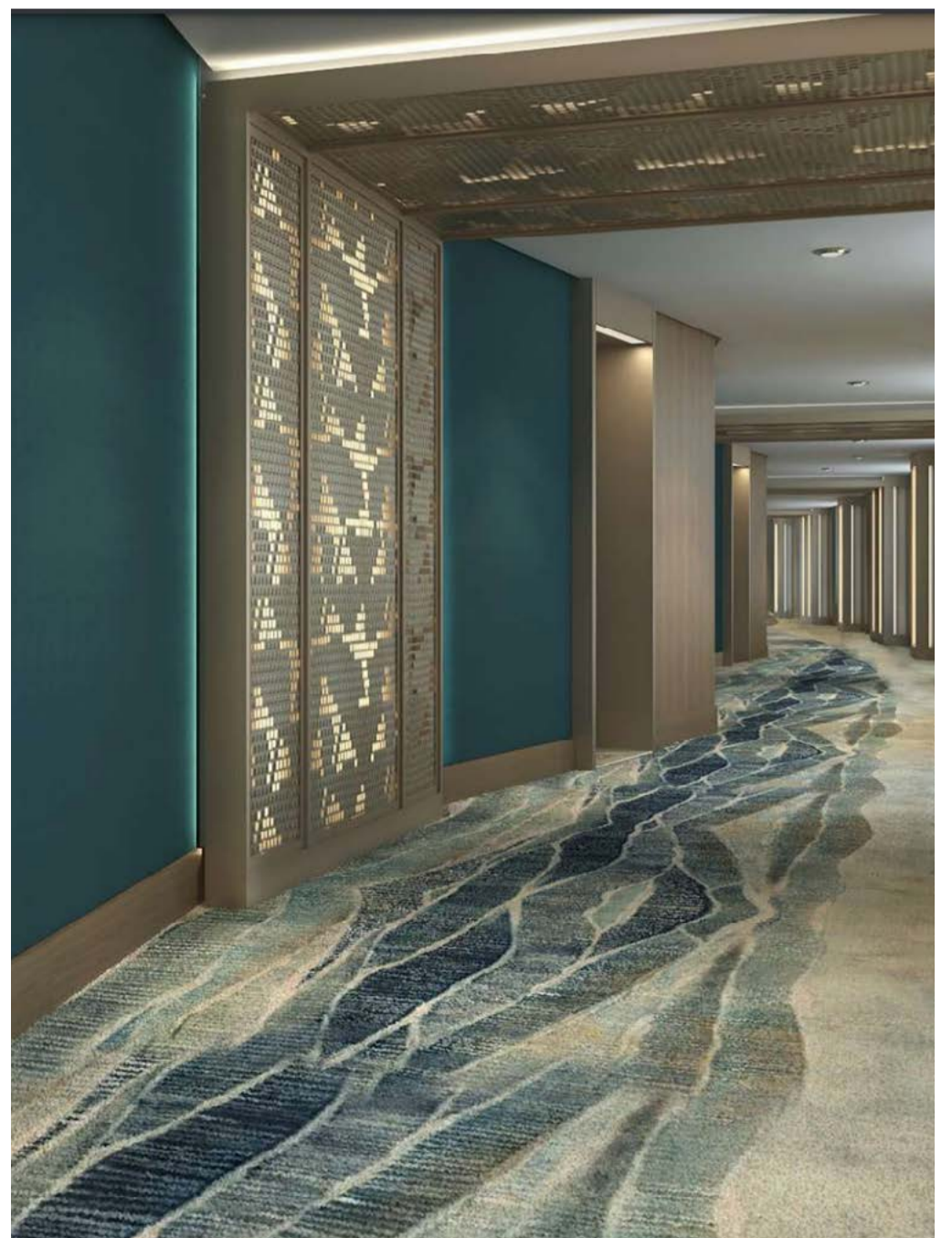
My name is Amir Hawashin, and I serve as the General Manager of Abu Dhabi National Carpet Factory, commonly referred to as ADNC. Established in 2001 in the Emirates of Abu Dhabi, ADNC stands as the first carpet factory in the UAE. We specialize in a diverse range of products, with a primary focus on

wall-to-wall carpets.

