



# MENA CARPET NEWS



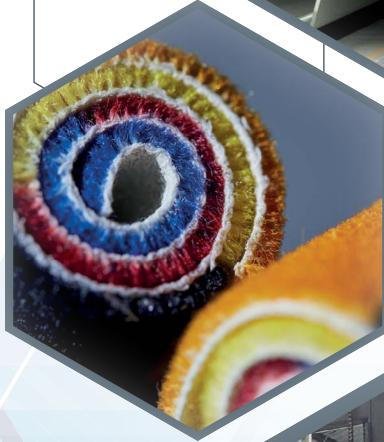
**STILL ON THE RISE:  
CARPETS & RUGS  
GROWS BY SEVERAL  
HALL LEVELS AND  
LAUNCHES NEW  
CONTENT HIGHLIGHTS**

**THE ART AND  
HERITAGE OF  
MOROCCAN BERBER  
RUGS: STORIES  
WOVEN INTO EVERY  
PATTERN**

**ORIENTAL WEAVERS  
AND GEMINI AFRICA  
LAUNCH "WEAVERS  
OF TOMORROW" TO  
FOSTER INNOVATION  
IN CARPET INDUSTRY**

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.

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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.


**For any of your needs feel free to contact us. We will do our best to find the most economic solution for your project.**


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Your competent partner for process development, engineering, manufacturing and implementation of industrial printing and coating systems.

## Still on the Rise: Carpets & Rugs Grows by Several Hall Levels and Launches New Content Highlights

**N**ew area, new formats and new partnerships: Heimtextil 2025 is literally taking the product area Carpets & Rugs to new heights.



For the upcoming event, the segment expands with several additional hall levels, presenting the most important international key players and innovative products from 14 to 17 January in Frankfurt.

Carpet enthusiasts can look forward to a newly designed area initiated by the association Fedustria and the exhibitor Ragolle Rugs, with high-quality Belgian exhibitors, as well as a customised content programme.

Weave your network! Under this motto, Carpets & Rugs brings together the global carpet industry at the annual meeting place in Frankfurt.

“

**More than 300 exhibitors have already registered for Heimtextil 2025.**



Due to the high demand, the segment grows by several hall levels: in addition to Hall 5.1, Hall 5.0 has been established as a further home for carpets at the exhibition centre.

Numerous high-calibre exhibitors such as Bhadohi Carpet (India), Javi Home (India), Lalee (Germany) and Merinos (Turkey) will show their products here.

In addition, Carpets & Rugs also occupies Hall 3.0 – and complements the product groups Wall Decoration and

Textile Design as well as the Heimtextil Trends 25/26.

Here, machine-woven and hand-woven carpets from exhibitors such as Bikaner Handloom (India), Este Hali (Turkey), Himalaya Concepts (India), JI International (India) and Rudra Rugs (India) as well as unique pieces from Satar Carpet (Germany) can be found.

In Hall 3.1 exhibitors like Brink & Campman (Netherlands) and German companies like Haro Teppiche, In-floor-Girloon, Obses-

sion, Otto Golze & Söhne, Paulig Teppichweberei and Theo Keller will exhibit within the DecoTeam and the Design Lounge powered by DecoTeam.

Joint stands from Africa and India will expand the global range. Further carpet companies exhibit in Halls 6.0 and 6.1.

Heimtextil thus creates strong synergies between the product areas and a globally unique product range for top decision-makers from all over the world. All participating companies can be found online in the exhibitor search.

### **New carpet area ‘Belgian Textiles – powered by Fedustria’**

Traditional craftsmanship meets innovative technologies and sustainability: 14 Belgian carpet companies will present themselves in the newly designed area ‘Belgian Textiles – powered by Fedustria’ in Hall 5.1.



The joint presentation is organised together with the Belgian association Fedustria and the exhibitor Ragolle Rugs.

**The 'Belgian Textiles' focus on high quality, creative designs and sustainable materials.**



The following companies are taking part: Aarova, Associated Weavers, Balta Home, Broucks, Euro-Tapis, Flemish Textiles Company, Kovantex, Louis de Poortere, Mercury Flooring, Ragolle Rugs, Royal Flooring, Vandewiele, Vanhoutte Carpets and Verbatex.

'Heimtextil plays a pivotal role for Fedustria and its members', emphasizes Daphne Renier, Product Manager Textiles Fedustria. 'Belgian carpets are renowned for their quality and design.'

The Belgian area strengthens this reputation: our members use Heimtextil to present new collections and

sustainable innovations, to stay updated on trends and remain competitive.

Heimtextil acts as a catalyst for trends, materials, innovations and sustainability.

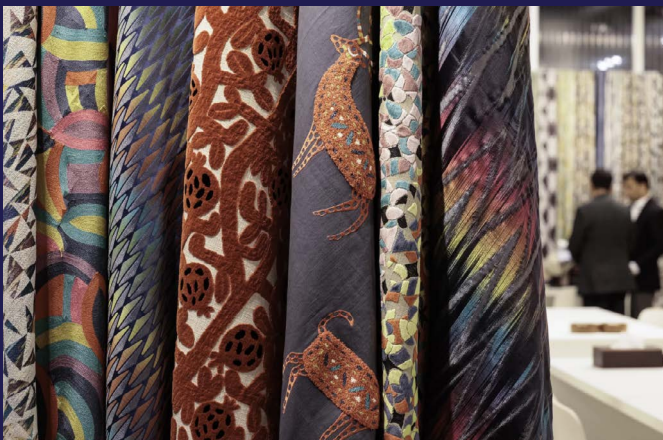
It provides a global platform where Belgian carpet manufacturers can showcase their products to a diverse, international audience, strengthens ties within the industry, meet new partners and clients from across the globe. This promotes the economic growth of the Belgian textile industry.'

