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MENA CARPET NEWS



**INTERTEXTILE
SHANGHAI 2025 TO
ELEVATE
INNOVATION AND
SUSTAINABILITY IN
FLOORING**

**CONDOR GROUP
TARGETS GLOBAL
GROWTH WITH FOCUS
ON SUSTAINABILITY
AND KEY MARKETS**

**TUFTCO CORP
PRESENTS TRUE3D
TECHNOLOGY AND
TURF SOLUTIONS AT
DOMOTEX MIDDLE
EAST**

Condor Group Targets Global Growth with Focus on Sustainability and Key Markets



In a comprehensive and forward-looking interview with MENA Covering, Mr. Geert Vandamme, Head of Sales and Marketing at VEBE flooring Coverings and a senior executive at the Netherlands-based Condor Group, outlined the company's robust global expansion strategy and deep commitment to sustainability across its operations.

Middle East: A Strategic Growth Market

With construction booming and economic diversification surging, the Middle East is high on Condor's radar for future expansion.



"If you're looking for expansion, I think this is the place to be," Vandamme said during a recent visit to the Gulf region.

He highlighted Dubai's rapid transformation and infrastructure development, pointing to its thriving tourism and commerce sectors that now contribute over 98% of the city's revenue, independent of oil.

Founded in 1992, Condor has grown into one of Europe's largest textile flooring manufacturers, producing over 200 million square meters of carpet annually.

From its tightly integrated base in the Netherlands, the company operates seven specialized firms and exports to over 85 countries worldwide.

Sustainability: More Than a Buzzword

A key pillar of Condor's growth strategy is sustainability.

Vandamme emphasized that the company no longer views eco-investments as cost centers but as essential to remaining competitive.

“If we don’t invest in sustainable materials, we’ll lose the market—and the long-term race,” he said.

Condor’s investment in TIDE, a revolutionary recycling initiative that recovers plastic from rivers before it reaches the oceans, exemplifies its proactive approach.

“We’re not just buying yarn — we’ve invested in the organization,” Vandamme noted.

The company uses TIDE-derived polyester in both residential and automotive carpets, supplying major auto brands like BMW and Tesla.

U.S. Market: Cautious Optimism Amid Trade Volatility

Despite Condor’s strong market presence in the U.S., new tariffs and exchange rate challenges have prompted a strategic reassessment.

Vandamme acknowledged growing concerns among American partners over rising costs and hinted at potential local operations in the U.S. “We’re evaluating our options but proceeding step by step,” he stated.

With logistical costs fluctuating globally and Chinese exports potentially flooding new markets, Condor is doubling down on premium product segments to maintain profitability and defend its market share.

Circularity Challenges: The Missing Link

While Condor has made major strides in sustainable materials, Vandamme stressed that true circularity is still out of reach without robust post-consumer recycling infrastructure.



“We can produce 100% recycled carpets, but who collects them afterward?”

he asked He called for global collaboration between governments, recyclers, manufacturers, and consumers to build reverse logistics systems.

“If we talk about recycling, it has to be real — not just picking up the product and incinerating it somewhere,” he added.

Vandamme also highlighted product design challenges, especially the use of mixed-material components in carpets, which complicates recycling.

“Products need to be designed for disassembly and reuse from the start,” he advised.

A Call to Action

From its base in the Netherlands to potential new markets in the Middle East and the U.S., Condor

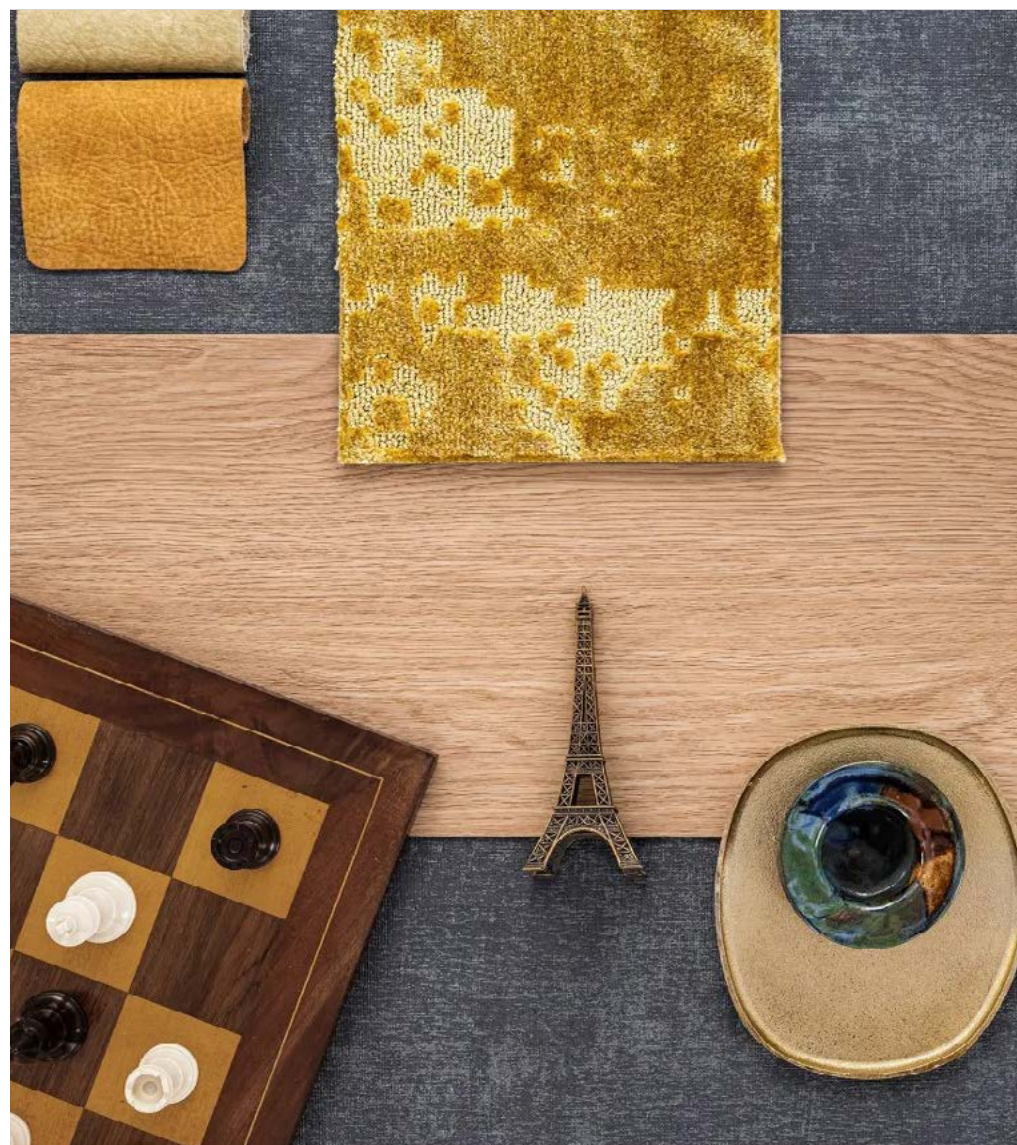
Group continues to combine family-owned values with industrial scale and innovation.

Whether through eco-certified factories, strategic international partnerships, or cutting-edge recycling initiatives, the company is positioning itself as a global leader in textile flooring

with sustainability and agility at its core.

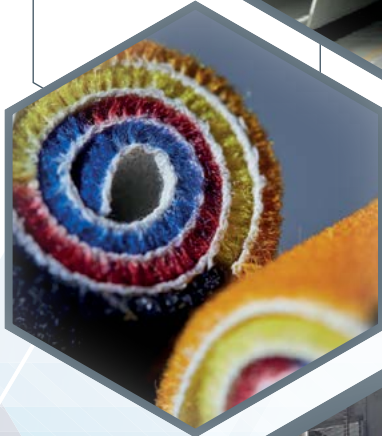
“There’s a global gap in logistics for post-consumer carpets,” Vandamme concluded.

“Whoever fills it first will not only serve the environment — they’ll build a great business too.”



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- ◆ installing and commissioning the equipment
- ◆ implementing and transferring the process technology and know-how
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Ghanbari Nia Carpet Unveils Antique Masterpieces at DOMOTEX Middle East 2025

“DOMOTEX is like family—we trust them, and we brought our best.”

Ghanbari Nia Carpet, one of the oldest and most prestigious names in Iranian carpet heritage, made a powerful impression at DOMOTEX Middle East 2025 with over 500 square meters of exhibition space and an exclusive showcase of antique carpets valued in the millions.

