



MENA CARPET NEWS



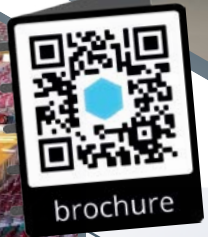
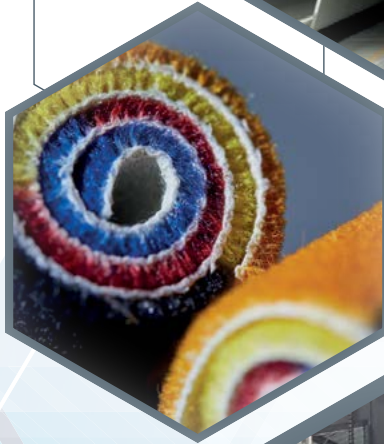
**DOMOTEX MIDDLE
EAST 2025: THE
FUTURE OF FLOORING
AND CARPETING**

**HEIMTEXTIL TRENDS
25/26: STORYTELLING
AND NATURAL
BEAUTY**

**DOMOTEX
ASIA/CHINA FLOOR
2025: GLOBAL
FLOORING
INNOVATIONS**

READY TO SUPPORT YOU
challenge us

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





COLARIS *chromoJET*

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

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

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

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

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

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

solution for your needs.

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

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


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Storytelling and Natural Beauty: Heimtextil Trends 25/26 Provide Retailers With Valuable Solutions



Price pressure, reluctance to buy and changing demands on the longevity of products. Retailers around the world are facing similar challenges.

Heimtextil Trends 25/26, curated by the Milan-based design platform Alcova, consciously address

es these challenges and provides valuable inspiration and conclusive solutions.

Visitors will find these in the Trend Arena in Hall 3.0 at Heimtextil from 14 to 17 January 2025.

With its three themes – ‘Naturally Uneven’, ‘Radically Restructured’ and ‘Regenerative’ – Heimtextil Trends 25/26 focuses on key values such as integrity, longevity and ecological awareness.

These themes reflect what is becoming increasingly important to customers: Products that not only impress with their aesthetics, but also fulfil ethical and ecological requirements.



These approaches can be experienced live in the Trend Arena – from material qualities and colours to innovative production processes. Retailers will be given concrete inspiration and tools to orientate their product range towards more conscious consumption.

After all, consumers' purchasing decisions are clear: long-lasting, high-quality products that are also produced in a socially and environmentally responsible way are very popular.

A recent study conducted by IFH on behalf of Messe Frankfurt confirms this.

Consumers are becoming increasingly selective and weigh things up carefully before making a purchase decision.

When they decide in favour of a product, it must be convincing in all areas: durable, high quality – but also sustainable.

After all, the majority of Europeans attach great importance to sustainability when it comes to home textiles. Aspects such as long-lasting products, recyclable materials

The beauty of the imperfect: ‘Naturally Uneven’ ‘Naturally Uneven’ celebrates the rawness and authenticity of natural materials.

Fabrics such as linen, hemp, jute and wool stand for organic structures and handmade perfection in the imperfect.

Small imperfections and natural grains make each piece unique and tell stories of craftsmanship and originality.

The colour palette emphasises this natural aes-



thetic: soft grey like untreated stone, unbleached fibre tones and the delicate ‘Rose of Permanence’, which symbolises down-to-earthness and timelessness.

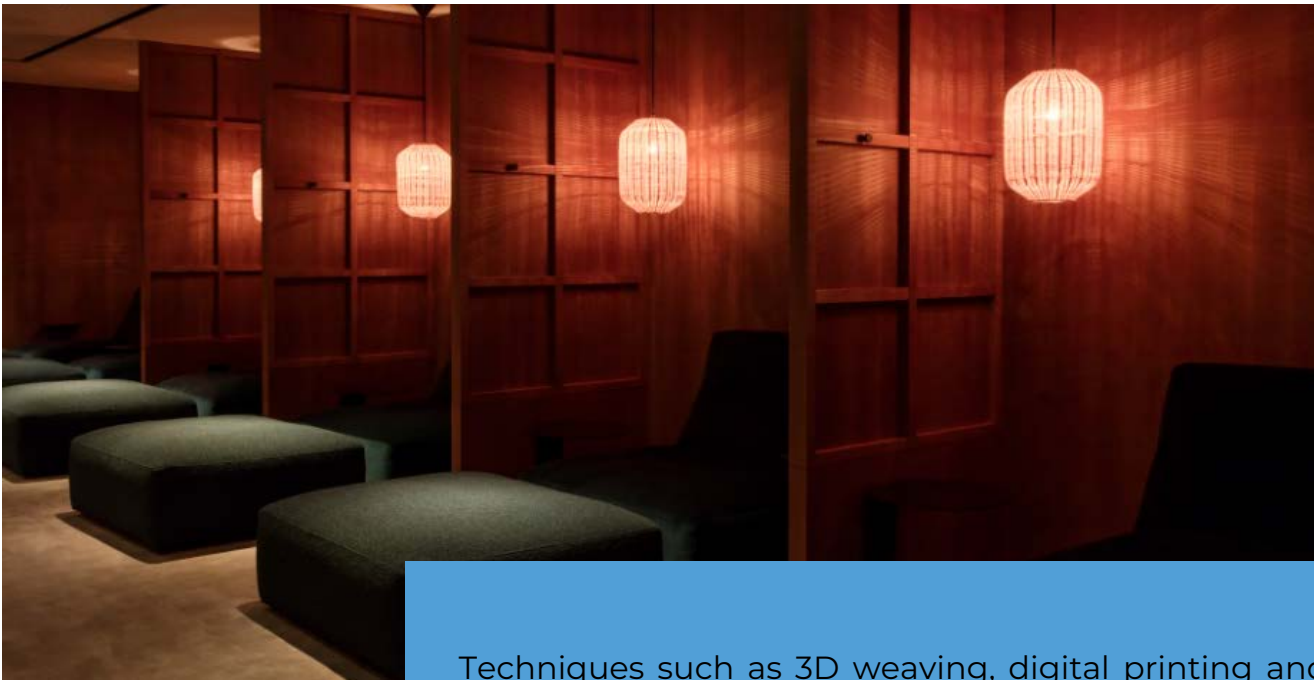
Innovation meets sustainability: ‘Radically Restructured’

This theme shows how advanced technologies and environmentally conscious design merge.

The focus is on recycled materials that minimise the consumption of resources and set new standards in textile production.

Heavy and light, transparent and opaque – these contrasts create a fascinating interplay of structure and appearance.