## Carpets & Rugs: talks, tours and carpet trends

In 2025, Carpets & Rugs launches an extensive content programme and positions itself as a business-promoting knowledge platform for the global carpet industry.

In the foyer of Halls 5.1/6.1, the Carpet Lounge brings innovative carpet designs to life and is the ideal place to relax and network in a cosy atmosphere. For the first time, the Carpet Lounge will be curated by the British Cover Magazine.

The new cooperation partner will also host lectures and panel discussions on the Texpertise Stage in Hall 4.0 with renowned industry experts: The Talk by Cover on the Tuesday of the fair will revolve around the craft of rug-making and the trends of tomorrow.



The subsequent panel discussion with Reto Aschwanzen, Managing Director of Label STEP, Aditya Gupta, founder of The Rug Republic, and Theresa Paulig, CEO of Paulig Teppichweberei, will focus on sustainable practices and fair trade in the carpet industry.

This will be followed by a panel talk with trend guides for buyers on Wednesday.

The Talk by Cover on Thursday, 16 January 2025, is dedicated to the topic of AI and its impact on carpet design.

In addition, Cover Magazine will be leading guided tours to innovative exhibitors and best practices. Further carpet exhibitors can also be discovered on guided tours in the area of Interior.Architecture.Hospitality.

**The programme will soon be online in the event calendar.**

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the textile business network

heimtextil

14. – 17. 1. 2025  
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# The Art and Heritage of Moroccan Berber Rugs: Stories Woven into Every Pattern

**M**oroccan Berber rugs, known for their rich history and cultural significance, are more than just floor coverings; they're woven representations of the Berber, or Amazigh, people's heritage in North Africa's Atlas Mountains.



These rugs, renowned for their unique patterns, colors, and craftsmanship, encapsulate the Berber community's traditions and beliefs, passed down through generations.

Today, these timeless pieces have garnered global appreciation for their aesthetic appeal and their role in preserving a deep cultural legacy.

## Origins and Craftsmanship: Weaving Culture and Nature Together

Berber rug-making originated out of necessity for warmth and durability in the harsh climate of Morocco's Atlas Mountains.

Using locally sourced wool and plant-based dyes, Berber artisans developed a distinctive weaving style characterized by intricate symbols and patterns, each holding deep cultural meanings.

The rugs, often handwoven by Berber women, use symbols like diamonds for protection and triangles for femininity, while zigzags and cross motifs reflect landscapes, family bonds, and life's journeys.

## Regional Styles: Distinctive Art Across Moroccan Berber Tribes

Moroccan Berber rugs vary significantly between regions, with each tribe producing a unique style:

Beni Ourain rugs from the Middle Atlas Mountains feature minimalist black-and-white diamond patterns, embodying themes of protection.

Azilal rugs from the Azilal province are vibrant and asymmetrical, often reflecting the weaver's emotions and creativity.

Boujad rugs near Marrakech use warm hues like pink and red, symbolizing love and femininity, and are cherished for their intricate designs.

### **A Growing Global Appreciation**

As demand for Moroccan Berber rugs rises internationally, these rugs are celebrated for their craftsmanship, cultural richness, and authenticity.

Many consumers are drawn to the historical depth and symbolism woven into each piece,

a rarity in today's mass-produced market.

By purchasing authentic Berber rugs, buyers are directly supporting the Berber artisans, helping sustain these communities and their artistic heritage.

### **Preserving Berber Tradition in a Modern World**

With the global spotlight on Berber rugs, there is a growing movement within Berber communities to maintain the authenticity of their craft while adapting to modern tastes.

Younger artisans are embracing innovative designs and techniques, bridging tradition with contemporary art forms, and ensuring that Berber rug-making remains vibrant and relevant.

For those who acquire these pieces, understanding the cultural context adds to their appreciation, as each rug carries a legacy of resilience, beauty, and a deep connection to the Berber people's land and traditions.

### **Rug**

To preserve the beauty and integrity of Berber rugs, owners are encouraged to follow proper care practices, such as light vacuuming, gentle spot cleaning, and professional maintenance when needed. With thoughtful care, these rugs can endure for generations, keeping their symbolic meanings intact.

Moroccan Berber rugs remain cultural artifacts that connect modern buyers to a rich and storied past.

Through their purchase and preservation, these pieces continue to tell the stories of the Berber people, bridging worlds and generations with every knot and symbol.



### **Caring for Your Berber**



## Oriental Weavers and Gemini Africa Launch “Weavers of Tomorrow” to Foster Innovation in Carpet Industry

**O**riental Weavers, a global leader in woven carpet manufacturing, has partnered with Gemini Africa to launch the “Weavers of Tomorrow” program—a pioneering initiative designed to foster growth and innovation in the textile and carpet industry.

This program aims to establish an integrated business

ecosystem, supporting young entrepreneurs and startups in advancing Egypt’s textile and carpet sector.

The “Weavers of Tomorrow” program is the first global platform of its kind, aiming to nurture a new generation of leaders in the carpet industry through a holistic approach that combines technical, financial, and managerial support.



It will offer mentorship from industry veterans at Oriental Weavers and provide startups with access to resources and insights critical for transforming traditional crafts into modern, innovative projects.

Ms. Yasmine Khamis, Chair of Oriental Weavers Carpets, expressed enthusiasm for the initiative, stating, “As pioneers in creativity and innovation, Oriental Weavers is proud to support the ‘Weavers of Tomorrow’ program to cultivate a new generation of innovators.

This is an investment in the future of Egypt’s textile and carpet industry, promoting sustainable development and economic growth.”

The program, scheduled to run over 18 months, will guide startups through three key phases, focusing on technical training, marketing consultations, and direct mentorship.

Startups participating in the program will explore innovative fields such as smart textiles, digital marketing, and smart stores, aligning with global trends in technology and sustainability.