Our product portfolio encompasses various sectors, including commercial, hospitality, and furnishing. We offer an extensive array of products, ranging from tufted carpets to woven carpets, artificial grass, axminster, and handmade carpets. These products cater to the needs of our clientele across different industries.

ADNC proudly exports its products to over 27 countries spanning three continents, underscoring our global reach and presence. We have established a significant market share and a strong reputation worldwide.

Renowned for our commitment to quality, service excellence, and customer relationships, ADNC has successfully executed numerous prestigious projects in the hospitality sector. Our clientele includes esteemed hotel operators in the GCC and the Middle East, reflecting our dedication to delivering exceptional products and services.



What are your thoughts on Domotex Middle East and its future?

To be candid, the return of Domotex to the Middle East and Dubai after 13 years has been quite significant. While we have previously participated in exhibitions worldwide, this marks our first return to the Middle East in over a decade. Overall, the fair has exceeded our expectations, both in terms of its quality and the number of visitors it has attracted.

We were particularly pleased to see a high volume of visitors, including many new potential customers from Asia and Africa, converging once again in Dubai.

The strategic location of Dubai, and the UAE in general, serves as a nexus between three continents—Africa, Asia, and Europe—making it an attractive destination for business and tourism alike, especially during favorable weather conditions such as in April.

In essence, bringing Domotex back to Dubai has proven to be a wise decision. However, we hope that in the coming years, the exhibition will continue to expand and scale up. We eagerly anticipate its growth, and we are fully committed to participating again next year.

What is ADNC’s sustainability policy and roadmap?

First and foremost, our products hold Green Label certification and are LEED certified by the Carpet and Rug Institute.

We prioritize environmental consciousness and sustainability throughout our supply chain, starting from raw material sourcing to production and waste reduction, all the way to the end use of our products. Our clientele primarily includes the hospitality and government sectors, which adhere to sustainability programs and scoring—a key focus area for us.



Additionally, we actively participate in various sustainability initiatives both locally and internationally. Sustainability and environmental protection are central to our operational policies.

How do you assess the flooring and carpet market in recent years?

Undoubtedly, the flooring market faced a downturn during the pandemic, taking approximately three years to rebound from its impact. However, I am optimistic about the current trajectory—it’s evident that the flooring market is experiencing a resurgence.

We are expanding into new markets that

were previously unexplored before the pandemic.

Moreover, ADNC is gearing up to introduce new products, such as carpet tiles, in response to the significant demand we anticipate. In summary, the carpet flooring sector is witnessing a remarkable recovery and growth.

It’s an essential industry for both business and hospitality sectors, with increasing demand and stability in the Middle East market.

Overall, I believe the flooring industry holds a promising future, with sustained growth anticipated in the coming years.



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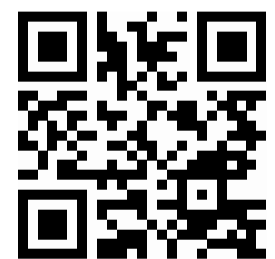
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Textile Excellence with Eltex: Innovating Flooring Solutions for Six Decades

Interview with Mr. Anoop Sharma – Marketing Manager

Join us as we delve into the world of textile innovation with Mr. Anoop Sharma, Marketing Manager at Eltex of Sweden AB.

With a legacy spanning six decades, Eltex is renowned for designing and manufacturing cutting-edge yarn break sensors and tension monitoring systems tailored for the flooring industry.

Explore how Eltex's products revolutionize quality control and waste reduction in textile manufacturing, while gaining insights into the company's global market reach and strategic vision.

Eltex of Sweden AB, headquartered in Sweden, specializes in designing and manufacturing yarn break sensors and yarn tension monitoring systems tailored for the flooring industry, particularly for tufting carpets and **BCF yarn** production. With a six-decade legacy, we have established ourselves as leaders in our field. Additionally, we provide solutions for textile applications.