In terms of colour, bold shades such as ‘End of Petrol’ and ‘New Green Deal’ dominate, visualising the upheaval.



Techniques such as 3D weaving, digital printing and laser cutting reflect the innovative power that characterises this approach.

Redefining circular thinking: 'Regenerative'

'Regenerative' embodies the principles of renewal, growth and circularity for customers who want to help shape a more sustainable future.

Here you will find a mix of natural, recy-

clad and bio-based fibres from linen, hemp and recycled wool to textiles that have been upcycled or reused.

Handcrafted elements and techniques underline the focus on imperfection and individuality, while colours such as 'Regenerative Azure' or 'Repairable Green' convey the theme in all its many facets.

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heimtextil

14. – 17. 1. 2025
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Explore the textiles-
trends synergies

**TEXTILE
POWER**

messe frankfurt

Moroccan Carpet Makers Fight for Fair Wages Through Digital Platforms

Moroccan carpet makers, particularly women in the Atlas Mountains, are fighting for fair wages as they continue to face exploitation by middlemen.



While traditional Moroccan carpets often fetch high prices in European markets, local artisans like 63-year-old Aicha in the village of M'irt earn as little as 20 euros per carpet.

The stark contrast between these low earnings and the inflated profits of middlemen and European webshops highlights a deep inequality in the distribution of profits.

To address this issue, new digital platforms such as Tayri and Anou are offering innovative solutions.

Tayri, founded by Belgian-Moroccan Fatima Zohra Ait El Maati, enables women artisans to sell directly to customers in Europe, cutting out the middleman and allowing makers

to retain more control and increase their income.

Similarly, Anou empowers artisans to present their products online and connect directly with customers worldwide.

Anou's director, Hamza Cherif D'Ouezzan, emphasizes that artisans are co-owners of the platform, eliminating their dependence on external parties.

Despite these positive developments, the sector faces significant challenges. While the Moroccan government acknowledges the craft sector's importance, regulations lag behind, and many artisans still earn less than the minimum wage.

Furthermore, a lack of financial literacy leaves artisans vulnerable to exploitation, and the lack of oversight in European online shops that claim to support fair trade exacerbates this issue.

However, with direct market access and the ability to set their own prices, many artisans are already seeing an improvement in their earnings. Digital platforms not only provide a solution to the financial disparity but also help future-proof Morocco's traditional crafts. Nevertheless, the younger generation's growing disinterest in these crafts poses a long-term challenge for the sector's sustainability.

The poster for the Delhi Fair Spring 2025 features a central image of three rolled-up carpets with intricate braided patterns in shades of beige, blue, and orange. The text is arranged around and over this image. At the top left is the IHGF Delhi Fair 59th Edition logo. The main title 'delhi fair' is in large, bold, black and white letters, with 'IHGF' in red above it and 'spring' written vertically in white to the right. Below the title, it says 'THE EPICENTRE OF SOURCING'. On the left, it states '3000+ EXHIBITORS' and on the right, '16 PRODUCT CATEGORIES'. The event location is 'INDIA EXPO CENTRE & MART, GREATER NOIDA EXPRESSWAY, DELHI-NCR'. The dates '16-19 APRIL 2025' are prominently displayed in the center, with a registration link 'www.springfairdelhi.com/register'. At the bottom, it lists the organizers 'EPCH' (Export Promotion Council for Handicrafts) and the supporters 'IEML' (International Export Market Linkage). Social media handles for Facebook, Instagram, X, and LinkedIn are provided at the very bottom.

IHGF Delhi Fair Autumn 2024 – India's Handicrafts Legacy



**A Grand Showcase of Indian Craftsmanship
Next 59th IHGF Delhi Fair- Spring
scheduled from 16-19 April 2025**

The 58th edition of the IHGF Delhi Fair – Autumn 2024, Asia's largest and most prestigious B2B Indian handicrafts fair, concluded on a high note, drawing international acclaim from visitors across 108 nations.

Over the course of five unforgettable days, the fair transformed into a bustling hub of creativ-

ity, culture, and commerce, highlighting India's rich artistic heritage and its modern innovations.

Held at the state-of-the-art India Expo Centre & Mart in the vibrant Delhi-NCR region, this edition welcomed an exponential number of international buyers and sourcing consultants who journeyed from around the globe.

Countries like Argentina, Aus-

tralia, Brazil, Canada, Chile, Denmark, France, Germany, Israel, Italy, Japan, Korea, Mexico, The Netherlands, New Zealand, Philippines, Portugal, Russian Federation, Saudi Arabia, Sweden, Switzerland, United Arab Emirates, United Kingdom, United States and many more were well represented, making this fair a truly global celebration of India's handcrafted legacy.

A Global Celebration of Indian Craftsmanship

At the core of this magnificent event were more than 3,000 exhibitors who came together to showcase an awe-inspiring array of handcrafted products. From the intricate detailing of India's traditional crafts to contemporary designs rooted in eco-consciousness, every booth brimming with creativity.

The central theme of the fair, Sustainable Crafts, echoed India's growing commitment to eco-friendly design, beautifully reflected.

It stood adorned with breathtaking prototypes crafted entirely from reusable and sustainable materials—an inspiring sight that symbolized the fusion of heritage and responsibility.



Across the halls, exhibitors presented a dazzling variety of products, spanning houseware, home furnishings, furniture, festive décor, lighting, fashion accessories, spa and wellness products, carpets, garden décor, and even educational toys.

From delicate handicrafts that tell stories of Indian craftsmanship to cutting-edge designs, each product offers a piece of India's soul to the global marketplace.

Check out highlights from the IHGF Delhi Fair here.

Where Tradition Meets Innovation

At the heart of this edition was a celebration of India's unmatched ability to preserve traditions while embracing innovation.

Visitors had the rare opportunity to witness National Awardee artisans showcasing their expertise in age-old crafts like Kundan meenakari, silver filigree, paper mache, and folk paintings.

These live demonstrations were more than displays—they were windows into India's creative spirit, where techniques passed down through generations came alive in the hands of modern-day masters.

Here, the past and future of Indian craftsmanship stood side by side.

As visitors wandered through the exhibitor halls, they were captivated by an endless creative expression. From exquisite leather bags to handwoven textiles, from handmade paper products to intricately designed furniture, every booth offered something truly unique.

The fair wasn't just a place to browse—it was an immersive journey through India's creative landscape, where each product told a story of

tradition, passion, and ingenuity.