In an exclusive interview with MENA Covering, Managing Director Mr. Amir Ghanbari Nia stated:

“DOMOTEX is like a family to us. We like them, we trust them, and we love the way they organize.

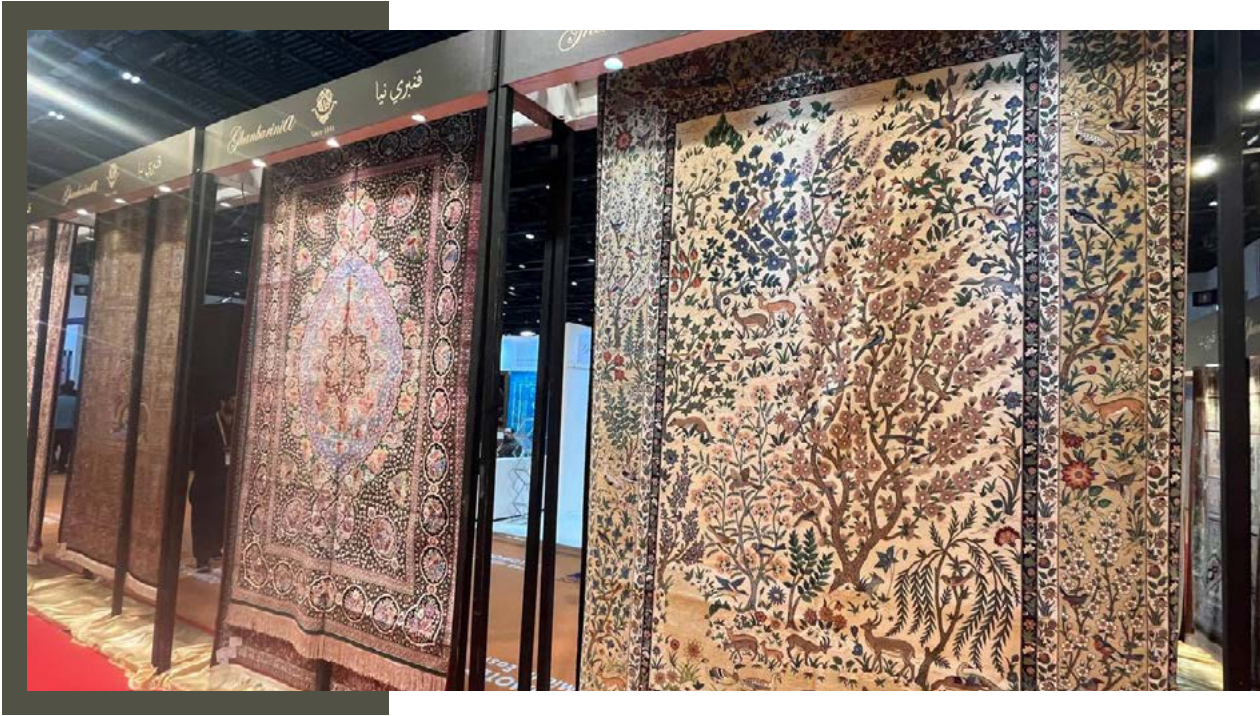
This year we brought our finest collection for people to experience history, culture, and timeless craftsmanship under one roof.”

Established in 1841, Ghanbari Nia Carpet—also known internationally through its Heritage Carpet collection—has 93 representatives across 31 countries.

Their 2025 participation in Dubai marked one of the largest single-brand presences at the show, emphasizing their commitment to legacy, artistry, and global expansion.

The star of the collection? A breathtaking antique Petau carpet, dating back to 1900 and estimated at \$4.8 million.

Though not for sale, the piece served as an educational and cultural display to highlight the rarity and artistic brilliance of authentic Persian antiques.



“This year, our focus was entirely on antique carpets—those over 100 years old.

It’s important for the younger generation and international buyers to learn how rare and irreplaceable these pieces are,” Mr. Ghanbari Nia emphasized.

DOMOTEX Middle East 2025 delivered not just crowds but qualified buyers and passionate connoisseurs.

According to Mr. Ghanbari Nia, the quality of visitors was “far more professional” than the previous year, thanks in part to improved online registration and exhibitor curation.

“Come and view these masterpieces in person. There’s no other place where antique Persian carpets are displayed like this—accessible, elegant, and ready to inspire.”

Looking ahead, Ghanbari Nia Carpet plans to participate in DOMOTEX Germany and Dubai 2026, with official announcements expected soon.

For now, the message from the Heritage Carpet team is clear:





Tuftco Corp Presents True3D Technology and Turf Solutions at Domotex Middle East

At Domotex, MENA Covering had the opportunity to sit down with Mr. Mark Harmon, Vice President of Sales for the Tuftco Tufting Systems Division, to discuss the latest developments in the tufting machinery sector, the impact of global trade policies, and the future outlook of automation and sustainability in the carpet and flooring industries.

Tuftco's Innovations: True3D and Itron Machines

Q: What new technologies is Tuftco introducing to the market?

A: This year, we are very excited about two major innovations:

True3D Technology: This is the most versatile tufting system in the industry. It allows manufacturers to create plain cut pile, loop and cut-loop (LCL) products, and even vary both the pile height and gauge within the same piece of carpet—all at the push of a button using our VTEC system.

For instance, a designer can create a car-

pet that combines 1/8th gauge with a pile height of 8mm and, in the same carpet, a 1/12th gauge area with a pile height of 10mm.

This offers unparalleled design flexibility and reduces the need for labor-intensive hand carving.

Itron Machine: A hollow-needle tufting machine that allows the direct tufting of logos, hash marks, and custom patterns onto artificial turf.

Traditionally, sports turf logos were cut and stitched separately, but with the Itron, these can be tufted directly, eliminating weak points and improving field durability.

True3D Technology and Itron Machine both are helping to redefine efficiency, design freedom, and manufacturing precision.

The Impact of U.S. Tariffs on the Flooring Industry

Q: Recently, tariffs imposed by the U.S. government, particularly during President Trump's administration, have had widespread effects.

How has this impacted the flooring and carpet industries, and Tuftco specifically?

A: The tariff situation has indeed affected our business.

Several of our customers, who had planned to purchase tufting and finishing equipment, postponed their decisions because of the uncertainty.

As the tariff situation remains fluid and keeps evolving, many companies are taking a wait-and-see approach.

This uncertainty has negatively impacted some of our international business.



Q: Do you see this trend continuing, or will it stabilize?

A: Eventually, businesses will adjust. People will get used to the “new normal,” and once the situation stabilizes, the flow of orders will resume. Markets always find a way to adapt over time.

Middle East Carpet Market Opportunities

Q: How do you see the Middle East market, particularly the UAE?

A: We have very good customers here in the UAE, and the market remains strong. There are a lot of ongoing projects, and our customers continue to invest in new machinery.

We are optimistic about our continued growth in this region.

Q: How would you compare this year's Domotex show to previous years?

A: The exhibition seems slightly smaller compared to last year in terms of the number of exhibitors. However, the visitor traffic has been steady.

Yesterday started slow but picked up nicely towards the afternoon, and today is following a similar pattern. Overall, we are satisfied with the level of interest.

The Rise of Chinese Machinery and the Future of American Manufacturing

Q: With Chinese manufacturers improving quality and offering cheaper machinery, how do you view the competition?

A: Chinese machinery is definitely cheaper, but the quality, longevity, and service cannot match what American manufacturers provide.

Our machines are built to last decades; we have machines from 1962 still in operation today.

When you consider long-term value, maintenance, and production consistency, American machines are still a better investment.

Q: How do you see the future of U.S. carpet machinery manufacturing?

A: It's definitely not as booming as it was during the 1970s-1990s when residential carpeting dominated.

Hard surfaces have taken a share, especially in the resi-

dential sector.

However, the commercial and hospitality sectors still heavily rely on carpets, and that's where we focus.

High-end residential projects also create demand for innovative, premium products like those made with True3D technology.

Innovation Beyond Speed: Automation and Smart Systems

Q: Some experts believe we have reached the physical limits of machine speed and performance.

Where do you see the next wave of innovation?

A: The next frontier is not just speed but efficiency and predictive maintenance.

For example, our TruSense device monitors yarn tension.

If tension becomes unstable, it warns the operator before a yarn break happens, thus preventing downtime.

Maximizing machine uptime is far more valuable than simply increasing speed.

Q: Could automation bring manufacturing back to the U.S. or Europe?