Eng. Adly Thoma, Chairman and CEO of Gemini Africa, highlighted the program’s unique approach: “This is the first initiative empowering entrepreneurs within the carpet and textile industry.

By connecting startups with industry leaders at Oriental Weavers, we aim to turn innovative ideas into practical solutions that meet the industry’s evolving needs.”

The collaboration between Oriental Weavers, Gemini Africa, and the British University in Egypt underscores a commitment to education, skill development, and industry advancement.

Through training, mentorship, and strategic support, the “Weavers of Tomorrow” program is poised to shape the future of Egypt’s carpet industry, enhancing its global competitiveness and driving sustainable economic growth.

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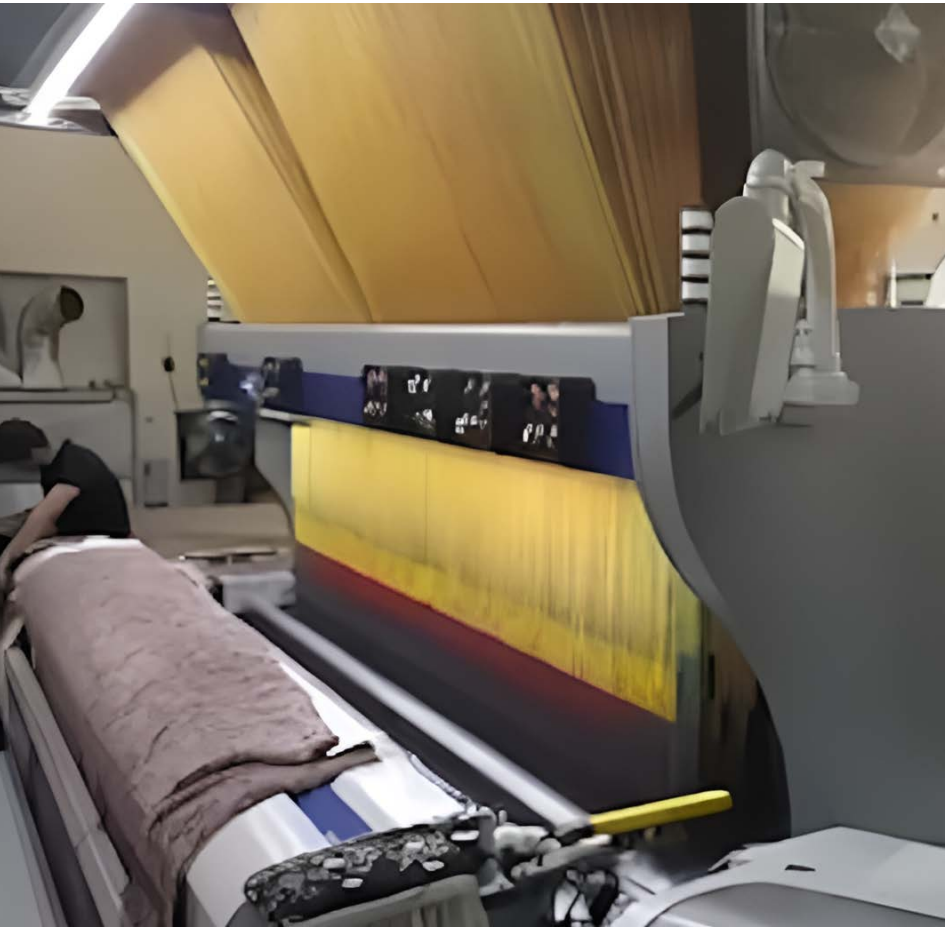
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## Weaving Technology: Transforming Machine- Made Carpets into Hand- Made Creations

In the world of carpets, a significant evolution is taking place as weaving technology bridges the gap between machine-made and hand-made carpets.

With advancements in textile technology, manufacturers are creating machine-made carpets that replicate the intricate craftsmanship and aesthetic appeal of traditional hand-made pieces.

This transformation not only enhances product quality but also opens up new avenues for market expansion and consumer choice.

### **The Journey from Machine-Made to Hand-Made Aesthetics**

Machine-made carpets have long been celebrated for their efficiency and cost-effectiveness.

“

**However, they often lack the unique qualities and artisanal craftsmanship associated with hand-made carpets.**

The introduction of innovative weaving technologies has revolutionized this perspective, allowing manufacturers to produce carpets that mimic the appearance and feel of hand-woven products.

### **1. Innovative Techniques:**

Modern weaving techniques utilize advanced machinery that can replicate complex designs and patterns traditionally crafted by skilled artisans.

This includes intricate motifs that draw in-

spiration from various cultures, including Afghan and Central Asian designs, which appeal to a broader audience seeking authenticity and uniqueness.

### **2. Finishing Processes:**

The process of transforming machine-made carpets into hand-made-like products involves several finishing touches.

After the initial production, carpets are subjected to washing, shaving, and hand-fin-

ishing, which enhances their texture and overall aesthetic.

These steps not only improve the quality but also allow for greater customization, giving each carpet a distinctive character.