A Magnet for Global Buyers

The IHGF Delhi Fair has long been known as the preferred destination for global buyers, and this year was no exception.

The event saw attendance from major international brands such as Home Depot, TJX, Cosmo, Bed bath Beyond, Home Centre, Masion Du Monde, Edelman, Ross, XXXLUTZ, Home & Garden, Loblaw Companies Ltd.

Edwilan SRO, Scandinavian Souvenir, Terres Et Coulers, Inditime Imports, Retif Group, Woolworth, Bruco, Wraps.co, PQC Co.

Ltd., Misawa & Co. Ltd.,

Al Diwan Centre, Shishi Home Beauty, El Corte Ingles, Mango Home, Worldwide Reproduction and many more visited

the fair.

These companies, representing some of the world's largest retail giants, came seeking the best of Indian craftsmanship—and they found it.

Sustainable Crafts: Blending Tradition with Innovation

Beyond its role as a trading platform, the IHGF Delhi Fair became a centre of knowledge exchange.

EPCH organized a series of seminars and knowledge sessions featuring experts from government bodies and leading corporations.





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These sessions offered invaluable insights into topics such as international trade policies, export regulations, design trends, and digital marketing strategies.

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Attendees walked away with business deals and the tools and knowledge they needed to navigate the complexities of the global marketplace.

A Glimpse into the Future: 59th IHGF Delhi Fair – Spring 2025

With the success of the 58th edition, the curtain falls, and the spotlight

now turns to the upcoming 59th IHGF Delhi Fair – Spring 2025, scheduled to be held from April 16th to 19th, 2025.

Promising to be an even grander affair, the next edition will bring together a larger number of exhibitors, featuring new product categories and captivating themes that will continue to define

trends in the Home, Lifestyle, Fashion, Furniture, Gifts & Interior segments.

Industry stakeholders are already gearing up for another extraordinary event, where creativity, culture, and commerce will once again converge on a global stage.

Mark your calendars for April 2025 and get ready to be inspired once again!

59th IHGF Delhi fair – Spring, 2025, 16-19 April, 2025

As we look ahead to the IHGF Delhi Fair Spring 2025, the event promises to continue elevating India's status as a global handicrafts sourcing powerhouse, attracting buyers from around the world eager to discover the next wave of creative and sustainable products.

Experience India's compelling handicrafts on the world stage, where tradition meets innovation and craftsmanship becomes music to the eyes.

Register now for the 59th IHGF Delhi Fair Spring 2025 to experience the best of Indian handicrafts fair.

About the Organizer

Export Promotion Council for Handicrafts (EPCH), a body with over 10,000 members representing India's handicraft manufacturers and exporters, or-



EPCH
Export Promotion Council
for Handicrafts
Connecting. Empowering. Transforming.

ganizes the IHGF Delhi Fair in two editions – SPRING and AU-MUMN.

The fair has become far more than just a trade show; it is a testament to India's emerging stature as a global leader in handicraft exports the fair plays a crucial role in connecting India's handcrafted brilliance with the international market.

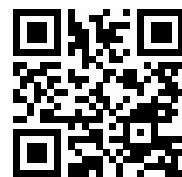
Each edition showcases the evolving nature of Indian craftsmanship—one that balances tradition with modernity and creativity with sustainability.

For more information, please contact:

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Domotex Middle East 2025: The Future of Flooring and Carpeting

The highly anticipated Domotex Middle East 2025 is set to transform Dubai into the heart of the global flooring and carpeting industry.

Renowned as the premier trade fair for carpets, flooring innovations, and surface solutions, this event promises to be a must-attend gathering for manufacturers, buyers, designers, and professionals from around the world.

Highlights of Domotex Middle East 2025

Expansive Exhibitor Showcase:

Hundreds of exhibitors from across the globe present the latest in flooring, carpets, and interior surface solutions.

Innovation Hub: A dedicated space for showcasing new technologies, materials, and sustainable practices.

Workshops and Seminars: Gain insights into market trends, industry challenges, and future directions through expert-led sessions.

Hospitality Flooring: Tailored solutions for the region's thriving hospitality industry.

Sustainable Flooring: Eco-friendly innovations to meet the growing demand for green solutions.

Luxury Flooring: High-end products that define opulence and sophistication suitable for the Middle East luxury market.

Why Attend Domotex Middle East 2025?

Domotex Middle East has consistently delivered value by aligning with the specific demands of the Middle East and North African (MENA) markets.

The 2025 edition is no different, offering unparalleled opportunities:

Discover Cutting-Edge Innovations: From handmade rugs to machine-made carpets, luxury vinyl tiles to eco-friendly flooring solutions, the exhibition showcases the latest in design and technology.

Global Networking Hub: Meet with leading manufacturers, industry leaders, and emerging brands. Domotex is the ultimate platform to connect with professionals across the supply chain.

Tailored for Regional Needs: With booming

construction, interior design, and hospitality sectors in the region, the event addresses the unique challenges and opportunities in these industries.

What Industry Leaders Are Saying?

Farco Carpet: A Legacy of Persian Craftsmanship

"Domotex Middle East is unparalleled in its ability to connect businesses and showcase cultural craftsmanship. This year, we presented a one-of-a-kind Persian carpet that took seven years to complete, reflecting the region's deep appreciation for artisanal excellence."

– **Sam Faroutani, Executive Manager, Farco Carpet**

Ghanbarinia Carpet: A Museum of Heritage

"Our participation at Domotex Middle East reflects our commitment to sharing the rich history of Persian carpets."



Through our 2,000-square-meter museum exhibit, we aim to educate and inspire a global audience, showcasing pieces dating back to the 17th century.”

– **Amir Ghanbarinia, Managing Director, Ghanbarinia Carpet**

“Domotex Middle East 2024 has been a significant milestone for us. We successfully established the exhibition in just four months despite challenging conditions and competition.

The event attracted exhibitors from 16 different nationalities, with a notable presence from Iran, reflecting the region’s growing interest in the carpet and flooring market.

The feedback we’ve received has been overwhelmingly positive,

with higher satisfaction levels compared to previous editions, underscoring the growing importance of this exhibition in the Middle East.

Looking ahead, we are committed to expanding the product categories, with a particular focus on handmade and specialized carpets.

Dubai’s strategic location, economic stability, and global appeal make it the ideal place to host Domotex Dubai, and we’re excited to continue growing this platform in the coming years.”