A: Absolutely. Some manufacturers are already integrating automated yarn creeling and loading systems, reducing the need for human operators. We used to require two or three operators per machine.

Now with automation, you can have one person manage two or even three machines.

Automation could make reshoring production more feasible in the future, especially as labor costs and shortages continue to rise in the U.S.

Q: What about countries like Turkey, India, or Bangladesh, where the textile industry depends heavily on labor?

A: That's a very complex issue. In the U.S., government policies push for automation through rising minimum wages and additional employment costs.

In labor-heavy economies, there might be more resistance, but eventually, global competition will drive adoption of automation even there.

How they balance economic growth with potential job losses will be key.

The Future of Recycling in the Carpet Industry

Q: Sustainability and recycling are becoming increasingly important. How do you view the industry's progress?

A: The carpet industry in the U.S. has been one of the leaders in recycling initiatives. Efforts have been ongoing for 20 years.

One of the main innovations is the move towards mono-material carpets, where all components—fiber, primary backing, and secondary backing—are made from the same polymer, like polyester.

This simplification makes recycling much more efficient because separating different materials is costly and difficult.

Big companies like Shaw, Mohawk, and Engineered Floors are leading the way, not only recycling carpets but also using materials like recycled PET bottles for yarn production.

Q: Do you see potential for new players in the carpet recycling sector?

A: Yes, definitely. There's room for growth, especially as regulatory pressures increase and consumers demand more sustainable products.

Major mills have invested heavily, but there is still a large untapped potential for innovation in recycling technologies and processes.

Closing Remarks

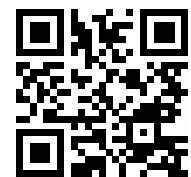
Mr. Mark Harmon's detailed insights reflect Tuftco's deep commitment to innovation, quality, efficiency, and sustainability.

In a rapidly changing global landscape—challenged by trade disputes, technological disruption, and environmental concerns—Tuftco continues to stand as a pioneer in advancing tufting machinery to meet the evolving needs of the carpet and flooring industries worldwide.



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DOMOTEX asia/CHINAFLLOOR 2025 Set to Showcase the Most Innovative Flooring Technology Solutions



The 27th edition of DOMOTEX asia/CHINAFLLOOR, Asia's leading flooring industry exhibition, will take place from May 26-28, 2025 at the National Exhibition and Convention Center (NECC) in Shanghai.

As a pivotal platform for the global flooring industry, DOMOTEX asia/CHINAFLLOOR 2025 will gather leading manufacturers, suppliers, and designers to explore cutting-edge technologies and market trends, offering strategic insights into supply chain optimization and sustainable development.

Floor Tech showcased at DOMOTEX asia/CHINAFLLOOR

As an integral part of the 2025 show, the dedicated Hall 8.1 will showcase cutting-edge technology across the entire flooring value chain.

Spanning 20,000+ square meters and featuring 200+ exhibitors, the pavilion will highlight innovations across materials, machinery, installation technologies, quality assurance, and complementary accessories.

Exhibits will range from raw materials and automated production equipment to advanced installation tools, adhesives, surface coatings, and sustainability-focused solutions such as quality testing instruments and certification services.

Attendees can also explore accessories designed to enhance flooring durability, aesthetics, and functionality, showcasing the industry's technological progress.

A selection of Floor Tech brands exhibiting at DOMOTEX asia 2025

• Adesiv SRL – Produces glues, primers, varnishes, oils and floor care products for parquet, as well as adhesives for carpets, PVC, rubber, sports flooring, and building applications. (Booth: 5.2A06)

• STAUF Klebstoffwerk GmbH – German adhesive technology provider for parquet, textile, rubber, turf, and sports floors since 1828. (Booth: 8.1B45)

• WOCA DENMARK A/S – Specializes in eco-friendly woodcare to preserve the natural appearance and durability of wooden surfaces. (Booth: 8.1C01)

• Changzhou Xinqihang (KHOM) Automation Technology Co., Ltd – Offers machinery control systems and integrated software solutions for the flooring and furniture industries. (Booth: 8.1D01)

• Qingdao Sanyi Plastic Machinery Co., Ltd – Manufacturer of PVC and NON-PVC flooring extrusion machines with over 70 patents. Exported to 30+ countries over the past two decades.



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Tarkett: Johnsonite Named Top Product at Fuse Alliance 2024

Johnsonite by Tarkett has earned the prestigious Fuse Alliance Award for Top Product at the 2024 Supplier Awards, an accolade that solidifies its reputation as a leader in commercial flooring innovation.

This recognition highlights Johnsonite's dedication to crafting high-quality, durable flooring solutions that are trusted by industry professionals and com-

mercial establishments around the world.

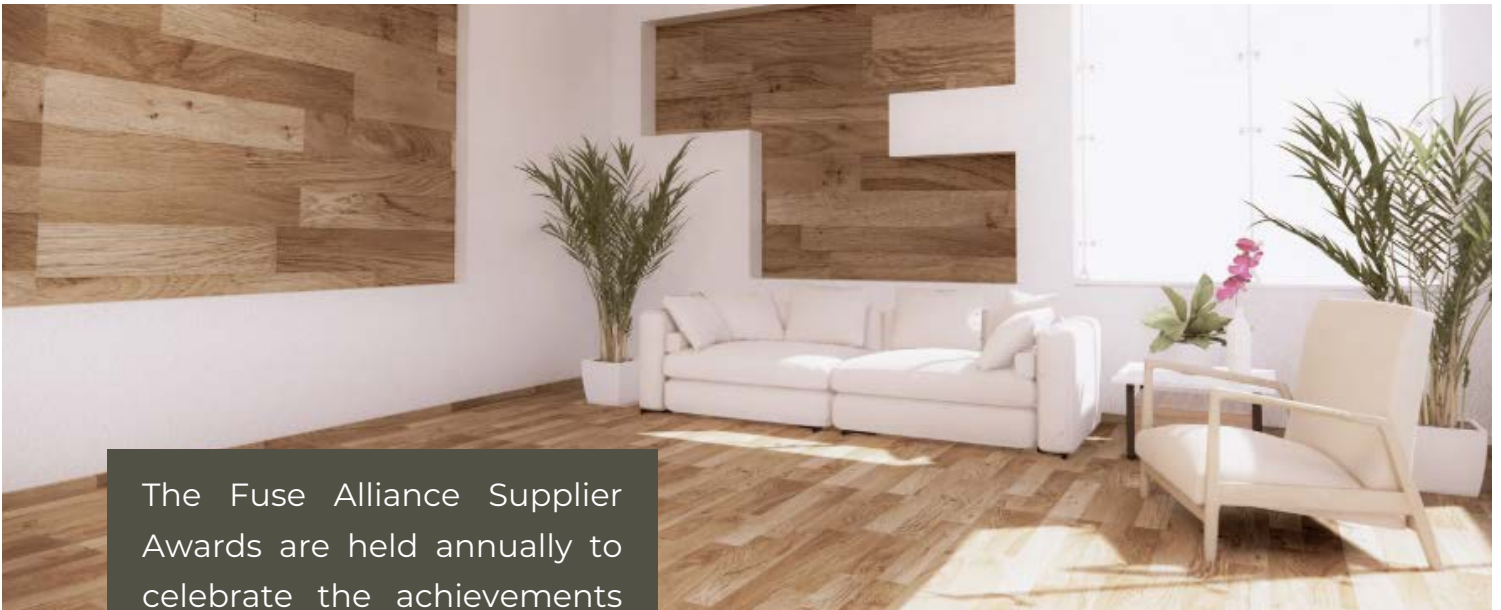
At the heart of this recognition is Johnsonite's commitment to providing exceptional flooring systems designed not only for performance but also for sustainability.

The Fuse Alliance Award 2024 acknowledges brands that demonstrate an unparalleled dedication to improving commercial spaces through advanced technology, su-

perior design, and environmental responsibility.

Johnsonite's Fuse Alliance Award victory is a testament to its ongoing pursuit of excellence.

With an expansive range of flooring options designed for various sectors including healthcare, education, and corporate environments, Johnsonite by Tarkett stands out for its versatility and innovative approach to flooring solutions.



The Fuse Alliance Supplier Awards are held annually to celebrate the achievements of companies that make a significant impact on the flooring industry.

Winning the Fuse Alliance Award not only honors Johnsonite's excellence in product development but also recognizes its exceptional customer service and industry leadership.

As the flooring industry continues to evolve, Johnsonite by Tarkett has positioned itself at the forefront of this transformation.