Our products have a global presence, serving textile machines worldwide. Many of our yarn break sensors have demonstrated exceptional durability, with some machines still operational after 40 years of use. This longevity speaks to the superior quality of our sensors, as evidenced by the loyalty of our customers who continue to rely on our products without the need for replacement.

Our products have a global presence, serving textile machines worldwide. Many of our yarn break sensors have demonstrated exceptional durability, with some machines still operational after 40 years of use. This longevity speaks to the superior quality of our sensors, as evidenced by the loyalty of our customers who continue to rely on our products without the need for



replacement.

Why is the Middle East considered a promising region for the tufting and carpet weaving sector?

According to various sources and statistical data, the Middle East and Southeast Asian countries are identified as key areas for the future growth of the carpet industry.

Recent trends indicate a significant influx of investments into these regions, signalling a burgeoning interest in their potential. This sentiment is not solely our observation; discussions with prominent players in the flooring industry this morning have echoed this sentiment.

Indeed, there is a consensus that the GCC countries, in particular, offer substantial prospects for expansion, alongside the Far East region. The primary driver behind this surge in interest is the steadily expanding market demand. As the flooring market continues to evolve and thrive, it has attracted the attention of numerous companies, prompting their participation in exhibitions such as this one.

The resurgence of events like Domotex Middle East after a 15-year hiatus underscores the region's allure as a focal point for industry players seeking growth op-

portunities.

How can your products assist textile companies in enhancing product quality while minimizing waste?

That's an excellent question and one that lies at the heart of our solutions. Our yarn break sensors play a pivotal role in addressing one of the primary challenges faced by textile manufacturers: yarn breakage. In many tufting machines, yarn breakage is a persistent issue, leading to disruptions in production and significant material wastage. By integrating our sensors into these machines, we significantly mitigate this problem.

While I can't provide exact figures, companies utilizing our systems often find that once implemented on one machine, they opt to equip their entire fleet. The primary reason for this widespread adoption is the ease and efficiency they bring to operations. When a yarn break occurs, our sensors promptly halt the machine, minimizing the occurrence of faults that can result in wastage ranging from a few centimetres to several meters.

Ultimately, our sensors ensure a win-win scenario for our customers. They experience reduced financial losses, diminished

material wastage, lower energy consumption, and a host of other benefits. We're particularly attentive to industries like artificial grass and tufting carpets, where yarn breakage contributes significantly to wastage. Our sensors offer a tangible solution to this issue, potentially saving companies substantial sums.

Consider, for instance, one of our carpet industry case studies. A company operating eight tufting machines was experiencing considerable losses amounting to over \$1000 per machine annually due to yarn breakage. Following the installation of our sensors, these losses decreased dramatically, with annual losses now ranging from just \$200 to \$500 per machine. This example underscores the immense value our sensors bring in terms of waste reduction and operational efficiency.

Where is your primary export market located?

Our export market landscape has evolved significantly over the past 15 years. Presently, our largest market share resides in the United States of America, representing a substantial portion of our exports. Following closely behind is the Central European region, encompassing countries such as France and Belgium. Recent endeavours have also led to notable success in the United Kingdom, with promising growth observed in this market segment. Additionally, our presence in Australia has been significant, reflecting a strong foothold in this region.

A noteworthy achievement occurred approximately three years ago with our entry into the Japanese market. Since then, we have established a thriving business presence in Japan, further diversifying our export portfolio.

Overall, our products have found traction in numerous countries across the globe, wherever textile manufacturing and tufting machinery are prevalent. Our sensors are actively deployed in these regions, contributing to our widespread market presence and customer satisfaction.

A Meeting Between Turkey and Saudi Arabia in the Carpet Sector Was Held with the Organization of IHIB

Bediroğlu Tekstil, one of Turkey's leading textile companies, participated in a trade delegation organized by the Istanbul Carpet Exporters' Association (IHIB) for cooperation in the carpet sector with Saudi Arabia.