Sonia Wedell-Castellano, Organizer of Domotex Middle East 2024

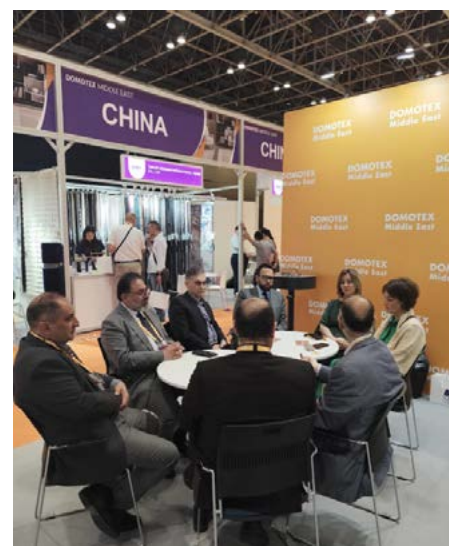
Amer Hawasheen, General Manager of Abu Dhabi National Carpet (ADNC):

“Domotex’s return to Dubai after 13 years has been a great success for ADNC.

The high number of visitors, especially from Asia and Africa, highlights Dubai’s strategic importance as a hub for the flooring industry.

We’re excited about the exhibition’s growth and look forward to participating again next year.”

“Domotex is a key event for the region, and we are proud to be the largest exhibitor.



Dubai's strategic location as a global trade hub makes it the perfect platform for expanding the carpet and flooring market, especially for high-quality Iranian carpets.

These carpets are not just decorative; they're valuable investments with centuries of craftsmanship.

Despite global challenges, Iranian carpets maintain a strong reputation, and events like Domotex Middle East are vital for growing our presence internationally."

— **Mr. Ahad Azimzadeh, CEO, Azimzadeh Carpet**

"Domotex Middle East offers a unique platform for Iranian companies, providing access to key markets in the UAE, Saudi Arabia, and beyond.

Dubai's strategic location and world-class infrastructure enhance the exhibition's potential for success. Iranian manufacturers, with growing professionalism and global engagement, are well-positioned to expand their reach.

I am confident Domotex Middle East will offer unparalleled opportunities for growth and elevate Iranian companies to new heights in the global carpet industry."

— **Mr. Morteza Soudaei, Managing Director, Zartosht Carpet Company**

"We are thrilled about our upcoming participation in the DOMOTEX Middle East fair in Dubai, a highly anticipated event set to invigorate our industry.

It will be our privilege to welcome esteemed industry leaders to our booth, where we'll showcase our exclusive carpet and wall-to-wall collections tailored specifically for the Middle East market.

As we prepare to engage with fellow professionals and showcase our latest innovations, we anticipate a rewarding experience that will not only elevate our brand but also contribute to the vibrancy of our industry as a whole,"

— **Caglar Kepekci, Managing Director of Merinos.**



Organized by Deutsche Messe AG, the 2025 edition of DOMOTEX Middle East seeks to redefine industry excellence with visitors getting a chance to immerse themselves in a dynamic atmosphere buzzing with the latest trends and innovations.

The Middle East's flooring and carpet market is experiencing an increased demand, driven by an expected annual growth rate of 7.2%, reaching approximately US\$14.55 billion by 2030 from US\$8.6 billion in 2022.

Key Stats of Domotex Middle East 2024 The 2024 edition of Domotex Middle East drew remarkable participation:

15,000+ visitors from 35 countries.
Over 200 exhibitors showcasing innovative products.

A 50% increase in international exhibitors compared to the previous edition.

90% of attendees reported discovering new suppliers and innovations during the event.

Why Dubai?

Dubai's strategic location, world-class infrastructure, and status as a global busi-

Domotex Middle East.

With easy access for international visitors and seamless connectivity, Dubai ensures a vibrant, productive environment for exhibitors and attendees alike.

How to Be Part of Domotex Middle East 2025

Don't miss your chance to be at the forefront of the flooring and carpet industry.

Whether you're looking to showcase your products, source innovative solutions, or expand your professional network, Domotex Middle East 2025 is the event for you.

Visit the official website of Domotex for more information and reg-



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MIDDLE EAST

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Deutsche Messe

DOMOTEX
Middle East



Oriental Weavers Unveils 2025 Vision at Egypt Market Week

Oriental Weavers, the world's largest woven carpet manufacturer, concluded its exclusive annual Egypt Market Week event, themed "Innovation Rooted in Heritage," at its headquarters.

The event highlighted the company's vision for 2025 and showcased cutting-edge carpet industry developments, blending tradition with modernity.

Bringing together 37 global partners and industry leaders from countries including the USA, Germany, Saudi Arabia, Poland, and Japan, the event spotlighted Oriental Weavers' latest designs and innovations for its 2025 collection.

This new lineup reinterprets Egypt's rich cultural heritage, transforming classic patterns with advanced weaving techniques to appeal to modern tastes while meeting international sustainability standards.

"The 2025 collection exemplifies how we honor tradition while embracing the future.



It reflects our commitment to innovation and sustainability, which have positioned Oriental Weavers as a leading exporter of Egyptian craftsmanship,” the company stated.

As part of the event, international attendees explored Egypt’s cultural treasures, including visits to the National Museum of Egyptian Civilization in Cairo and a two-day tour of Al-Fayoum.

These experiences offered guests deeper insight into the rich heritage that inspires Oriental Weavers’ designs.

By hosting this annual gathering, Oriental Weavers reinforced its dedication to producing high-quality, globally competitive products.

The company also emphasized its alignment with Egypt Vision 2030, contributing to sus-

tainable production and consumption practices while elevating Egypt’s profile on the global stage.

Oriental Weavers’ CEO expressed gratitude to the global partners for their continued collaboration and support, stating, “This event is not just about showcasing our products but also about strengthening relationships and exploring opportunities to shape the future of the carpet industry together.”

The Egypt Market Week underscored Oriental Weavers’ role as an industry leader, combining innovation, sustainability, and heritage to maintain its global standing while supporting the development of Egypt’s export market.

Sustainable Carpets Highlight Climate Challenges at COP29

At COP29 in Baku, Azerbaijan, innovative carpets blending sustainability and artistry took center stage, showcasing the country's commitment to environmental stewardship and cultural preservation.



The sustainable carpets, crafted in collaboration between the COP29 Azerbaijan Operating Company and Azerkhalcha OJSC, were unveiled to global delegates on November 11.

Displayed prominently in the Blue and Green Zones of the Baku Stadium, the conference venue, these carpets symbolize Azerbaijan's rich cultural heritage and its dedication to addressing global climate challenges.