The brand's flooring products offer cutting-edge design options that combine aesthetic appeal with unparalleled performance, making them the top choice for architects, contractors, and designers alike.

Johnsonite's Commitment to Quality and Innovation

The recognition of Johnsonite as the Fuse Alliance Award 2024 winner underscores the brand's long-standing dedication to innovation and quality in the commercial flooring industry.

By constantly pushing the boundaries of design and functionality, Johnsonite remains a top contender in the highly competitive flooring market.

In addition to superior product performance, Johnsonite by Tarkett continues to prioritize environmental sustainability.

Their products are engineered with sustainable materials and designed to contribute to healthier indoor environments, making them a preferred choice for eco-conscious clients across the globe.

Why the Fuse Alliance Award Matters

The Fuse Alliance Supplier Awards are one of the most respected honors in the flooring industry.

The awards recognize the most innovative and influential products and companies that shape the industry.

Winning such a prestigious award is a significant milestone for Johnsonite by Tarkett, as it further establishes their authority in the field of commercial flooring solutions.

Looking Ahead: The Future of Commercial Flooring

As we look to the future of commercial flooring, Johnsonite is poised to lead the charge with its innovative products and solutions.

The Fuse Alliance Award serves as a powerful reminder of the company's ability to adapt to the ever-changing needs of the flooring market, creating solutions that combine form, function, and sustainability.

With a track record of excellence and a passion for innovation, Johnsonite by Tarkett will continue to be a trailblazer in the commercial flooring industry for years to come.

Coverings Honors 2025 Rock Stars and Industry Champions

Coverings 2025 proudly announced the winners of this year's Rock Star Awards, honoring 16 outstanding professionals across various sectors of the tile and stone industry.



Now in its 10th year, the Rock Star program celebrates emerging leaders whose innovation, skill, and passion are shaping the future of the field.

Alongside them, four influential figures were recognized as Coverings Champions for their long-term contributions and commitment to industry excellence.

2025 Rock Star Award Winners

Winners were selected from diverse categories including installation, design, retail, and fabrication. Notable honorees include:

- Installation & Contracting: Alex Nez, Daniel Adams, Jennifer Barker
- Design: Danielle Dean, Pelar Fullilove
- Retail & Distribution: Rachel Feibelman, Jodi Fowler, Marilyn Black, Dan Rodgers

- Manufacturing & Marketing: Giovanni Gradellini, Anthony Milia
- Stone Fabrication: Ben Mestek, Joseph Ontra, Travis McDermott
- Industry Representation: Roxanne Morris
- Builder/Remodeler: Sal Azzolino

2025 Coverings Champions

A new recognition this year, the Coverings Champions Award honors individuals with a long history of supporting the show and advancing the industry:

- Steven Clem (TVS)
- Tony Malisani (Malisani Inc.)
- Woody Sanders (DW Sanders Tile & Stone)
- Harold Yarborough (D&B Tile Distributors)

Celebration at Coverings 2025

The awards ceremony will take place on April 29, 2025, from 4:00–5:00 PM at The Coverings Lounge (Booth 4300), Orlando, Florida.

Visitors are encouraged to attend and connect with some of the most promising and influential figures in the industry.

Coverings 2025 Rock Star Awards: Celebrating Industry Leaders

The Coverings 2025 Rock Star Awards shine a spotlight on emerging talent and industry veterans who are setting new standards in the tile and stone industry.

This prestigious recognition honors individuals whose creativity, dedication, and excellence are driving change and progress in their respective fields.

From innovative installation techniques to groundbreaking designs and business strategies, the awards encompass a wide range of achievements that reflect the dynamic and evolving nature of the industry.

The celebration will culminate in an awards ceremony on April 29, 2025, where attendees will have the chance to network with these outstanding professionals and witness firsthand the future leaders who are shaping the tile and stone landscape.

This year's event also highlights the important contributions of long-term industry champions, whose efforts have been instrumental in advancing the field and supporting the growth of Coverings.

As Coverings 2025 continues to bring together the best minds in the tile and stone industry, it serves as a platform to recognize the achievements that are driving innovation and sustainability across the sector.

Whether you're an installer, designer, retailer, or manufacturer, the Rock Star Awards provide an opportunity to acknowledge the talent, passion, and hard work that are helping the industry thrive.

Turkish Carpet Exporters Strengthen Gulf Ties with Sectoral Trade Delegation to Dubai and Doha



The Southeastern Anatolia Carpet Exporters Association has kicked off its first international trade delegation of 2025 with a strategic visit to Dubai, United Arab Emirates, followed by Doha, Qatar.

The initiative aims to boost Türkiye's carpet exports through targeted business meetings and networking activities in the Gulf region.

Boosting Exports Through Direct B2B Engagement

Led by Zeynal Abidin Kaplan, Chairman of the Association, the delegation comprises

member companies engaged in direct meetings with importers, wholesalers, and retail chain representatives in Dubai.

The goal is to foster new export partnerships and increase the visibility of Turkish carpets in key Middle Eastern markets.



Chairman Kaplan Highlights Cost-Effective Export Promotion

Speaking on the occasion, Kaplan emphasized the significance of sectoral trade delegations, describing them as cost-effective and impactful avenues for export promotion.

“Instead of spending time and resources on individual customer visits, our members get to meet dozens of potential buyers face-to-face in a single venue,” he noted.

“With the support of the Ministry of Trade, our ambassadors, consulates, and trade attachés, these events are becoming increasingly productive.”

Future Plans: Expanding Outreach to More Countries

Kaplan reiterated the Association’s commitment to organizing delegations to eight countries across four different events annually, in line with member input and ministry approvals.

“Our goal is not only to showcase high-quality Turkish carpets but also to establish long-term com-

mercial partnerships in regions with high growth potential.”

Positioning Turkish Carpets as Luxury and Cultural Symbols

Following the Dubai leg, the delegation will proceed to Doha, Qatar, where it will continue its trade meetings and promotional activities before returning to Türkiye.

The trade mission underscores Türkiye’s strategy to expand its footprint in the Gulf’s high-value markets, promoting carpets as both cultural heritage and luxury products with strong international appeal.



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



1949–2024

Intertextile Shanghai Home Textiles 2025 Returns with Global Focus and Sustainability Drive



The leading home textile event in Asia, Intertextile Shanghai Home Textiles – Autumn Edition, will return from 20–22 August 2025 at the National Exhibition and Convention Center (Shanghai), bringing together global industry players for sourcing, innovation, and collaboration.

Organized by Messe Frankfurt (HK) Ltd, the Sub-Council of Textile Industry (CCPIT), and the China Home Textile Association (CHTA), the 2025 edition aims to build on the strong momentum from 2024, where the fair welcomed 946 exhibitors and over 35,000 visitors from 108 countries across a 100,000 sqm exhibition space.

Strengthening Global Ties and Sustainability Focus
Intertextile Shanghai Home Textiles is set to em-

phasize cross-border partnerships and sector-wide synergies under the theme of “Textile Power.”

Ms. Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, highlighted the fair’s expanding global impact:

“With China’s visa-free policies and growing international market optimism, we anticipate even greater overseas participation next year.

Intertextile Shanghai Home Textiles continues to be the premier platform for showcasing textile excellence to both home and contract markets.”

The show is part of Messe Frankfurt's broader Texpertise Network, dedicated to promoting sustainability and innovation in textiles worldwide.

Sustainability will once again be a major theme, reflecting industry trends in key export markets like the US, EU, and Latin America, where demand for eco-friendly products continues to rise.

Global Voices: Exhibitor and Buyer Perspectives

At the 2024 edition, exhibitors praised the fair's ability to drive new business and showcase sustainability.

Mr. Runhao Ma of Japan's Toyo Orimono Co Ltd observed a significant shift in buyer demand toward sustainable products:

"Previously 10% of our customers sought sustainable products; now it's 50–60%. This fair is one of the best places to meet both domestic and international buyers."

Similarly, Mr. Mário Abreu of Portugal's Elastron Group highlighted their success at the fair, noting the popularity of their recycled, water-free fabrics:



"Manufacturing sofas with our fabrics saves 250 liters of water and recycles about 400 PET bottles."

Long-term buyers also echoed the fair's importance. Ms. June da Silva, Director of Hertex from South Africa, commented:

"This show is essential for our sourcing strategy. Communication, quality, and innovation have significantly improved."