### **3. Quality Control:**

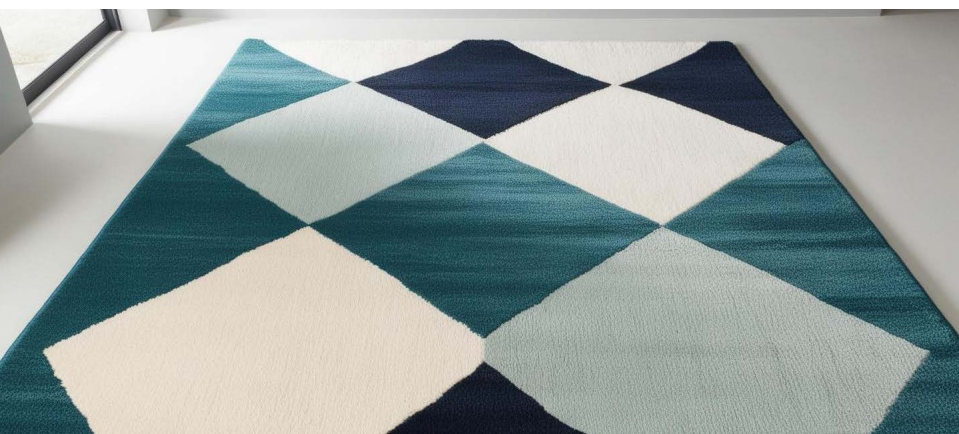
Implementing rigorous quality control measures throughout the production process ensures that the final product meets high standards.

This commitment to quality has led to increased consumer confidence and market acceptance of these innovative carpets.

### **Market Expansion and Consumer Demand**

The evolution of weaving technology has not only redefined product offerings but has also catalyzed market expansion.

**As manufacturers adapt to the changing land-**





**scape, several key factors contribute to their success:**

### **1. Export Opportunities:**

The ability to produce carpets that combine the best of both worlds—machine efficiency and hand-made aesthetics—has positioned manufacturers to tap into international markets.

For instance, a notable portion of products is exported to countries like France, the United States, and Germany, reflecting a growing demand for high-quality carpets that blend traditional design with modern production methods.

### **2. Diverse Collections:**

New collections, such as those introduced for 2024, showcase a blend of classical and contemporary designs, appealing to a wide range of consumer preferences.

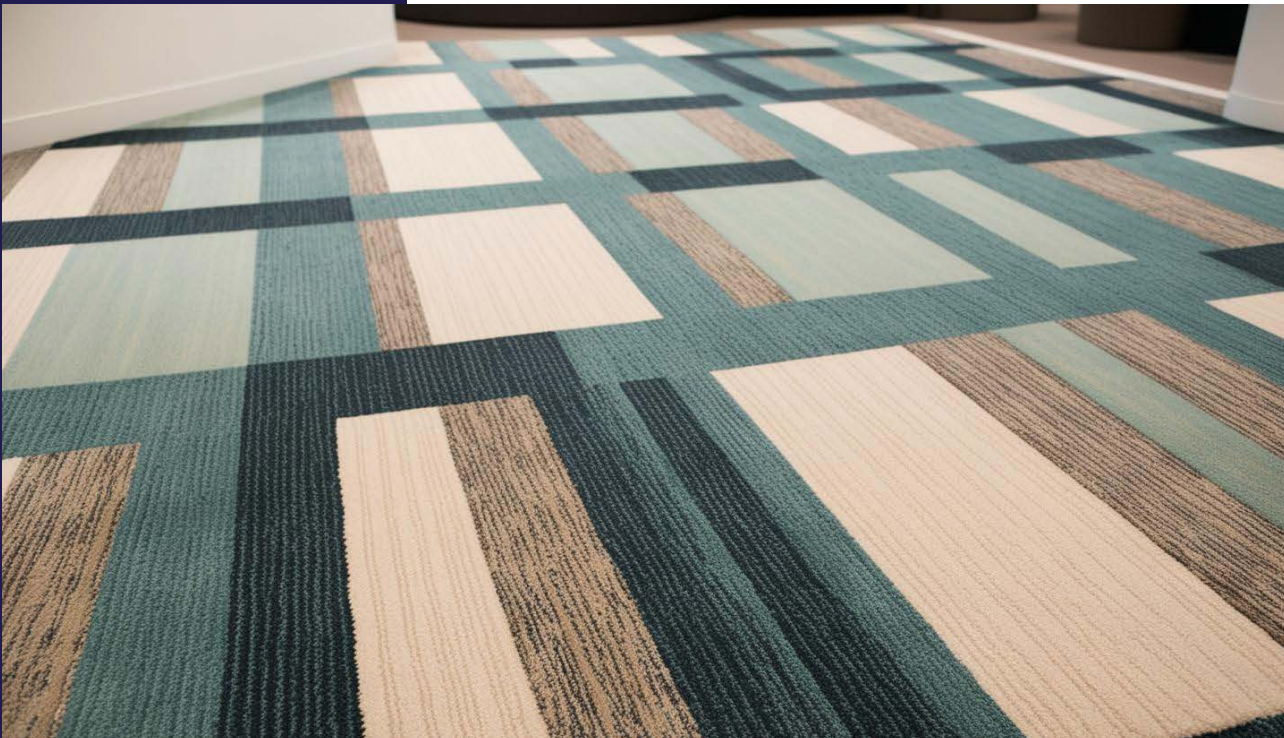
By reinterpreting traditional

motifs and patterns, manufacturers cater to both nostalgia and modern tastes, thus expanding their market reach.