Each piece was meticulously handwoven by women artisans at Azerkhalcha OJSC's Shabran workshop, using entirely sustainable materials and dyes.

This initiative not only aligns with the conference's green ethos but also provides economic empowerment for women in remote regions while sharing their unique perspectives on climate change through art.

One standout piece, Woven Stripes, draws from Professor Ed Hawkins' Show Your Stripes, visually representing the alarming rise in global temperatures from 1850 to 2022.

Featuring the Azerbaijani silhouette and iconic

Baku skyscrapers, the design captures the urgency of climate action while celebrating Azerbaijan's role as the host of COP29.

Another artwork, *From the Shore to the Knot*, reflects Azerbaijan's declaration of 2024 as the Year of Solidarity for a Green World.

This carpet contrasts serene seascapes with polluted shores, incorporating waste collected from the coastline into its weave.

The design starkly illustrates the devastating effects of

pollution and human activity, while emphasizing the importance of environmental restoration and protection.

"These carpets merge traditional craftsmanship with a powerful message about our planet's future," said a COP29 representative.

"They exemplify how cultural heritage can be a vehicle for climate advocacy."

The sustainable carpets serve as a vivid reminder of the intersection between art, heritage, and environmental responsibility, underscoring the importance of global solidarity in the fight against climate change.





DOMOTEX asia/CHINAFLOOR 2025 Gears up for an International Showcase of the Latest Innovations in the Flooring Industry

As the world's largest dedicated gathering of the international flooring industry in 2025, DOMOTEX asia/CHINAFLOOR is actively preparing to host a multitude of events and expand its reach through various channels around the world.

Design-driven innovations: cadex empowers brands to break industry barriers

DOMOTEX asia/CHINAFLOOR 2025 is expected to emphasize its design-oriented concept with events that attract a growing number of professionals from China's architectural and design community.

It's core design event Cadex, as every year, will offer multiple linkages, providing a one-stop connection for the entire design industry chain.

The theme of this year's cadex focuses on "Re-



turn to Nature, Enjoy in Design” emphasizing the charm of design through clever use of colors and materials to enhance the quality of life.

Various events are scheduled to take place under cadex roof: A&D Conference – focus on new trends in architecture, interior design, and product design.

Material Matters – a display area curated by designers on the most innovative raw materials for the flooring production.

Chinese Original Carpet Design Show – an event co-organized with China Carpet Industry Association (CCIA), which aims to give voice to the emerging designers, aiming to bring new vitality to China’s carpet design trends.

Meet DOMOTEX asia/CHINAFLOOR team around the world

Our team is visiting major industry related exhibitions around the world taking place until the opening of our 2025 edition.

We are meeting with current clients, buyers, and partners and are eagerly exploring new co-operation opportunities.

Such interactions are crucial for us as the show’s audience becomes more international and diversified, pointing towards a greater integration among different sectors and new markets.

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Iran's Carpet Exports Plunge by 90%, Government Steps In

Iran's renowned handwoven carpet industry is grappling with an unprecedented crisis as exports plummet from \$426 million in 2017 to less than \$40 million in 2024.

This 90% decline, attributed to sanctions, economic policies, and regional competition, has prompted government action to revive the sector.

Morteza Haji Aghamiri, chairman of the Carpet Commission at Iran's Chamber of Commerce, highlighted the dire situation, noting that Persian carpets, once a \$2 billion export powerhouse in 1994, have hit a historic low.

By 2019, exports had fallen to \$69 million, further collapsing to \$2 million in the second quarter of 2020.

“

The US market, which accounts for 44% of global carpet imports, has largely shifted to Indian suppliers, eroding Iran's traditional dominance.

Sanctions and restrictive currency policies, such as the now-repealed foreign exchange commitment that mandated exporters to return earnings within a fixed period, have hindered Iran's carpet exports.

While the policy's removal offered some relief, competition from India, Turkey, and Afghanistan continues to exacerbate the decline.

Afghan carpets, bolstered by pre-2021 US investments, have also entered the Iranian market, often mislabeled

as Persian rugs, further complicating the industry's recovery.

The fallout has been severe for Iran's rural economy, where carpet weaving traditionally provides significant employment.

The loss of over two million jobs in the sector has compounded unemployment challenges.

Aghamiri also criticized the lack of social protections for weavers, leaving many without wages or benefits.

In response, Foreign

Minister Abbas Araghchi announced plans to establish a special committee to address these challenges.

Speaking at the 31st Tehran International Handwoven Carpet Exhibition, Araghchi emphasized the importance of exports to the industry's survival and called for easing export regulations.

The Foreign Ministry has directed embassies to promote Iranian carpets abroad, while a comprehensive government policy is being developed to support the sector.

With the possibility of renewed sanctions under US President-elect Donald Trump, the success of these initiatives remains uncertain.

However, officials hope targeted interventions and international outreach can restore the global prominence of Iran's iconic handwoven carpets.





Aquafil Launches the Econyl® Bespoke Yarn Collection

Aquafil Group, the company that produces ECONYL® regenerated nylon, has launched a new collection of sustainable yarns in finishes inspired by natural materials.

The ECONYL® Bespoke Collection is a tailored product portfolio offering a rich variety of textures and finishes inspired by natural materials available in both solution-dyed and dyed regenerated nylon 6 yarns.

The collection is designed to meet the highest standards and performance demands of contract, hospitality, and residential spaces.

Applications include handmade and ma-

chine-made rugs, tufted and woven rugs, and residential and commercial wall-to-wall carpets.

There are three finishes available of ECONYL® Bespoke:

- ECONYL® ReLana – Inspired by the classic and timeless appeal of wool, ECONYL® ReLana is a 2-ply dyed twist yarn.
- ECONYL® ReSeta – Recalling the softness and luster of silk, ECONYL® ReSeta is a 2-ply dyed twist nylon available in bright and dull finishes.
- ECONYL® Terra – A sustainable and durable alternative to natural raw fiber, ECONYL® Terra is a high-count air-entangled solution-dyed nylon with a unique collec-

tion of colors in stock.

“We are excited to bring a new collection of ECONYL® nylon finishes to our global customer base,” said Giulio Bonazzi, chairman and chief executive officer of Aquafil Group.

“Our team has done a great job of finding innovative ways to reimagine our ECONYL® yarn to meet the growing demands for sustainable, luxury materials.

We’ve already seen a positive response to the Bespoke Collection, and we look forward to seeing the beautiful rugs and carpets that are created with our circular yarn.”