Extensive Product Showcase for 2025

The Autumn Edition will once again feature a wide range of home textile products, including:

- Bedding and towelling
- Curtains, upholstery, and sofa fabrics
- Rugs and floor coverings
- Kitchen and table linens
- Home textile accessories
- Interior non-textile products
- Design and textile technologies

Dedicated product zones will allow buyers to explore new collections and innovations, reinforcing Intertextile Shanghai Home Textiles' position as the leading sourcing platform in Asia.

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Farco Carpets Unveils Mega Silk Masterpieces at DOMOTEX Middle East 2025



At DOMOTEX Middle East 2025, Farco Carpets reaffirmed its reputation as a guardian of Persian hand-knotted excellence by unveiling a breathtaking collection of mega-size pure silk rugs.

Speaking exclusively to MENA Covering, Mr. Sam Foroutani, managing di-

rector of Farco Carpets, shared how the company's second year of participation in the show marked a major shift in focus—from showcasing singular masterpieces to presenting an entire curated series of large-scale, hand-knotted silk rugs made across various cities in Iran.

Among the most remarkable highlights was a 100-square-meter silk rug, created over eight years by eight weavers working side-by-side.

Its majestic dome design and pure natural silk composition symbolize centuries of craftsmanship and cultural heritage.

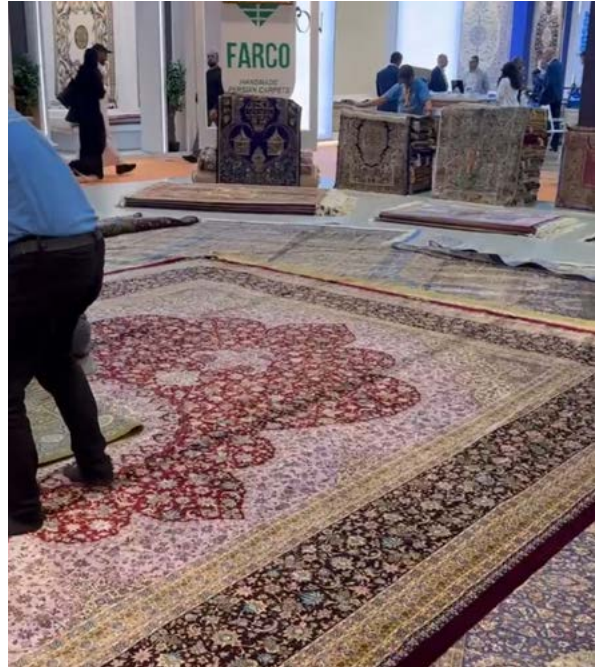
Adjacent to it, another stunning 88-square-meter carpet stood out for its unique color palette and exceptional dyeing techniques.

The producer claims it is the only one of its kind in the world, resilient even to seawater, showcasing unmatched quality and natural dye durability.



Beyond grand-scale silk rugs, Farco also spotlighted antique Persian carpets over 100 years old, offering visitors not just decoration but investment-grade collectibles—historical pieces that grow in value with time.

“We want people to understand the journey behind these masterpieces,” said Mr. Foroutani.



“From the natural silkworms to the pixelated design charts on Excel to the coordinated efforts of multiple master weavers—every detail is a tribute to tradition, patience, and artistry.”

“While we respect all our peers, 90% of exhibitors here focus on machine-made rugs,” said Foroutani.

“We believe true appreciation of craftsmanship deserves more spotlight.”

Farco emphasized the need for greater participation of hand-knotted Persian rug companies in future editions of DOMOTEX.

With a larger stand, stronger visitor footfall, and meaningful interactions with designers, collectors, and buyers, Farco’s presence in Dubai was not just about business—it was about reviving awareness and educating the world on what it truly means for a carpet to be hand-knotted.

As Farco looks ahead to possible participation in DOMOTEX Hannover 2026, their heart remains in Dubai—a regional hub where luxury meets legacy.



Rosetta Flooring Expands Regional Presence with New Dubai Facility and Sustainability Focus



In an exclusive interview with MENA Covering, Mr. Aliasgar Poonawala, Founder and Director of Rosetta Flooring, shared his optimistic vision for the flooring industry, highlighting the company's strategic expansion into the Middle East and its growing commitment to sustainability.

“Domotex has always been the leading flooring show globally—first in Germany, then China, and now it’s back in the Middle East.

It makes complete sense,” said Mr. Poonawala during the Domotex Middle East 2025 exhibition.



“Being in Dubai, the region’s business hub, brings the right people together. The show might not be large yet, but the quality of visitors is exceptional—relevant industry professionals, real decision-makers.”

Rosetta Flooring, established nearly 30 years ago, has evolved into one of the most respected names in flooring across India and the Middle East, with headquarters in Singapore and active operations spanning the region.

The company’s product portfolio includes carpets, carpet tiles, laminate, wooden, and vinyl flooring, all tailored to meet the evolving design and performance needs of commercial and residential spaces.

“We’ve seen strong growth in both the Indian and Middle Eastern markets,” Poonawala said.

“That’s why we chose Dubai as our manufacturing base—central location, ease of doing business, and access to fast-growing construction sectors.”

The company’s new Dubai facility has been operational for the past six months and is already delivering results.

Equipped with the latest machinery, it marks a major milestone in Rosetta’s journey toward localization and innova-

tion.

Rosetta Flooring is also taking strides in sustainability.

Their signature “Infinity Carpet Tiles” feature 100% recycled PU backing, and the company is working on a take-back and recycling program, set to launch in the coming year.

“Every manufacturing company today is talking about sustainability—and so are we,” Poonawala affirmed.

“We’re working hard to integrate recycled and recyclable materials into our products, and customers are responding positively.

The awareness is growing, and acceptance is increasing on both sides—manufacturers and clients.”

Looking back on decades in the industry, Poonawala reflected on the close-knit nature of the global carpet and flooring community.

“This industry is like a family. We’ve all known each other for decades—whether or not we do business, there’s mutual respect.

Events like Domotex are about more than trade; they’re about relationships.”

With strong foundations, strategic investment, and a clear sustainability roadmap, Rosetta Flooring is well-positioned to play a leading role in the future of flooring across the Middle East, India, and beyond.





Future Fashion Takes Center Stage at Azerbaijan National Carpet Museum

A new exhibition titled “What Will We Wear in the Future?” has opened at the Azerbaijan National Carpet Museum.

Organized in partnership with Platform Culture Central Europe (PCCE), the event presents innovative and eco-friendly fashion designs created by young talents from both Europe and Azerbaijan.

Creative Visions of Eco-Fashion

The exhibition features 28 designers from Austria, Hungary, Slovakia, Czech Republic,

and Azerbaijan.

Each artist brings a fresh perspective to sustainable fashion, using creativity to express new ideas about style and environmental responsibility.

Their works combine aesthetics and awareness, exploring how fashion can adapt to global concerns such as pollution, waste, and climate change.

Materials That Shape the Future

Many of the showcased garments are made with natural and recycled materials such as linen, nettle, and silk.

Some designers go a step further by introducing biomaterials—textiles developed from fungi, algae, or bacterial cultures. These experimental fabrics open up new paths for fashion with less environmental impact.

Bridging Cultures Through Design

This exhibition is not just about fashion. It celebrates the collaboration between different nations and cultures.

Young designers from various countries work together to create a shared message of sustainability, innovation, and forward-thinking design.

Exhibition Dates and Partners

The event is organized by PCCE member states, the Hungarian Embassy in Azerbaijan, and the Azerbaijan National Carpet Museum.

It will remain open to the public until April 13, 2025, offering visitors a unique glimpse into the future of eco-fashion.

Tufting Artist David Nott Turns Carpets Into Colorful Wall Art

David Nott, a precision fine artist, redefines traditional carpet-making by transforming it into vibrant, tactile wall art.

His tufted creations, characterized by bold colors and abstract patterns, bring a fresh perspective to textile artistry.



Innovative Approach to Tufting

Nott begins his process by designing patterns in Adobe Illustrator, mapping out intricate designs before bringing them to life.

Using a tufting gun, he meticulously injects loops of yarn into large mesh canvases, creating textured artworks that are both visually striking and touchable.

The final touches involve sculpting the pieces with scissors and an electric razor, emphasizing the precision in his work.

From Monochrome to Vibrant Colors

Initially focused on monochrome dot-work, Nott's transition to colorful tufted art was a natural progression.

He states, "From the outside, these two mediums look really different but at the core they are quite similar. Instead of a single dot, it's a single piece of yarn."

Time-Intensive Craftsmanship

Each of Nott's pieces requires significant time and effort, with some taking over 100 hours and using more than 35,000 yards of yarn.