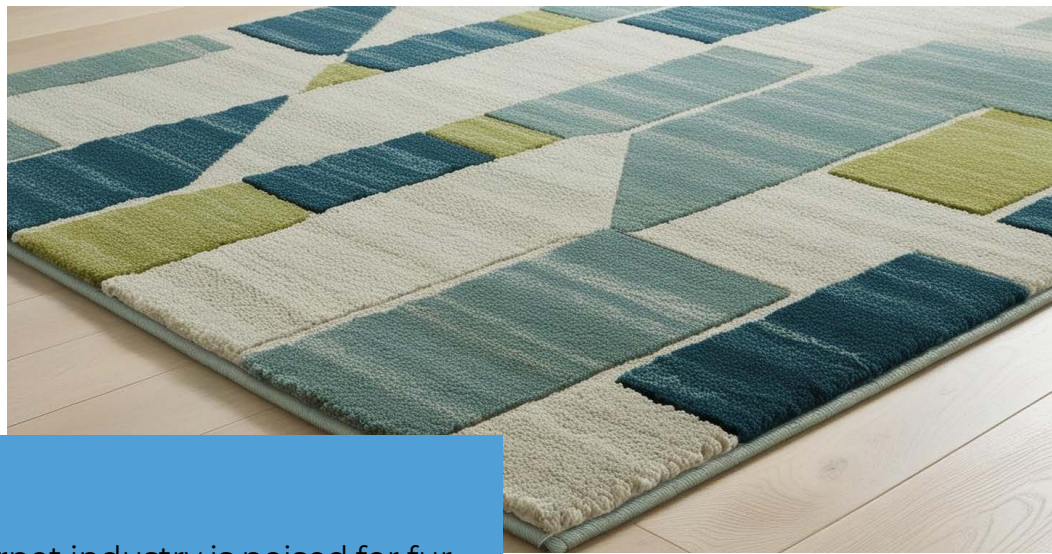
### **3. Sustainable Practices:**

As environmental concerns rise, the textile industry is increasingly focused on sustainable practices.

The technology employed in producing machine-made carpets can also incorporate eco-friendly materials and processes, aligning with consumer demand for sustainability.



Aspect	Machine-Made Carpets	Hand-Made Carpets
<b>Production Speed</b>	Produced quickly; can manufacture thousands of square meters in a day.	Slower production; can take weeks to months for a single carpet.
<b>Cost</b>	Generally less expensive; prices range from \$5 to \$30 per square meter.	Higher cost; prices typically range from \$50 to \$500 per square meter, depending on size and intricacy.
<b>Design Variety</b>	Wide range of designs available, with the ability to produce patterns on demand.	Limited design variations based on artisan skills; often unique and customizable.
<b>Durability</b>	Generally durable; can last 5-15 years depending on quality.	Highly durable; can last generations if properly maintained.
<b>Materials Used</b>	Made from synthetic fibers (e.g., nylon, polyester) or low-cost wool.	Made from high-quality natural fibers (e.g., wool, silk, cotton).
<b>Environmental Impact</b>	Often less sustainable; synthetic fibers can be harmful to the environment.	More sustainable; typically made from natural materials, which are biodegradable.
<b>Artisan Craftsmanship</b>	Lacks artisan craftsmanship; production is largely mechanized.	High level of craftsmanship; each piece is handcrafted by skilled artisans.
<b>Market Share</b>	Approximately 80% of the carpet market; growing popularity due to affordability.	Comprises about 20% of the carpet market; niche segment but valued for quality.
<b>Export Trends</b>	Exported mainly to budget-conscious markets; significant presence in mass-market retail.	Exported to luxury markets; increasing interest in unique, artisan-crafted goods.
<b>Consumer Preferences</b>	Preferred for commercial spaces and high-traffic areas.	Favored for residential spaces and luxury markets due to uniqueness.



## Future Prospects

Looking ahead, the carpet industry is poised for further innovation and growth.

Companies committed to harnessing the power of weaving technology will continue to lead the way in creating products that resonate with consumers seeking both quality and authenticity.

As competition in the global market intensifies, manufacturers must remain agile, embracing new technologies and market trends to maintain their competitive edge.

### 1. Investment in Technology:

Continuous investment in advanced weaving technology will be crucial for manufacturers aiming to improve their product offerings.

Staying at the forefront of technolog-

ical advancements will enable companies to create even more intricate designs and patterns, further blurring the lines between machine-made and hand-made carpets.

### 2. Consumer Education:

Educating consumers about the benefits of machine-made carpets that emulate hand-made qualities will be essential.

By highlighting the craftsmanship involved in the production process and the quality assurance measures in place, manufacturers can build trust and encourage consumers to consider these products as viable alternatives to traditional hand-made carpets.

### **3. Collaboration and Innovation:**

Collaborating with designers and artisans can foster a culture of innovation within the industry.

By bringing together different perspectives and expertise, manufacturers can push the boundaries of carpet design and production, resulting in unique products that cater to a diverse audience.

### **Conclusion**

The evolution of weaving technology has ushered in a new era for the carpet industry, transforming machine-made carpets into

products that rival their hand-made counterparts.

As manufacturers continue to innovate and adapt to market demands, the future looks bright for this sector.

With a focus on quality, sustainability, and consumer education, the carpet industry is set to thrive, delivering exceptional products that honor tradition while embracing modernity.





## Refreshed nora<sup>®</sup> by Interface Rubber Flooring Collection Elevates Indoor Spaces with Elegance and Unrivaled Durability

Interface, Inc. (NASDAQ: TILE), the global flooring solutions company and leader in sustainability, today announced a full color line refresh of its norament 926 satura rubber flooring collection.

This nora by Interface introduction combines an inspiring and versatile color palette with the durability and functionality needed to perform in very high-traffic spaces.

Designers and flooring specifiers

can choose from 22 colors ranging from elegant neutrals to vibrant accents.

norament 926 satura is offered in the timeless hammered surface or the new subtly structured two-tone design, allowing for rich, saturated interplays of color and texture.

Both surfaces are exceptionally durable, maintaining their appearance even under the most demanding conditions in education, public buildings, healthcare, and workplace applications.



“norament 926 satura is one of our best-selling products because of its unique design concept and performance offering,” said Kelly Simcox, Head of Global Design “We crafted this refreshed collection with a focus on design, introducing new colors and versatile options that empower architects and designers to create dynamic spaces tailored to the unique needs of end users.

This collection seamlessly combines aesthetic appeal with high performance, innovation, and sustainability, making it ideal for any environment.

Interface is continuously striving to develop innovative products that are

not only visually stunning but also excel in form and function.