During the delegation, held within the framework of B2B meetings, Bediroğlu Tekstil's products attracted the interest of the Saudi business world. The company aims to strengthen its presence in the Saudi market.



Interview with Sam Faroutani, Executive Manager at Farco Carpet Company, Domotex Middle East

Exploring Farco Carpets: Masterpieces and Trends at Domotex Middle East 2024



Please let us know more about Farco Carpet and your range of products?

Farco Carpets has been a prominent figure in Dubai's carpet industry for over 45 years, specializing in exquisite handmade Iranian carpets. At Domotex Middle East, we're showcasing a diverse collection of Persian carpets sourced from various cities.

Let us know more about new productions and carpets that you specifically showcase here in Domotex Dubai?

One standout piece we're proud to unveil is a truly unique carpet woven in Qom, spanning an impressive 10 by 6 meters. What sets it apart is its incorporation of designs from different Iranian cities like Isfahan and Tabriz, making it a one-of-a-kind masterpiece. It took seven years to complete, involving over 100 weavers and more than 200 natural and chemical colors for its vibrancy.

Why is Dubai the right place for a carpet and flooring exhibition?

Dubai's resurgence as a global business and tourist hub makes it an ideal location for exhibitions like Domotex Middle East. With its strategic geographical position and status as a central connecting point between the Far East and Europe, Dubai attracts a diverse range of visitors seeking business opportunities and cultural experiences.

How do you understand your customer tastes and trends in different markets?

A: With over four decades of experience, we've evolved from wholesalers to a global online presence. Through platforms like Instagram, we provide customers worldwide with access to our extensive catalogue, allowing them to choose carpets that suit their preferences, whether for investment or personal use. This approach caters to both retail and

wholesale markets, ensuring a seamless shopping experience for all.



Interview with Mr. Amir Ghanbarinia/Managing Director of Ghanbarinia Carpet during the Domotex Middle East Exhibition in Dubai

Ghanbarinia Carpet's Legacy and Milestones at Domotex Middle East



Could you kindly provide us with an overview of the Ghanbarinia Carpet company, also known as Heritage Carpet, and detail your latest collections?

Ghanbarinia Carpet, also known as Heritage Carpet, has a rich legacy dating back to its establishment in 1841 in Shiraz, Iran. Over the years, we have expanded our presence to encompass 29 countries and operate through 79 outlets worldwide.

Our participation in the Domotex Middle East exhibition in Dubai marks a significant milestone, being our 197th international showcase in the last 27 years. This exhibition, renowned as one of the premier events in the global carpet and flooring sector, holds special significance as it debuts in the UAE.

As a longstanding supporter of Domotex, a prestigious German company, we have exhibited our dedication by presenting a comprehensive showcase at the Dubai event. Our exhibition featured a meticulously curated museum spanning 2,000 square meters, showcasing over 11,600 pieces ranging from the 17th to early 20th centuries.

This expansive collection not only aims to captivate visitors but also serves as an educational resource, particularly for the younger generation, to deepen their understanding of Persian carpets and their historical significance.

We extend a warm invitation to all, urging them to visit the Ghanbarinia Museum at the Domotex World Trade Center Dubai UAE, and immerse themselves in the world's largest collection of antique carpets.

What attributes make Domotex the prime destination for hosting carpet and flooring exhibitions?

Dubai stands as a pivotal center in the Middle East, akin to global metropolises such as Hong Kong, London, and New York. Its accessibility, extensive air travel options, and robust hotel infrastructure position it as a premier hub.

As a resident of the UAE for four decades, I've witnessed Dubai's allure firsthand, appreciating its vibrancy and appeal.

What are your ideas and suggestions about developing Persian carpet export globally?

In contemplating the expansion of Persian carpet exports on a global scale, it's imperative to recognize the rich historical legacy underpinning these artisanal creations.

While the precise origins of carpet weaving are debated, artifacts such as the 2,500-year-old carpet housed in the Hermitage Museum underscore Iran's enduring mastery in this craft. As a stalwart in the industry, we affirm Iran's unparalleled expertise and commitment to producing high-quality Persian carpets, dismissing any unfounded claims to the contrary.