This dedication highlights his commitment to quality and artistic expression.

Recognition and Collaborations

Nott's innovative work has garnered attention on platforms like Instagram and TikTok, leading to collaborations with brands such as The North Face.

His ability to blend traditional techniques with modern aesthetics makes his art stand out in the contemporary art scene.



Flooring and Carpet Market to Hit \$196B by 2034, Driven by Sustainability and Innovation

The global flooring and carpet market is projected to reach USD 196.29 billion by 2034, reflecting substantial growth driven by urbanization, rising disposable incomes, technological innovation, and increasing demand for sustainable and aesthetically pleasing flooring solutions.

According to recent industry analysis, the market is anticipated to grow at a compound annual growth rate (CAGR) of approximately 3.3%, expanding from USD 147.04 billion in 2025 to USD 196.29 billion by 2034.

This dynamic industry encompasses diverse product segments such as carpets, rugs, hardwood, laminate, vinyl, and tile, each appealing to different consumer preferences and market needs.

The Asia-Pacific region, led notably by China, India, and Southeast Asian nations, has emerged as a major contributor to this growth, driven by rapid urbanization, significant infrastructure development, and a growing middle class.

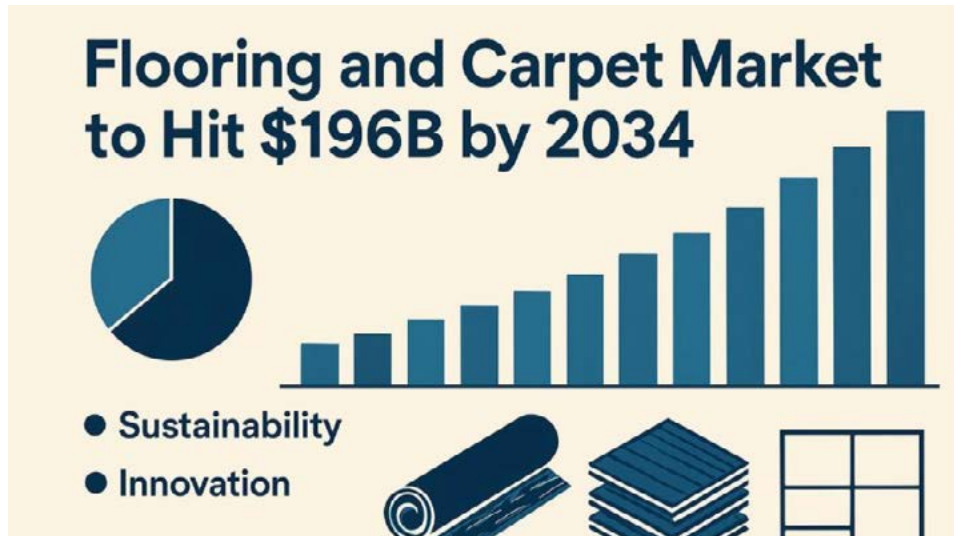
North America and Europe remain mature yet vibrant markets, consistently demonstrating high demand for sustainable, innovative, and technologically advanced flooring products.

Key drivers fueling market expansion include increasing urban construction activities, rising consumer investments in home improvements, and notable technological advancements such as waterproof laminates and eco-friendly flooring solutions.

Additionally, heightened environmental awareness among consumers has elevated demand for sustainable products utilizing recycled materials and low-VOC (volatile organic compound) components.

However, the industry faces challenges such as fluctuating raw material prices, stringent environmental regulations, growing competition from alternative flooring options like polished concrete and epoxy flooring, and economic uncertainties affecting discretionary spending.

Emerging trends within the market highlight the growing popularity of Luxury Vinyl Tiles (LVT), smart flooring technologies featuring embedded sensors, and customized flooring options tailored to individual consumer preferences.



Additionally, the ongoing shift towards e-commerce platforms is revolutionizing consumer purchasing behavior by facilitating convenient comparisons and informed decision-making.

Prominent industry players include Shaw Industries Group, Inc., The Dixie Group, Inc., Mannington Mills, Inc., Tarkett, IVC Group, Polyflor Ltd., Karndean Design-flooring, Milliken & Company, and Gerflor.

The future outlook for the flooring and carpet market remains highly positive, supported by ongoing investments in technological innovation and sustainability initiatives across both developed and emerging economies.

“

Additionally, heightened environmental awareness among consumers has elevated demand for sustainable products utilizing recycled materials and low-VOC (volatile organic compound) components.

”

Forbo Expands Evolve+ Carpet Tile Series with Tessera Twine

A new step in sustainable flooring



Forbo Flooring Systems announced the extension of its sustainable Evolve+ carpet tile range with the launch of Tessera Twine. This latest addition combines refined design with Forbo's continued commitment to environmental responsibility.

Tessera Twine features a loop pile construction with an organic, linear texture, drawing inspiration from natural forms like bark and leaves.

The collection includes eight neutral and four muted accent shades, including tones like "Tawny Twist" (a grey-beige) and "Blush Braid" (an earthy orange).

Its calming aesthetic is well-suited to contemporary workspaces, educational environments, and other commercial interiors that seek

both function and style.

Designed with recycled content

Part of the wider Evolve+ series, Tessera Twine is made using Thrive matter from Universal Fibers, a 100% solution-dyed nylon 6 yarn containing 90% recycled content.

In total, the product is composed of 75% recycled materials by weight, highlighting Forbo's commitment to sustainable manufacturing.

The production process relies entirely on renewable energy sources, including electricity and biogas.

Tessera Twine achieves an embodied carbon footprint of less than 1.5 kg CO₂ per m² (A1-A3)—without the use of offsetting—making it a solid choice for carbon-conscious projects.

UK-made, high-performance, and easy to install

Manufactured and stocked in the UK, Tessera Twine offers short lead times, making it ideal for projects requiring fast delivery and installation.

Its construction meets Indoor Air Comfort Gold and GUT standards and provides up to 27 dB impact sound resistance, improving acoustic comfort in shared environments.

It also supports adhesive-free installation via IO-BAC MagTabs, allowing for tiles to be lifted, reused, or recycled with ease.

This modular approach enhances the product's circular lifecycle and reduces waste.

Circular commitment and social responsibility

Forbo further reinforces its sustainability mission through its Take Back scheme, developed in partnership with the Salvation Army Trading Company.

This initiative redirects post-consumer carpet tiles—destined for landfill—toward meaningful reuse, contributing to both waste reduction and social good.

A message from the brand

Donna Hannaway, Head of Marketing UK and Ireland at Forbo Flooring Systems, commented on the release:

“Sustainability is one of the most important objectives for us as a manufacturer, with our core values of Renewability, Transparency, and Circularity... We're now delighted to introduce Tessera Twine to the collection, offering even more design choices for customers looking to combine aesthetics and sustainability.”



Türkiye Aims for \$100 Million Carpet Exports to UAE in 2025



Following a successful year in 2024, in which Türkiye exported carpets to over 180 countries and generated \$2.9 billion in revenue, Turkish carpet exporters are setting their sights on expanding into the United Arab Emirates with a targeted export value of \$100 million.

As part of the Ministry of Trade-supported “Carpet UR-GE Project” led by the Aegean Textile and Raw Materials Exporters’ Association (ETHİB), a dele-

gation of 16 representatives from 9 Turkish carpet companies will embark on a trade mission to the UAE from April 21 to 24, 2025.

This initiative aims to strengthen commercial ties with the UAE and promote Turkish carpets for use in the region’s palaces, hotels, and mosques.

Strategic Growth Through Education and Promotion

ETHİB Coordinator Chairman Jak Eskinazi noted that the Carpet UR-GE

Project is the Association’s third industry-specific development initiative.

Following a comprehensive needs analysis, participating companies first received specialized training focused on export-oriented sales skills and market research techniques.

To further enhance visibility in international markets, the Association also produced a promotional film to highlight the quality, tradition, and innovation of Turkish carpet producers.

Focus on Mosque Carpets and Regional Demand

“The UAE is already our sixth-largest export destination in the carpet sector.

In 2024, we increased our exports to the UAE by 7%, rising from \$88 million to \$95 million,” Eskinazi stated.

“With this trade delegation, our goal is to push that number over \$100 million.”

A significant portion of the participating companies are manufacturers of mosque carpets based in Demirci, Manisa, a region known for producing high-quality prayer rugs.

The UAE’s strong demand for mosque carpets makes it an ideal target market for these producers.