Our goal is to meet the evolving demands of interiors.”

norament 926 satura features an updated color palette that blends neutral tones with design-forward accents.

It is offered in 22 striking hues with the classic hammerblow surface, six of which are also available in an elegant, subtly structured two-tone surface.

**Both the colors and surface can be seamlessly combined, allowing for a wide range of design concepts to be brought to life.**

The collection's same-colored granules, perfectly matched to the base color of the flooring, make for a seamless and consistent look across the floorscape, perfect for filling an entire room for maximum impact.

Or, with the use of inlays, it can help delineate work areas, define room boundaries, and enhance wayfinding.

### **Focus on performance and sustainability**

Designed for very high-traffic areas, nora 926 stands out for its superior performance benefits.

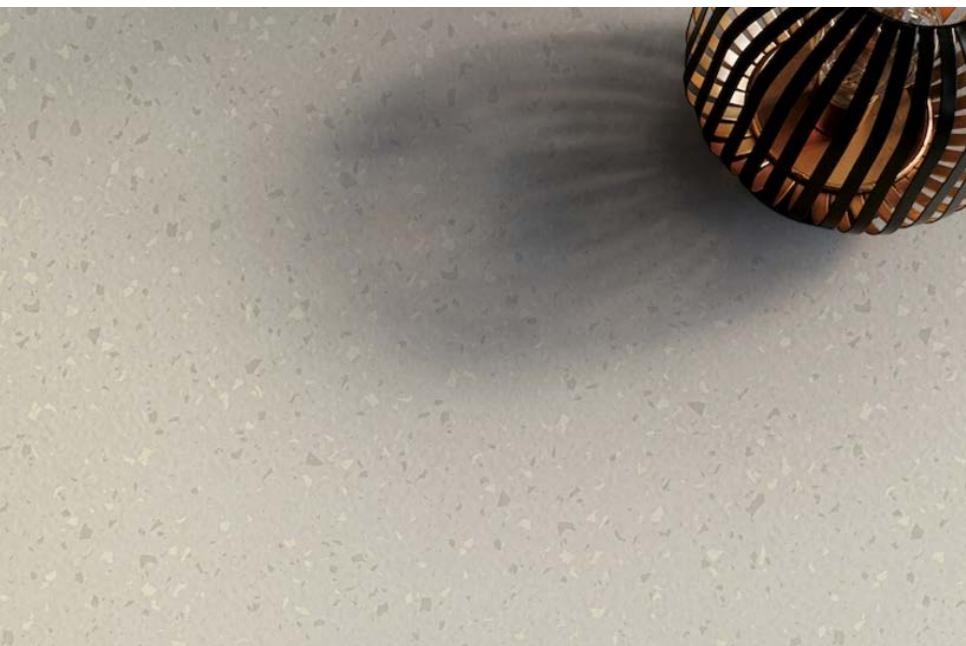
The PVC-free floor covering is dimensionally stable, requires no welding, and features exceptional durability due to its dense surface.

The collection is ideal for educational institutions, healthcare facilities, industrial spaces, and public buildings and can be paired with

Interface's comprehensive portfolio of carpet tile and LVT, and other nora rubber products.

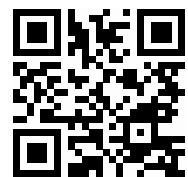
Additionally, nora rubber floors do not require coating and offer an exceptionally long service life. This durability, combined with the flooring solution's ease of maintenance, positively impacts life cycle costs and reduces the environmental footprint of the spaces in which it's installed.

Since 2019, Interface has made significant progress in reducing the carbon footprint of nora rubber flooring through manufacturing innovations, raw materials sourcing, and supplier collaboration.