However, formidable challenges, notably economic sanctions, have impeded the full realization of our export potential. To overcome these barriers, strategic investment in international advertising, guided by a comprehensive five-year plan, is essential.

By leveraging our esteemed brand heritage and millennia-old legacy, coupled with refined marketing strategies, we can elevate Iran's position in the global carpet market.

Moreover, fostering collaborations with industry professionals and stakeholders will facilitate greater market penetration and brand recognition.

Through concerted efforts in advertising and strategic planning, we are confident in our ability to enhance Iran's standing as a preeminent purveyor of Persian carpets on the global stage.

Expanding Horizons: AYM Syntex's Journey into the Middle Eastern Market



In this exclusive interview, we sit down with Sandeep Jain, a representative from AYM Syntex, a prominent yarn manufacturing company based in Silvassa, near Mumbai.

Sandeep shares insights into their specialization in carpet yarns, the significance of the Domotex Dubai exhibition, and their strategic plans to tap into the burgeoning Middle Eastern market. As AYM Syntex continues to innovate with sustainable practices, they are poised to make a substantial impact in the global textile industry.

“Hello, I am Sandeep Jain, representing AYM Syntex. We are a yarn manufacturing company based in Silvassa, near Mumbai. Our specialization is in producing carpet yarns, specifically BCF yarns and textile multifilament yarns.

We offer a wide range of colors and create specialized shades tailored to our customers' needs.

Participating in Domotex Dubai has been a wonderful experience for us. This event, happening after a long hiatus, has seen a great turnout.

We are eager to expand our business in the Middle East, and Dubai serves as an excellent hub for this purpose.

The Middle East is gaining significant attention globally, attracting people from various parts of the world who are establishing their homes here.

With the growing infrastructure and population influx, the Middle East has become a crucial market for flooring, carpets, and related products.

Dubai's advanced infrastructure makes it an ideal location for such an exhibition. While the event is hosted in Dubai, the entire Middle Eastern market for carpet flooring is of great importance. As the global focus shifts from the West to the Middle East, the carpet industry is also making this transition.

There are distinct requirements for carpets in the Middle East compared to the West.

While the West demands wall-to-wall and contract carpets, the Middle East market leans towards residential carpets, rugs, and bath mats, emphasizing luxury. AYM Syntex has been attentive to these preferences.

We promote sustainability by producing a significant amount of yarn from recycled polyester and nylon. This is our step towards a more sustainable future. Although I don't have exact figures at hand, we are exploring markets in the UAE, Saudi Arabia, and Egypt.

These regions are our current focus areas. India remains a vital hub for textile manufacturing globally, known for its flexibility in meeting diverse customer demands. We are capable of adapting to any variation or quantity required by our clients.” AYM Syntex is strategically positioning itself to meet the unique demands of the Middle Eastern market.

With a focus on sustainability and customer-specific solutions, the company is well-equipped to cater to the growing needs of residential and luxury carpets in the region.

As the global textile industry shifts focus from the West to the Middle East, AYM Syntex is set to play a crucial role in this transition, leveraging India's manufacturing prowess and their innovative approach to recycled materials.

The future looks promising for AYM Syntex as they expand their horizons and strengthen their presence in key markets such as the UAE, Saudi Arabia, and Egypt.



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Exploring Innovation: Tuftco's Presence at Domotex Middle East



During Domotex Middle East, Mark Harmon, VP of Sales for Tuftco Tufting Systems Division of Tufco Corp, sheds light on the company's unique position in the market and its strategic focus on sustainability and innovation.

Thank you for joining us today, Mark. Can you start by telling us about Tufco Corp and the divisions you oversee?

My name is Mark Harmon, and I'm the VP of Sales for the Tuftco Tufting Systems Division of Tufco Corp.

We're unique in the industry as the world's only manufacturer of creels, tufting equipment, and coating and backing equipment.