Key performance elements of the Bespoke Collection yarn include:

- Long-lasting texture and appearance retention
- Easy-to-clean, with inherent stain resistance



- Superior colorfastness against light, bleach, peroxides, and other chemicals
- Efficiency in tufting and weaving
- Excellent dyeing capabilities

India is one of the world’s largest rug suppliers, and Aquafil has strengthened its presence here by locally stocking ECONYL® Bespoke finishes.

With a dedicated technical support team and robust traceability measures, Aquafil ensures the authenticity of ECONYL® nylon at every stage of a rug’s life cycle.

These rigorous certification processes protect against counterfeits, verifying that each rug and carpet is made with genuine ECONYL® nylon.

Carpet and rug makers can create beautiful flooring that has the aesthetic beauty of natural materials, the performance attributes of ECONYL® regenerated nylon, and a lower impact on the environment.

All ECONYL® nylon is made from 100% pre- and post-consumer nylon waste, is 100% recycled and infinitely regenerable.

ECONYL® also offers traceability, is certified by OekoTex® and Cradle to Cradle (C2C®), and contributes to LEED v4, BREEAM, and WELL.



Product range for carpets and textile floor coverings

- ▶ Finishing lines for tufted and woven carpets
- ▶ Thermofusion ovens for needle felt materials
- ▶ Back-coating lines for artificial turf
- ▶ Drying and heat-setting lines for digital printed materials
- ▶ Full bath impregnation units
- ▶ Roller and knife blade systems
- ▶ Laminating units
- ▶ Minimum application units
- ▶ Heat-recovery systems
- ▶ Air cleaning and filter systems
- ▶ Various innovative heating systems





Softblock Rug Revives “World’s Oldest Rug-Making Technique”

Peace Industry, a rug manufacturer committed to preserving traditional craftsmanship, has revitalized an ancient Iranian felting technique, *namad*, to create the innovative Softblock rug.

This reversible, colorful design features distinct patterns on each side, showcasing the possibilities of a craft that has existed for millennia.

The Softblock rug is crafted

using raw lamb’s wool and dyed with natural vegetable pigments.

This ancient process involves layering loose wool over a pattern, adding boiling water, and compressing the fibers through hand or foot kneading.

The result is a dense, durable textile that requires minimal maintenance and is naturally stain- and fire-resistant.

Melina and Dodd Raissnia, founders of Peace Industry, discovered *namad* in 2002 while exploring traditional rug-making methods.



Recognizing its potential and fragility as a dying art, they established a workshop near Esfahan, Iran, where local artisans—half of whom are hearing-impaired—create these rugs using traditional techniques.

“Namad is the world’s oldest rug-making technique, but its quality and popularity have been in decline for over a century,” said designer Dodd Raissnia.

“We’ve reversed this trend by introducing a high-quality, sustainable product with both ancient and modern appeal.”

The reversible design of the Softblock rug adds versatility and longevity, allowing users to refresh their spaces by flipping the rug.

The dense felt surface provides sound-dampening qualities, better dust resistance, and allergen prevention compared to woven rugs, enhancing its functionality.

Peace Industry’s commitment to sustainability extends beyond materials.

Their workshop trains young artisans, ensuring the continuity of this endangered craft while providing sustainable livelihoods.

The Softblock rug’s thoughtful design and cultural significance have earned it a spot on the Dezeen Awards 2024 shortlist for textile design, reflecting its fusion of heritage and innovation.



Carpet Fibers Can Prevent Concrete Cracking, Boost Durability



Engineers at RMIT University in Australia have discovered a groundbreaking technique that uses scrap carpet fibers to create stronger and crack-resistant concrete.

This innovative approach not only contributes to sustainability in the construction sector but also addresses a major challenge in concrete repairs, which cost the Australian construction industry approximately A\$8 billion annually, and an estimated US\$76 billion in the U.S. alone.

The research team, in collaboration with Textile Recyclers Australia, Godfrey Hirst Australia, and local councils in Victoria, has conducted field studies on slabs made from reclaimed textile materials.

Dr. Chamila Gunasekara, lead researcher at RMIT University, explained that the team's technique reduces early-age shrinkage cracking in concrete by up to 30%, while enhancing its overall durability.

Published in the Construction and Building Materials journal, the findings demonstrate that waste carpet fibers, along with other discarded textiles like clothing fabrics, can significantly strengthen concrete.

The team has found that using scrap carpet fibers increases the concrete's strength by 40% in tension, preventing early cracking and reducing shrinkage.

Gunasekara, an ARC DECRA fellow from the School of Engineering, pointed out that cracking in early-age concrete is a long-standing problem in construction.

It can lead to premature corrosion and compromise the safety and structural integrity of buildings.

By incorporating textile waste into concrete, the team is providing a viable solution that not only reduces



the environmental impact of textile waste but also improves construction material performance.

The project also tackles the growing issue of textile waste, with Australia being the second-largest consumer of textiles per person globally.

Dr. Shadi Houshyar, a textile and materials scientist at RMIT, emphasized that up to 70% of textile waste could be repurposed for use in construction materials.

With ongoing collaborations and real-world field trials, the team is further refining their method and expects it to play a crucial role in both waste management and construction sustainability.



Restored Ottoman-Era Hereke Carpet Returns to The Hague's Peace Palace

A historic Hereke carpet, originally gifted during the Ottoman era, has been meticulously restored in Türkiye and is now set to return to the Peace Palace in The Hague, Netherlands.

The palace, home to the International Court of Justice (ICJ), will display the carpet as a symbol of peace and diplomacy.

Measuring 161.5 square meters and weighing 700 kilograms, the carpet was transported to the Aksaray Museum in May 2022 as part of an agreement between the Carnegie Founda-

tion, which manages the Peace Palace, and Türkiye's Ministry of Culture and Tourism.

After detailed assessments, it underwent restoration in Sultanhanı, a renowned center for traditional carpet restoration.

At a ceremony marking the completion of the restoration, Deputy Minister of Culture and Tourism Nadir Alpaslan emphasized the carpet's symbolic significance.

"Revived with care, it stands as the largest handwoven carpet outside Türkiye," he said, highlighting the intricate restoration process involving natural dyes and

the use of Turkish knot techniques. Alpaslan detailed the meticulous restoration, noting that the carpet was digitally divided into 280 segments for damage analysis.

“Fifteen types of damage were identified, with the most significant caused by foot traffic and furniture.

Thanks to natural methods, the original threads and colors have been restored, preserving the carpet’s historical essence.”

Dutch Ambassador to Türkiye Joep Wijnands celebrated the carpet as a testament to the shared history and friendship between the Netherlands and Türkiye.