**SAURER.**

# BD 8 – Think economically.



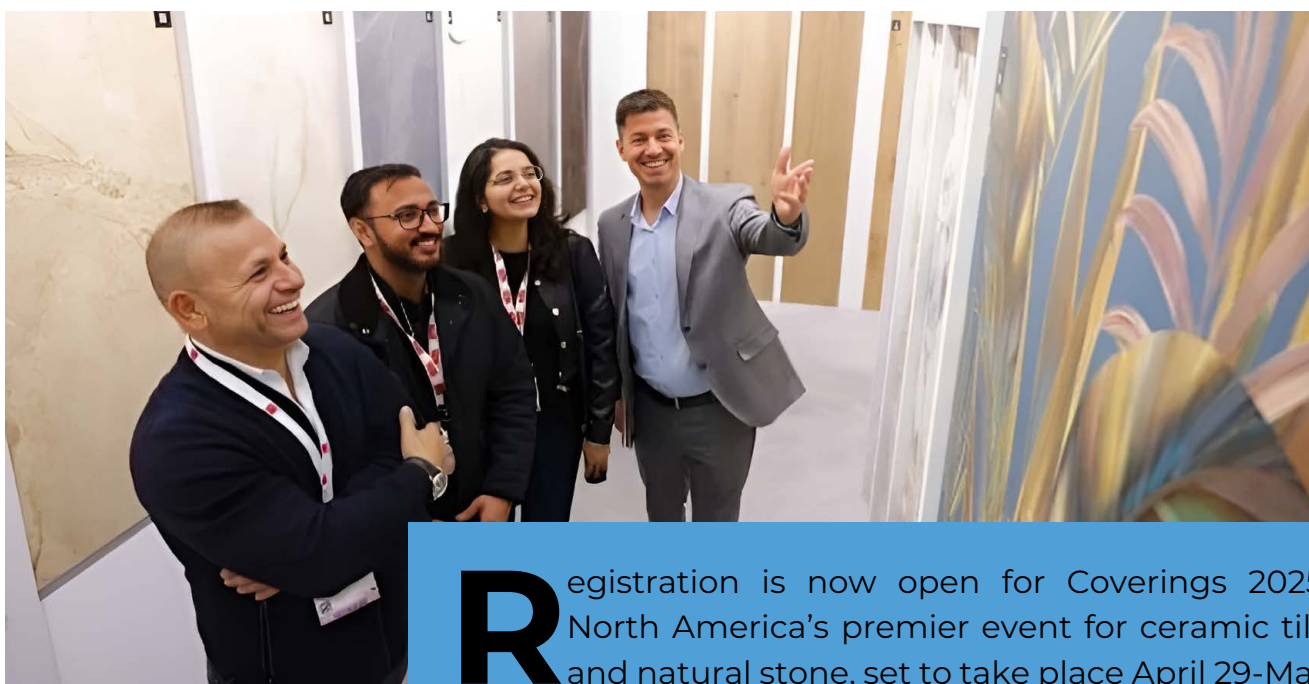
## The world's best doffer units

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

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



## Coverings 2025 Opens Registration, Announces Charitable Initiatives and Award Submissions



**R**egistration is now open for Coverings 2025, North America's premier event for ceramic tile and natural stone, set to take place April 29-May 2 at the Orange County Convention Center in Orlando.

The four-day show will feature over 1,100 global exhibitors, along with a dynamic conference program covering key industry trends, innovations, and advancements in tile and stone.

The Coverings Cares program returns, offering show attendees the chance to make charitable donations during registration.

This year, Coverings pledges to match registrant donations up to \$20,000,

doubling contributions for selected charities.

The initiative allows donations to organizations such as the Gary Sinise Foundation, Tile Heritage Foundation, and Second Harvest Food Bank of Central Florida, among others.

Coinciding with the registration launch, Coverings is accepting submissions for the 2025 Coverings Installation and Design (CID) Awards and the Rock Star Awards.

**The CID Awards honor excellence in tile and stone design and installation across residential and commercial projects.**

Professionals can submit up to three projects, completed between January 2023 and December 2024, showcasing creativity, technical skill, or sustainable practices.

Submissions are due by December 20 and will be reviewed by an expert panel.

The Rock Star Awards recognize outstanding young professionals in the tile and stone industry under 35.

Nominees, evaluated on industry involvement, leadership, and community impact, also have a submission deadline of December 20.

Coverings 2025 promises a comprehensive program for industry professionals, with opportunities for networking, education, and a meaningful impact through the Coverings Cares initiative.





## Oriental Weavers Partners with YASH Technologies for Digital Transformation with SAP S/4HANA Implementation

**O**riental Weavers, the world's largest producer of machine-made rugs and carpets, has announced a strategic partnership with YASH Technologies to integrate SAP S/4HANA into its operational framework.

This collaboration marks a significant milestone in Oriental Weavers' digital transformation journey, aiming to enhance operational efficiency, boost financial performance, and elevate customer satisfaction.

Through the advanced capabilities of SAP S/4HANA, Oriental Weavers aims to optimize its operations, drive product innovation, and unlock new growth opportunities, reinforcing its long-term commitment to sustainability and market leadership.

Founded in Cairo in 1979, Oriental Weavers has grown into a global leader, supplying carpets and rugs to over 130 countries, with a strong domestic presence of more than 120 showrooms across Egypt.

The company remains dedicated to enriching lives through innovative, sustainable, and value-driven products crafted by passionate artisans.

YASH Technologies, a global IT solutions provider known for its expertise in digital transformation, will support Oriental Weavers in implementing this state-of-the-art platform.

YASH's track record in consulting and technology solutions aligns with Oriental Weavers' goals of achieving enhanced performance and sustainable growth.

This partnership highlights Oriental Weavers' proactive approach to adopting cutting-edge technology, ensuring continued excellence in serving both local and international markets.

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## Design INSPO: Developing 100% Wool Carpet Solution for Windstar Cruises

### **L**uxurious marine carpet in the finest pre- & undyed wool

When fitting the new Wind Star cruise ship, interior design manager Jessica Payne from Windstar Cruises searched for the most innovative carpet solution.

Driven by the ambitions to minimise environmental impact and maximise design expression, Jessica teamed up

with our experienced marine specialists and kicked off a fastmoving collaboration literally having wind in its sails.

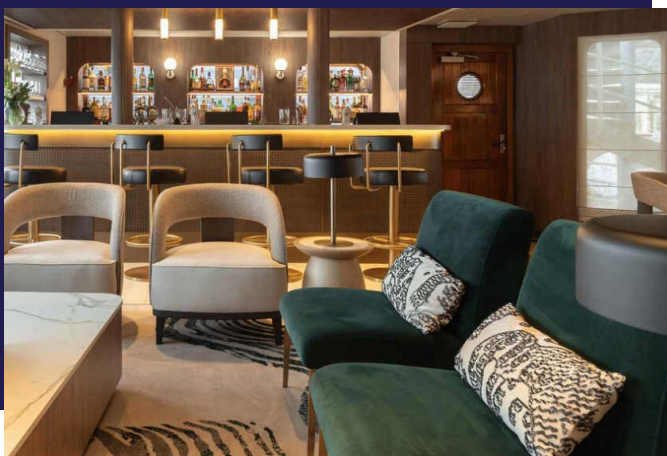
Recently nominated one of the finalists in the two categories “Best refurbished space” and “Best suite” at this year’s Cruise Ship Interiors Awards (the winners to be revealed 5 December 2024), Windstar Cruises undoubtedly demonstrates cruise design excellence noticed by the marine industry.

At Ege Carpets, we're beyond proud to contribute to the co-creation of these unique spaces, which are carefully curated for the CSI Awards with the purpose of celebrating remarkable achievements and innovations within the industry.

Through several initiatives, our partnership with Windstar Cruises exemplifies how renewable materials, innovative design and effective practices come together to create exceptional marine interior design results.