Tuftco Corp has three major divisions, including Tufco Finishing, which is also represented here at Domotex Middle East.

What brings Tufco to Domotex Middle East, and how significant is this market for you?

The Middle East is a vital market for us, particularly in India and Turkey. We are also aiming to expand our presence in North Africa.

This region has a rich history of weaving, and our tufting equipment offers a mod-

ern, efficient alternative that mimics traditional weaving but with higher productivity and smaller creels.

It's ideal for hospitality, high-end residential, and commercial applications.

How does your business distribution look globally?

About half of our business is in the United States, with the other half spread across the rest of the world.

Turkey and India are our largest markets outside the U.S., but we also see significant activity in the UAE, Dubai, Nepal, and Indonesia.

Can you provide some insight into the current market trends in your industry?

Right now, the residential market is a bit slow, while the commercial sector is steady.

Hospitality is particularly strong, and the turf market is experiencing growth.

We believe the future of tufting lies in innovation, focusing on producing better patterns and higher-quality carpets rather than just low-end, solid-color cut piles, which is a very saturated market.

Our strength at Tufco is in high-end machines that create these quality, patterned carpets.

How is Tuftco addressing sustainability and recycling within the carpet industry?

Our Tuftco Finishing division is leading our efforts in this area.

They are working with various companies to develop a monopolymer product where the yarn, primary backing, and secondary backing are all made from the same polymer.

This uniformity makes depolymerization and recycling much more straightforward, as it eliminates the need to separate different materials later on.

That's impressive. What do you see as the future for Tufco and the industry as a whole?

The future for Tuftco lies in continuing to innovate and produce high-quality tufting equipment that meets the evolving needs of the market.

As the demand for higher-quality, patterned carpets grows, we aim to stay at the forefront with our advanced machinery.

Additionally, our commitment to sustainability through our finishing division will play a crucial role as recycling becomes increasingly important in the industry.



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Beaulieu International Group Unveils Brand-new Experience Center at Flanders Flooring Days



The third edition of Flanders Flooring Days (FFD) has officially kicked off! This four-day event (May 13-16) is a collaborative initiative among Flemish flooring companies opening their doors to customers or prospects worldwide.

Beaulieu International Group (B.I.G.) has been involved since the very beginning of the concept and is indispensable yet again.

Moreover, this year, Beaulieu is presenting a unique experience by seizing Flanders Flooring Days as an opportunity to unveil their state-of-the-art Experience Center to the public for the first time.

Ultimate experience

During the Flanders Flooring Days, everyone is invited to discover the wide range of solutions offered by Beaulieu, all under one roof.

Whether it's cushion vinyl, hard flooring, event carpets, or artificial grass, each option can be explored in a unique way. And the offerings don't stop there.

Beaulieu also presents its Engineered Solutions such as Fibres and Technical Textiles, as well as its Upholstery activities, and Beaulieu Polymers, will also shine in the Experience Center.

At this Center, visitors will have the opportunity to touch, discover, and experience all our solutions. The aim is for visitors to leave here with even more ideas than they came in with," says Matthias Blomme, Group Marketing Manager at Beaulieu.

Tangible solutions combined with digital impressions

Each solution offered by Beaulieu is housed in a dedicated corner, allowing visitors to fully immerse themselves in that specific application. However, the Experience Center is structured in such a way that visitors can seamlessly stroll from one solution to another, enabling them to discover that combining multiple solutions can lead to even more inventive and creative projects.

"We've opted for tangible solutions combined with digital experiences and impressions," continues Matthias Blomme. "For example, you can test and experience our Act Sports sports turf in our 180° sportsbox, but also explore our sustainable landscaping grass solutions. Or you can unleash your creativity within our immersive box, where you can instantly visualize your designs on digitally printed cushion vinyl flooring of Beauflor.