“Its return during this special friendship year symbolizes enduring cooperation and will continue inspiring those working for global peace and justice,” he said.

Aksaray Governor Mehmet Ali Kumbuzoğlu praised Sultanhanı’s expertise, which has restored carpets from prestigious institutions like Dolmabahçe Palace and the White House.

“This project reflects our dedication to preserving heritage and fostering global connections,” he said.

A documentary capturing the carpet’s journey and restoration will be released, underscoring the collaborative effort behind this remarkable cultural artifact.



Kirk Suites: Miami Art Deco Meets Nordic Minimalism

Expressive rugs in pop colours & Scandi silhouettes

Take a peek inside the new apartment hotel, Kirk Suites, on the waterfront in Vejle, Denmark, to see colour saturated pastels and graphic patterns blend with classic art deco shapes.



With a series of suites overlooking the magnificent building Fjordenhus and located in one of the most enchanting places in Denmark, Kirk Suites are part of the visionary new harbour project that's currently under development in Vejle.

Architecture, art and a close connection to water are all important aspects of this development.

As part of the landscape at the harbour, Kirk Suites have felt an obligation to contribute to the mission of bringing the harbour closer to the city while also creating a new neighbourhood.

“Vejle Harbour isn't just a breathtaking place with fantastic views of the bay – the current renewal of the area and the focus on architecture and art truly combine into a scenic landscape.

Pretty pastels & Scandi silhouettes

Design studio Lulu Mosquito created the interior concept for the new apartment hotel in Miami art deco style, which is known for its playful take on traditional art deco.

Artistic wallpaper designs inspired by art deco's colourful surfaces and graphic motifs set the scene while mirrors enhance the sense of space and reflect the light from the waterfront.

In addition, round shapes and curved furniture offer hotel guests a playfully soft and comfortable experience.

Combining the bold, light Miami art deco style and its minimalist Nordic counterpart creates a warm, welcoming, positive and relaxing ambience aiming at making guests feel happy and at home.

The creative approach is also meant as a tribute to Scandinavian design, lingering between

light and ultra-pop colours and sweet and characterful silhouettes.

One word: Pampering

In this sense, pampering means a good night's sleep, a high level of quality and a touch of luxury.

While Kirk Suites obviously welcome all guests, the spaces have been developed with extra care and mind for guests being away from home for a while.

Down to the smallest detail, focus has been put on making daily life or the weekend get-away easy and smooth.

Close to the lapping waves at Vejle harbour, but not far from the city's life, guests therefore find the perfect spot to settle down for a little while or a longer period and with fulfilment of all needs within a stone's throw.



The Kirk Suites concept includes exclusive studio apartments, family suites and, of course, a penthouse.



Comfy customisable rugs

While the crafted rugs excel in bringing just the perfect Miami colours to the floor, they also come with 100% pattern freedom.

The design studio has fully embraced this unique opportunity when creating the stripy pattern that adds an extra vibrant touch to the entire interior setting.

In addition, the generously sized rugs bring noise reduction, underfoot warmth, homely cosiness and a very comfortable softness when it comes to the look and feel of the entire space.

Small detail Huge impact

Every rug is fitted with an overlock yarn

in a contrasting colour, but with a clear link to other interior pieces such as sofas or curtains.

This edging choice clearly materialises in a powerful and eye-catching detail with a huge overall impact.

Singular seaside views

From the windows of Kirk Suites, guests can enjoy the iconic building Fjordenhus emerging from the water with its very elegant bearing. The Danish-Icelandic artist Olafur Eliasson's magnificent architecture is a magnet for the eyes of those who love design and beauty.

The Game-Changing Impact of Tufting on Modern Rug-Making



Imagine creating a custom rug in just a few hours, with limitless design possibilities at your fingertips. This dream has become a reality for many, thanks to tufting—a revolutionary technique that has reshaped the world of rug-making.

Offering speed, accessibility, and boundless creativity, tufting is changing the way amateurs and professionals alike approach rug production.

The Tufting Craze: Why Now?

Tufting has been around for decades, originally used in factories for mass-producing carpets.

However, social media platforms like Instagram and TikTok have sparked a tufting craze, bringing this industrial process into homes and studios worldwide.

The sight of colorful yarns being shot through fabric, instantly creating intricate patterns, has mesmerized millions.

What makes tufting so popular today?

It's the perfect blend of simplicity and creative potential.

With a tufting gun—a handheld tool that resembles a cross between a power drill and a tufting machine—users can craft rugs with detailed designs in record time.

Unlike traditional methods, which can take weeks or months to complete, tufting offers almost instant results, making it an attractive option for those rediscovering the joy of working with their hands.

How Tufting Works

The process is surprisingly straightforward, making it accessible for beginners while still offering a challenge for seasoned creators:

Frame Setup: A piece of backing fabric, such as monk's cloth or burlap, is stretched on a wooden frame, much like a painter's canvas.

Design Planning: Many tufters sketch their designs on the fabric using markers or chalk. Others freestyle, allowing their creativity to flow as they work.

Tufting Gun: This tool punches yarn through the fabric, creating either loop or cut-pile textures, depend-

ing on the settings.

Finishing Touches: Once the design is complete, the back of the rug is reinforced with adhesive.

After trimming excess yarn and attaching a backing, the rug is finished.

Why Tufting Is a Game-Changer

Tufting has revolutionized rug-making by offering benefits traditional methods can't match:

Speed Meets Creativity: Tufting drastically reduces the time needed to create a rug.

A project that once took months can now be completed in a matter of days, allowing creators to experiment without the fear of wasting time.

Accessibility for All: Unlike other crafts that require years of experience, tufting is easy to learn. Tufting guns, once expensive, are now affordable and widely available.

A Personal Touch for Home Décor: Tufted rugs are more



than just floor coverings—they're art. From minimalist monochromes to bold, personalized designs, tufting allows creators to inject personality into their living spaces.

A Community of Creatives: Tufting has cultivated a vibrant online community where creators share tips, showcase work, and support one another.

This camaraderie has made tufting even more appealing to newcomers.

Beyond Rugs – Expanding the Craft

Though tufting is often associated with rugs, its potential stretches far beyond that. Artists have used the technique to create wall hangings, coasters, cushions, and even wearable art.

Some creators have pushed the boundaries even further, crafting 3D sculptures and large-scale installations, proving that the

only limit is one's imagination.

Challenges and Rewards

Like any craft, tufting comes with its challenges. Tufting guns can be tricky, and mistakes such as uneven loops or missed spots are part of the learning curve.