Broader Global Vision

In addition to the UAE, the UR-GE Project also targets other key international markets including the USA, UK, Canada, Germany, Australia, Saudi Arabia, Qatar, Malaysia, and Indonesia.

ETHİB plans to organize future trade missions to these countries to further expand Türkiye’s global footprint in the carpet and flooring industry.

B2B Meetings and DOMOTEX Middle East

The trade delegation, organized by ETHİB under the name “Carpet Sectoral Trade Mission,” will also include B2B meetings between Turkish exporters and UAE-based importers.

A visit to DOMOTEX Middle East 2025, held in Dubai from April 22–24, is also scheduled, providing Turkish companies with an opportunity to connect with key players from across the MENA region and showcase their latest innovations.

As Türkiye intensifies its carpet export strategy, the UAE trade mission is a crucial step toward increasing market share and establishing Turkish carpets as a top choice for high-end and religious spaces across the Middle East.



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All You Should Know About LVT Flooring: The Future of Interior Surfaces

Introduction Luxury Vinyl Tile (LVT) is transforming the flooring landscape with its unique blend of visual appeal, resilience, and affordability.

Once a niche solution, LVT is now one of the fastest-growing categories in flooring, embraced by residential users and commercial designers alike.

In this article, we explore what makes LVT a preferred choice and how it is redefining the standards of modern interior spaces.

What is Luxury Vinyl Tile (LVT)?

LVT is a multi-layered, high-performance vinyl flooring product engineered to replicate natural materials such as hardwood, stone, and ceramic tile.

Its appeal lies in the combination of realistic design visuals with robust construction.

Unlike traditional sheet vinyl, LVT is manufactured in tiles or planks and often includes a cushioned backing that enhances comfort and sound insulation.

The surface is typically finished with a wear layer that resists scratches, stains, and UV fading, making it suitable for both residential and high-traffic commercial spaces.



Why LVT is Gaining Popularity

The rise of LVT can be attributed to several compelling factors.

Aesthetically, LVT has evolved to offer highly photorealistic visuals with authentic textures that closely mimic wood grains or natural stone.

In terms of performance, LVT is waterproof and resistant to wear, which makes it ideal for moisture-prone areas like kitchens, bathrooms, and basements.

Compared to hardwood or ceramic tile, LVT offers similar visual sophistication at a significantly lower cost and with easier installation.

Ease of installation is another key advantage.

LVT can be installed using a floating system that clicks together, or through glue-down methods for more permanent and commercial applications.

The minimal subfloor preparation required makes it suitable for renovation projects.

Furthermore, maintenance is simple—regular sweeping and occasional damp mopping keep it looking new for years.

Market Trends and Growth

Globally, the LVT market is projected to reach \$25 billion by 2030, driven by consumer demand for stylish, low-maintenance, and affordable flooring. North America leads the market, but the Asia-Pacific and European regions are experiencing strong growth fueled by urbanization and environmental awareness.

As sustainability becomes a core focus, many LVT manufacturers are transitioning to eco-friendly practices such as using recycled content and implementing closed-loop production systems.

One of the most notable trends is the emergence of rigid-core LVT, which enhances acoustic performance and structural stability, particularly in commercial settings.

Additionally, technological innovation is leading to smarter flooring solutions, with embedded sensors that monitor temperature, humidity, and occupancy.

Some companies are also offering customized LVT designs using AI-driven tools and 3D printing technologies.

Selecting the Right LVT

Choosing the right LVT involves evaluating the needs of each specific space.

In wet or humid environments, such as bathrooms or entryways, fully waterproof LVT with anti-slip surfaces is recommended.

For living areas or commercial spaces with high foot traffic, a thicker wear layer and rigid core can offer better durability and acoustic benefits.



Installation methods also play a role—floating floors are suitable for DIY residential projects, while glue-down tiles are better suited for areas requiring maximum stability.

Leading Manufacturers

A number of global players are leading the charge in the LVT sector.

Companies like Armstrong World Industries, Mohawk Industries, Tarkett, and Shaw Industries offer comprehensive collections that combine style, durability, and eco-conscious manufacturing.

European brands such as Gerflor, Forbo Flooring, and FLOR bring innovation to sectors like healthcare, education, and high-design commercial spaces.

These manufacturers often align their production with international sustainability standards such as FloorScore, Cradle to Cradle, and ISO 14001.

Sustainability and Environmental Responsibility

Sustainability is no longer optional in flooring—it is a key differentiator.

Many LVT products are now made with post-consumer recycled vinyl and produced in energy-efficient facilities.

Modular tile formats allow for easy replacement of damaged sections, reducing waste over the product's lifespan.

Lightweight construction not only reduces

transport emissions but also simplifies installation and handling on-site.

Looking Ahead

The future of LVT is bright. With innovations in material science, design technology, and sustainability, LVT is evolving into a smart, customizable, and circular flooring solution.

As consumers and businesses continue to prioritize performance and environmental responsibility, LVT is set to remain at the forefront of modern flooring trends.

Conclusion

Luxury Vinyl Tile has emerged as a modern flooring solution that meets the demands of today's aesthetic, practical, and ecological expectations.

It combines the best aspects of design, comfort, and performance into a versatile product that suits both homes and commercial environments.

As the industry advances, LVT will continue to offer an adaptable, durable, and responsible choice for the future of interior design.



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Kelly Wearstler's Crescendo Collection: Where Music Meets Handmade Rugs

Kelly Wearstler, known for her bold and boundary-pushing design language, has once again redefined interior aesthetics through her latest collaboration with The Rug Company.

Titled Crescendo, this handmade rug collection marks her tenth partnership with the luxury brand and draws its essence from the world of music.

With rhythm, structure, and flow as key inspirations, Wearstler brings a new level of emotion and depth into textile design.

Each rug in the Crescendo collection is meticulously hand-knotted in Nepal using centuries-old techniques.

Crafted from high-quality materials including Tibetan wool, silk, nettle, and linen, these rugs are not just floor coverings—they are sculptural art pieces.



The use of organic textures and architectural shapes creates an engaging tension between softness and structure, giving each piece a dynamic, almost musical presence.

The collection's inspiration: rhythm transformed into texture

What makes Crescendo

stand out is its direct connection to the sensory world of sound.

Wearstler describes

music as a major influence on her creative process, noting that the rhythm and energy of sound often translate into visual ideas. In Crescendo, that influence becomes physical.



From layered silk squares in Runa, which add dimension and reflect light, to the textural complexity of Elowen, every design mirrors a different aspect of musical experience—movement, harmony, crescendo.

This interplay between form and feeling makes the collection not only visually impactful but also emotionally resonant.

It invites viewers and users to feel something, not just see something—a principle that lies at the heart of Wearstler's broader philosophy.

Whether placed in a minimalist setting or an eclectic space, these handmade rugs elevate interiors by offering a tactile and rhythmic design language that goes beyond trends.

They are, as Wearstler intended, compositions of texture and tone that speak directly to the soul of a room.

How Carpet Production Techniques Influence Quality, Durability, and Sustainability



Carpets are far more than just floor coverings. They contribute to indoor comfort, enhance room acoustics, and significantly shape the overall atmosphere of a space.

In both architecture and interior design, the production method chosen for a carpet plays a major role in defining its texture, lifespan, and environmental impact.

Production Techniques: The Core of Carpet Functionality

In interior design, the materials and techniques used in carpet making are tightly linked to practical considerations like cleaning, sustainability, and allergy-friendliness.

There are two main categories: artisanal and industrial production.

Traditional Methods: Knotted and Woven Carpets

Hand-knotting remains a premium method, requiring skilled manual work to create dense, long-lasting pile using natural fibers such as wool.

While weaving methods have largely moved to mechanized production, they still allow for elegant, flexible carpets, especially when techniques like Axminster or Jacquard are applied.

These carpets often use recycled or natural materials, supporting circular design principles.

Machine-Made Carpets: Tufting and Needlefelt

Industrial production methods prioritize speed and scale.

Tufted carpets involve punching yarn into a back-

ing, with cut pile or loop pile options.

While loop piles are visually consistent, they are less suitable for high-traffic zones.

Needlefelt carpets are mechanically bonded and built for strength, often made from synthetic fibers.

These carpets are ideal for offices or public spaces needing maximum durability.

Conclusion: How Methods Define Carpet Identity

From luxurious hand-knotted rugs to durable needlefelt floor coverings, each production technique influences not only the look and feel of a carpet but also its longevity and maintenance requirements.

Industrial techniques cater to performance and scale, while traditional ones offer refined design and individual craftsmanship.