Furthermore, you'll be able to fully grasp the sustainability narrative of our event carpet Rewind® and discover that BerryAlloc offers much more than just an impressive range of unique and innovative solutions in laminate, parquet, high-pressure flooring, strong wood floors, and vinyl planks & tiles in fantastic designs. The corner dedicated for BerryAlloc goes beyond product offerings. With tools as Myfloorstyle, a new content platform that answers all questions about flooring and interior design, and Harmony Lab, an innovative interior design concept created in collaboration with renowned color experts, we show everyone the full picture!"

Sustainability across all solutions



With the purpose of Beaulieu being Shaping sustainable living together, it's not surprising that sustainability takes center stage in this Experience Center and during these Flanders Flooring Days. Beaulieu aims to build a better future by reducing our environmental footprint, caring for our people and communities, and conducting business in a transparent, ethical manner. And this commitment is evident in everything we do.

In the landscaping artificial grass section, there's a strong focus on eco-backings, which improves recyclability by utilizing yarns and backing from the same polyolefin material family. These solutions require up to 50% less backing material while maximizing stability and durability, shown in products like Iska Eco, Forestland Eco, Wildflower Eco, Mystique Eco, and Elite Eco.



Meanwhile, Beauflor introduces the Twilight collection: our cushion vinyl rolls with a 40% lower carbon footprint compared to our conventional heterogeneous CV flooring for residential applications. It sets a new standard for our industry.

And by utilizing Rewind at events or exhibitions, you're opting for the most sustainable flooring solution available; no water usage, latex-free, and eliminating excessive energy consumption. It's also 100% recyclable and flawlessly transforms into pure mono-recyclate, ready for a new life.

And let's not forget about our Fibres with their Sustainable Fibres Program and Technical Textiles, whose products are a benchmark in various markets. They provide solutions with proven sustainability-enhancing benefits in agrotexiles, geotexiles, backings, and industrial fabrics.

Creative and sustainable hub

The sustainability ambitions of Beaulieu are also reflected in the construction of the building itself. Thanks to geothermal technology for

both cooling and heating, with 60 boreholes each approximately 90 meters deep, an exceptionally low ecological footprint is ensured, perfectly aligning with Beaulieu's sustainability goals set for 2030.

With a total of 3.700 square meters, of which 1.600 square meters are exclusively reserved for the Experience Center, it's hard not to be captivated by this impressive architectural structure.

This creative hub is not only a unique experience for visitors, but also all employees can fully enjoy the benefits of this brand-new space. At the heart of the building lies the "Place Beaulieu", a versatile space where everyone can meet, co-create, innovate and work together.



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Interface Unveils New Carpet Tile Collections for Commercial Interiors

Interface, a leading name in commercial flooring solutions, has launched several new collections in the first quarter, catering to the needs of modern commercial interiors. These collections offer a blend of style and functionality, addressing specific design requirements while maintaining a commitment to sustainability.

Open Air Stria and Open Ended:

Expanding its Open Air collection, Interface introduces two new product extensions—Stria and Open Ended.

Designed to complement each other, Stria brings subtle textured accents, while Open Ended offers coordinating near-solid colors. With 12 versatile options, these products are ideal for various commercial spaces, combining durability with accessibility in pricing and lead time.

World Woven Two:

Following the success of the World Woven collection, Interface presents World Woven Two, featuring familiar styles with new colorations.

This collection offers eight planks, including fundamental textures resembling woolen textiles and options with detailed patterning and plushness, providing designers with versatile choices to create sophisticated interiors.

Trina Turk X FLOR Area Rug Collection:

In a collaboration with ready-to-wear designer Trina Turk, FLOR, Interface's high-end area rug brand, unveils a new collection.

The Trina Turk X FLOR area rug collection brings bold colors and unique patterns,



reflecting the designer's signature style into interior spaces, available in the United States and Canada.

These collections further enhance Interface's modular flooring system, offering architects, designers, and specifiers a seamless integration of carpet tile, LVT, and nora rubber flooring for a comprehensive flooring solution.