### **Ambitious aesthetic & functional needs**

In close cooperation with the Ege Design Studio, which is specialised in unique customer requirements, Jessica developed a range of designs tailored to meet Windstar Cruises' very specific aesthetic and functional needs.



According to Jessica, the partnership ensured that every space aboard the ship is thoughtfully designed and visually unique.

We sought the most innovative carpet solution with high durability. Ege Carpets' expertise also helped us achieve a carpet that maintains its beauty over time.



### **– Jessica Payne, interior design manager at Windstar Cruises**

To meet Windstar Cruises' requirements, Jessica opted to install our popular Colortec carpet crafted from the finest 100% pure new wool.

Regarding the suite design expression, Jessica explains: "The suites aboard the Wind Star represent the relaxed luxury of our unique sailing yachts.

We peeled back the layers of classic and modern yacht architecture to reveal the design philosophy that blends contemporary and timeless.

The suites feature a refined palette of neutrals, soothing blues and warm wood tones, creating a tranquil and luxurious atmosphere."

As illustrated throughout this article, most of the inset area rugs feature organic patterns, while the central living space carpet features a bold geometric pattern with pops of colour.

### **100% wool: A natural & renewable material**

Our Colortec wool carpet is crafted from 100% pure new wool.

The exquisite look and feel derive from the entirely natural yarn, which is spun in our own spinning mill from the finest selection of extra-long and therefore extra-durable wool fibres.

The thick, almost bouncing, wool carpet surface adds a multi-sensuous dimension to the cruise ship interior and brings improved acoustics when effectively capturing and holding onto noise.

### **Colortec is approved according to IMO standards.**

Infinite colour & pattern freedom

At Ege Carpets, your colour choice is completely free and unlimited, so in reality you can choose from thousands of shades.

What makes this project special is the exquisite combination of pre-dyed wool and undyed wool that blend together beautifully in the carpet designs.

With numerous design elements to manage across a fleet of ships, partnering with the Ege Design Studio has been invaluable.

They meticulously handled the details and patterns, allowing me to seamlessly integrate their work into the overall project.– Jessica Payne, interior design manager at Windstar Cruises

### **Pre-dyed wool in all shades**

Featuring extreme colour saturation, pre-dyed wool yarn excels in adding depth and contrast to any premium floor design.

So, if you seek the exquisite look and feel that only emanate from an entirely natural yarn, we offer the finest selection of 100% pure new wool in any colour you need to tell the story of your interior design and match the remaining design elements perfectly.





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### **Undyed wool in nature's own tones**

If you're seeking uncompromising natural elegance, un-dyed wool carpet should be the focal point of your interior design.

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You can create patterns by combining several different shades or achieve a tight and minimalist look with a finely crafted carpet in your preferred natural colour.

Our undyed wool comes directly from the sheep and has therefore not undergone any colour

treatment.

Although sheep are as unique as other elements of nature, the wool can be sorted into colour groups with minimal variations, resulting in a nearly uniform appearance.

If you desire endless design possibilities, you can

combine undyed wool with pre-dyed wool, available in all conceivable tones.

### **All patterns possible**

From opulently majestic to soft organic or strictly minimalist expressions, we create entirely customised patterns suiting all requirements of your project.



Each custom request is unique and so is our approach to fulfilling it.

While meeting your design brief, the Ege Design Studio is your guarantee that our high standards of craftsmanship are always met.



### **Adapted width & pre-cut carpet**

To minimise the material wastage related to fitting the Wind Star, we incorporated an adapted width for different areas of the ship.

This approach not only reduced waste but also enhanced the overall installation time of the project.

To further streamline the process, we pre-cut the carpets for cabins and suites.

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By preparing these elements before delivery, a precise fit and reduced installation time were ensured, leading to a smoother and more efficient project execution.

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# CFE

## carpet & flooring expo

**January 7-10, 2025**

**ISTANBUL EXPO CENTER  
TÜRKİYE**

# Mohawk Launches SolidTech R, a Sustainable Flooring Innovation in the SPC Market



**M**ohawk Industries has introduced SolidTech R, a new SPC product that combines the robust features of its predecessor, SolidTech, with enhanced environmental benefits.

Known for its commitment to innovation, Mohawk has now taken strides to address sustainability in the fast-growing SPC flooring segment, which is currently the largest within the flooring industry.

**Kurt Weaver, Mohawk's President of Resilient, stated, "We wanted to keep SolidTech's exceptional performance while improving its environmental impact."**

SolidTech R's sustainability focus is highlighted by its 100% recycled stone-plastic core. Partnering with Plastic Bank, Mohawk integrates the equivalent of up to 20 reclaimed single-use plastic bottles into each square foot of SolidTech R.

This initiative not only reduces ocean-bound plastic but aligns with the increasing demand from consumers for eco-friendly products.

- “Single-use plastics and sustainability are growing priorities,” Weaver noted. “By creating a product with recycled bottles, we’re able to combine beauty, performance, and sustainability.”

In addition to its environmental benefits, SolidTech R delivers superior performance.

The product features Mohawk’s All Pet Gold for enhanced stain and scratch resistance, as well as WetProtect Gold—a robust waterproofing technology backed by a flood-proof warranty.



With improved durability, the flooring offers three times the scratch resistance of LVT, twice the joint strength, and triple the impact resistance.

SolidTech R also includes HDX for superior color clarity and RealPlank, which delivers up to 30 unique plank designs for a natural look and minimal pattern repeat.

**Launched nationwide on October 7, SolidTech R will be showcased at Mohawk’s Edge Summit in December.**

Supported by comprehensive marketing and merchandising, the product provides a sustainable, high-performance solution tailored to meet both consumer and retailer demand.



## 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



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## RECONNECTING WITH FLOORING

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

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