The right method balances beauty, function, and sustainability.



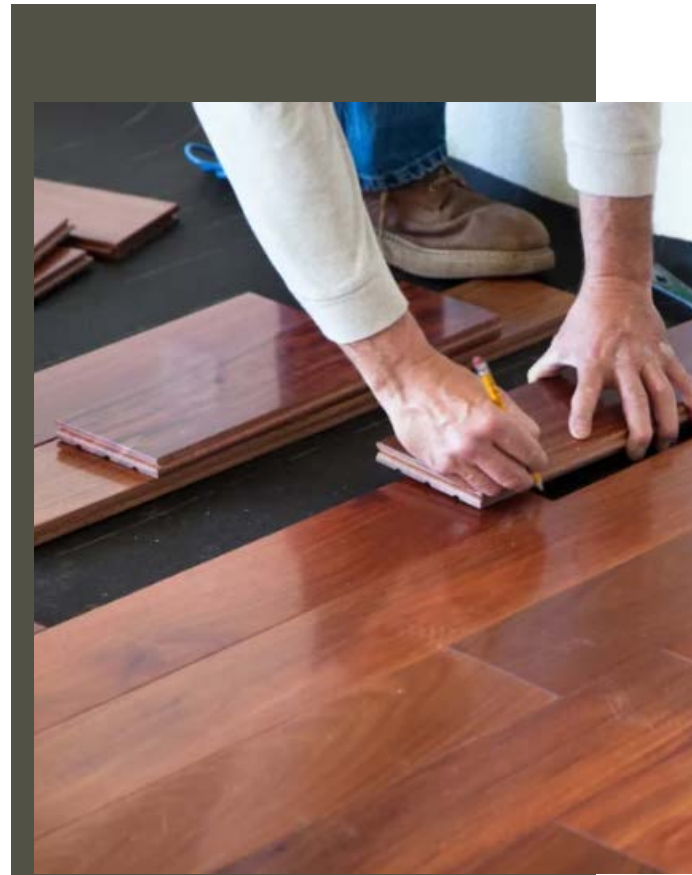
Flooring Sustainability Summit Returns to Washington, D.C.

Flooring industry leaders are excited to announce the return of the Flooring Sustainability Summit, set for July 16-17 in Washington, D.C.

Building on the success of last year's inaugural event, the 2025 Summit will be hosted by prominent associations representing the full spectrum of the flooring industry, including the Carpet and Rug Institute (CRI), National Wood Flooring Association (NWFA), Natural Stone Institute (NSI), North American Laminate Flooring Association (NALFA), Resilient Floor Covering Institute (RFCI), and Tile Council of North America (TCNA).

This year's Summit will take place at the storied Mayflower Hotel and bring together policy-makers, advocacy groups, standards organizations, manufacturers, distributors, construction professionals, architects, designers, and procurement officers.

Summit participants will have the opportunity to engage in dynamic panel discussions, networking sessions, and working groups that will provide valuable learning opportunities and foster connections with key sustainability decision-makers.



"The sustainability landscape of 2025 presents new challenges and opportunities, which we expect will continue to evolve in the coming years," stated Bill Griese, Chairman of the Summit and TCNA Deputy Executive Director.

"This Summit has become the premier gathering for industry leadership in flooring and sustainability.

We are proud to host these crucial conversations alongside NWFA, RFCI, NSI, CRI, and NALFA.

By bringing the entire flooring industry together, we can ensure our collective efforts and contributions to green building are aligned with marketplace trends, architectural initiatives, and the evolving demands of regulatory and standardization bodies.”

The Summit provides participants with the essential tools and knowledge needed to make informed business decisions and navigate current and future chapters of sustainability.

The program will include a pre-summit workshop designed to introduce newcomers to the key sustainability initiatives, major players, and terminology

shaping green buildings in the flooring sector today.

Key Discussion Topics

The Summit’s programming will focus on three critical areas shaping sustainability in the flooring industry: the evolving sustainability landscape, the circular economy, and the importance of education across the supply chain.

1. Dynamic Sustainability Landscape: 2025 and Beyond

Participants will explore practical strategies for navigating sustainability in a rapidly evolving regulatory and market environment. Topics include:

Policy & Market Drivers: Global, federal, state, and local regulations, plus private sector initiatives

Building Standards & Procurement: The latest green building codes, rating systems, and responsible procurement strategies

Environmental, Social, and Governance (ESG) principles: How proactive sustainability efforts mitigate risks and create long-term value

Strategic Prioritization: Balancing urgency and innovation in product development, specification, and supply chain management

2. Circular Economy

As circular economy principles continue to gain traction, participants will discuss how these concepts can reduce waste, conserve resources, and promote environmental responsibility in the flooring industry.



Industry Impact: Aligning circular economy strategies with current flooring sustainability frameworks, including embodied carbon, multi-attribute sustainability, durability, recyclability, and reuse

Challenges & Considerations: Assessing the financial, operational, and strategic risks versus rewards in adopting circular practices

Practical Implementation: Developing actionable road maps to integrate circular economy principles into product design, procurement, and supply chain management, ensuring that sustainability becomes a core business driver rather than an afterthought



3. Driving Sustainability Across the Value Chain

The Summit will address how sustainability efforts are communicated and executed across the flooring supply chain, focusing on:

Translating Sustainability Goals: How manufacturers' sustainability initiatives affect production, procurement, and end-use

Stakeholder Collaboration: Fostering clear communication between purchasers, designers, specifiers, owners, manufacturers, and intermediaries

Bridging Strategy & Execution: The role of project managers, contractors, distributors, and retailers in aligning corporate goals with real-world implementation

Education & Knowledge Sharing: Tools and strategies to keep businesses ahead of evolving sustainability standards



Musa Carpets: Blending Heritage and Modernity in Pakistan's Evolving Flooring Market

Can you tell us about the story and mission behind Musa Carpets and how it has evolved as a flooring brand in Pakistan?

Musa Carpets began with a deep-rooted passion for preserving the traditional art of carpet weaving in Pakistan.

Founded by Muhammad Alam in the heart of Saddar, Rawalpindi, the brand started as a small, family-run business 40 years ago dedicated to offering high-quality, handcrafted carpets.

From its early days, Musa Carpets set itself apart through its commitment to authenticity, craftsmanship, and customer trust.

The mission of Musa Carpets has always been to celebrate and promote Pakistan's rich cultural heritage through its flooring products.

By supporting local artisans and using time-honored weaving techniques, the brand aims to keep the legacy of Pakistani carpet-making alive for future generations.

Over the years, Musa Carpets has evolved into one of Pakistan's most respected flooring brands.

It has expanded its product range to include modern designs alongside traditional styles, catering to both local and international tastes.

What are the most popular flooring products and trends you see among customers in Pakistan today, especially in the residential and retail sectors?

In today's Pakistani market, Musa Carpets sees a strong demand for modern yet practical flooring solutions.

Among the most popular trends are laminate flooring in wide planks and light wood tones, vinyl flooring for its durability and water resistance, and timeless ceramic tiles for high-traffic areas.

There's also a growing interest in eco-friendly options like bamboo and recycled materials.

While traditional handwoven carpets remain a hallmark of Musa Carpets, the brand has expanded to include these contemporary flooring styles, meeting the evolving tastes of both residential and retail customers.

From your perspective, what makes the Pakistani carpet and rug market unique compared to other regions?

The Pakistani carpet and rug market stands out globally due to its rich heritage of craftsmanship, cultural depth, and diversity of design.



Unlike many regions that rely heavily on machine-made production, Pakistan still preserves the tradition of hand-knotted rugs, especially from regions like Lahore, Peshawar, and Balochistan.

How do you balance traditional rug craftsmanship with the growing demand for modern flooring solutions like vinyl, wooden floors, and artificial grass?

At Musa Carpets, we balance tradition and innovation by honoring our roots in hand-crafted rugs while expanding our offerings to include modern flooring solutions like vinyl, laminate, wooden floors, and artificial grass. We maintain a dedicated focus on preserving traditional craftsmanship for clients who value heritage, while also catering to evolving lifestyles by providing contemporary, low-maintenance options.

This dual approach allows us to meet diverse customer needs without compromising on quality or identity.

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What are your thoughts on the export potential of Pakistani carpets and rugs, and how can local businesses better position themselves in the global market?

Pakistani carpets have strong export potential due to their handcrafted quality and cultural appeal.

To succeed globally, businesses like Musa Carpets should focus on branding, digital presence, international standards, and trade fair participation—blending tradition with modern market strategies.

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