Additionally, applying adhesive can be messy and requires practice to get right.

However, for most tufters, these minor frustrations are far outweighed by the immense satisfaction of completing a project.

Getting Started with Tufting

If tufting sounds exciting, getting started is easier than you think. Here's what you'll need:

Tufting Gun: Choose a model based on your experience level and budget.

Frame: Build your own or purchase a pre-made one.

Fabric and Yarn: Select sturdy backing fabric and experiment with various yarn weights and colors.

Adhesive and Backing Material: These are essential for durability and a polished finish.

The Future of Tufting

Tufting has transformed from a niche craft to a widely embraced art form.

Its combination of speed, accessibility, and creative freedom has made it popular among DIY enthusiasts, interior designers, and modern artisans.

Whether you want to create a unique piece for your home or start a business, tufting offers endless possibilities.

So why not try it out?

With tufting, the future of rug-making is more vibrant and creative than ever before.



Carpet Exporters Call for Government Action on High Tariffs



The Pakistan Carpet Manufacturers and Exporters Association (PCMEA) has urged the government to intervene and address the rising customs tariffs that are threatening the survival of the carpet industry.

A delegation from the PCMEA, led by Abdul Latif Malik (Patron In-Chief), Usman Ashraf (Senior Vice Chairman), and Riaz Ahmed (Vice Chairman), met with Federal Minister for Commerce, Jam Kamal Khan, to present their concerns and request relief.

During the meeting, Abdul Latif Malik outlined the complex production process for Pakistani carpets, which involves raw

materials being sent to Afghanistan for initial processing, with semi-finished carpets returned to Pakistan for final furnishing before being exported.

Despite 99% of these carpets being exported, the sector has been unable to benefit from customs duty exemptions offered by the Federal Board of Revenue (FBR), significantly hindering their competitiveness in global markets.



Malik emphasized that the high customs duties at the Afghan-Torkham border were causing immense financial strain on small and medium-sized enterprises (SMEs), many of which are on the verge of shutting down.

He called for the removal of duties on semi-finished carpets, stating that government support is essential to ensure the sector's sustainability.

In response, Minister Jam Kamal Khan assured the PCMEA of his full support, acknowl-

edging the industry's potential to boost exports. He emphasized the need to promote "Made in Pakistan" products and address intellectual property issues, including patent protections for Pakistani carpets, to enhance their recognition globally.

The minister proposed

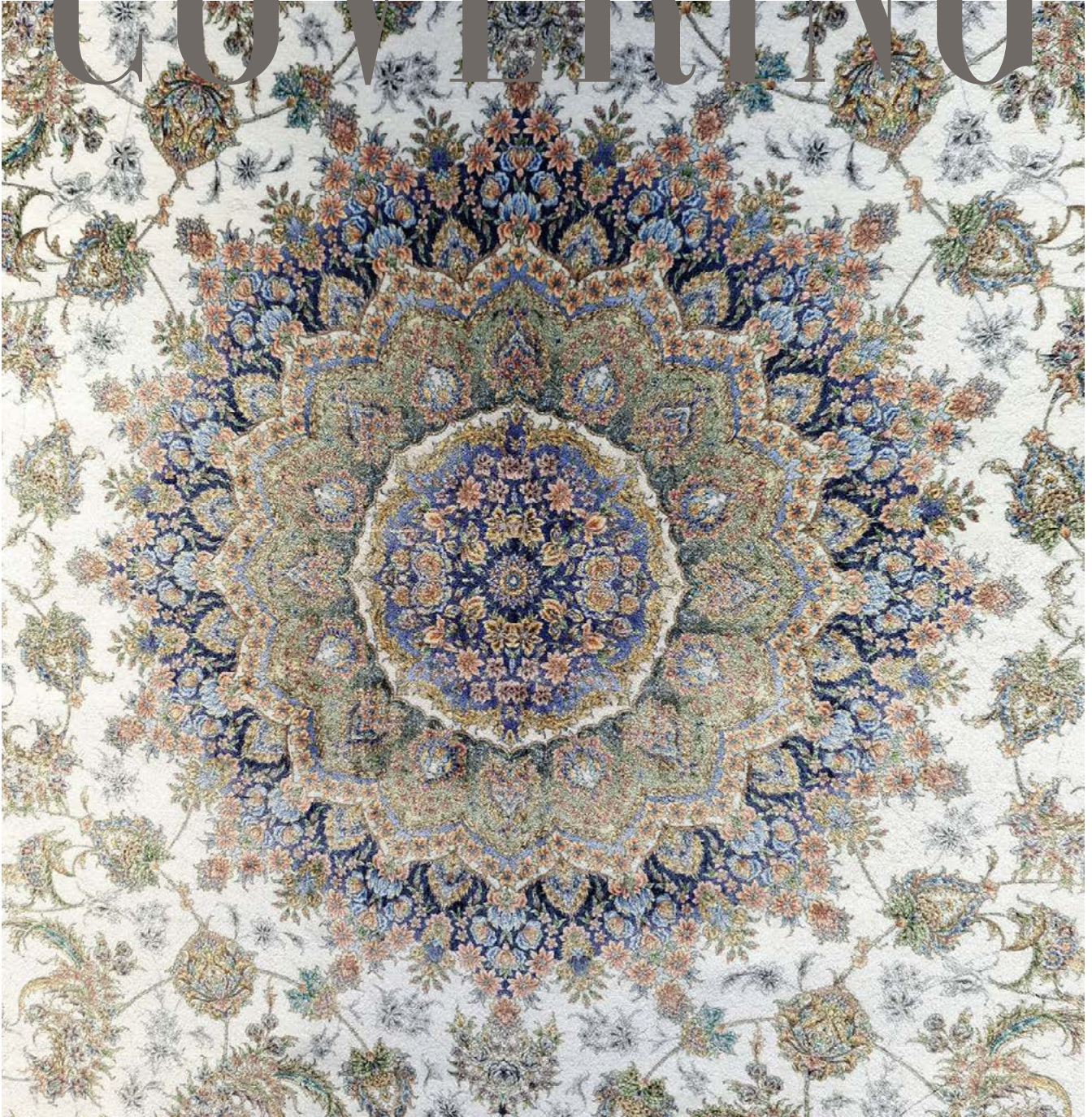
convening a meeting with the FBR and other stakeholders to discuss potential solutions and resolve the sector's challenges.

The PCMEA remains hopeful that the government's timely intervention will restore competitiveness and enable the industry to thrive once again.

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