Dubai: A Prime Market for Bespoke Wood Flooring with Ryser-Boden

In the world of bespoke wood flooring, Mr. Sven Ryser, from the renowned Swiss manufacturer Ryser-Boden, stands out as a visionary. Specializing in unique, one-of-a-kind wood floors, Ryser-Boden caters to discerning clients seeking something truly extraordinary. In this interview, Sven shares his insights on their niche market, their commitment to sustainability, and the unique challenges and opportunities presented by the Dubai market.

could you introduce yourself and tell us about Riesen Boten?

I'm Sven Ryser from Ryser-Boden. We are a wood flooring manufacturer based in Switzerland, specializing in unique and bespoke wood flooring. We create one-of-a-kind floors for very special clients with unique demands. Our floors are made from trees that are up to 37,000 years old, and we offer a variety of shapes, forms, and patterns.

Why do you believe Dubai is a great market for your products?

Dubai is a fantastic market for flooring because of its rapid development and the high demand for luxurious buildings. The world converges in Dubai, bringing with it unique demands from special clients. Although we cater to a niche market, we are confident that we can meet the needs of the select few who seek something truly special and one-of-a-kind. That's why we are here, and the experience has been



excellent.

How has your experience been at the exhibition?

Organizing an exhibition after a 13-year hiatus is no small feat, and I understand it was a challenging process for the organizers. However, I think they did an exceptional job. Over the past three days, we've had great conversations and met fantastic visitors. I'm already looking forward to coming back.

Can you tell us about your company's approach to sustainability?

Sustainability is one of our key commitments. For every square meter of flooring we produce, we plant a tree to ensure that we maintain a healthy environment for future generations. Additionally, we often use ancient materials like bog oak trees and reclaimed wood, which means we don't need to cut down new trees. By working with resources that naturally regenerate and reusing existing materials, we strive to take significant steps in the right direction.

What sets Ryser-Boden apart from other manufacturers in Switzerland?

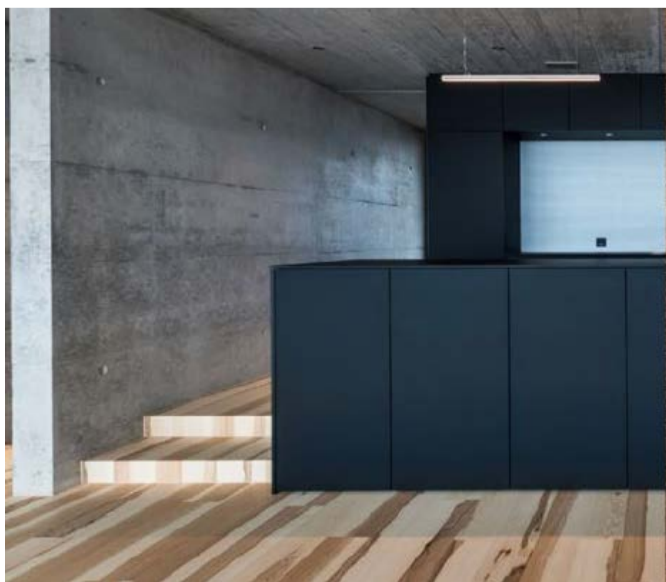
In Switzerland, the number of wood floor manufacturers has dwindled significant-

ly. Some brands still claim to be Swiss but have moved their production elsewhere. We are unique in that we continue to manufacture our products in Switzerland. This dedication to local craftsmanship sets us apart in an industry where many products are imported.

What do you find most fulfilling about your work?

We have a fascinating job that we are very grateful for. We collaborate with designers and clients from all over the world who bring us their imaginative and sometimes wild ideas. Creating floors in various forms, colors, and shapes to meet these unique visions is incredibly satisfying. We are delighted to be part of such creative processes.

Sven Ryser's dedication to craftsmanship and sustainability shines through in every aspect of Ryser-Boden's operations. As they continue to cater to the luxury market with their bespoke wood flooring, their commitment to preserving the environment ensures that their legacy will endure for generations to come. In markets like Dubai and beyond, Ryser-Boden's unique approach is poised to leave a lasting impression.



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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.

TEL: 0090 539 234 6324.

EMAIL: CONTACT@MENACOVERING.COM