



# MENA CARPET NEWS



**INTERNATIONAL  
PARTICIPANTS'  
FEEDBACK ON  
DOMOTEX  
ASIA/CHINAFLOOR  
2025**

**ÖZGÜR UŞAKLIGIL ON  
INNOVATION AND  
IDENTITY IN CARPET  
DESIGN**

**CARPET TRENDS 2025:  
FROM OVERSIZE  
STATEMENTS TO  
SUSTAINABLE  
ELEGANCE**

# International Participants' Feedback On DOMOTEX asia/CHINA FLOOR 2025



**D**OMOTEX asia/CHINA FLOOR is a platform that serves as a vital gateway for the global flooring industry to understand market demands and industry trends in China and in Asia Pacific.

The 2025 edition attracted a record-breaking 83,056 professionals from 124 countries – the most diverse international representation in its history – demonstrating remarkable resilience amid global trade uncertainties.

Notably, overseas attendance surged to 18,121 visitors, maintaining the post-pandemic growth momentum and underscoring both the event's expanding global influence.

The strong return of established international exhibitors, alongside the arrival of new participants, demonstrated robust optimism among global flooring enterprises regarding the market's potential.

These companies actively pursued substantial business opportunities, showcasing innovative products and brand strength.



## What did some of the leading flooring brands say

**INTERNATIONAL EXHIBITORS' FEEDBACK**

**Välinge Innovation Sweden AB**

**Niclas Håkansson**  
CEO Välinge Innovation AB

It has been a good show so far. We have had good discussions with existing and new customers already. Everyone is looking for new opportunities. For us, it is always important to be present. We have a lot of customers attending this show, so wherever the show is, we will be there.

**Gerflor**

**Sebastien Gauchet**  
Asia Managing Director

I was very impressed by the number of participants at DOMOTEX asia. I noticed a great new dynamism in the non-PVC world, where we are invested. I was also very impressed to see many Asian countries' customer coming to visit us. We were able to meet some of our partners from the Philippines and Thailand.

**EMCO**

**Joachim Holzapfel**  
Head of International Sales

The show has been great. It's the first time in the last five years to come back and it's really exciting to see what the market is doing, what the competition does. The main expectation is that our sales team look and find new partners around the country. As China is a very big country, there are many big cities and we need many distributors.

**Novalis**

**John Wu**  
CEO

It's been an exciting two days and there's a lot of people coming to the show. We've been participating in DOMOTEX Shanghai for nearly 10 years now and we want to continue to support the show and help drive customers here as well. We have many customers who make appointments to come see us every year and this is a great venue for us to showcase our latest design and products.

**Craft Floor**

**Rod Gray** President and Chief Sustainability officer

The show has exceeded our expectations. We've had quite a few meaningful interactions with existing and future customers, so it's been quite good for us so far. Despite a down market, we've been pleasantly surprised. Our strategy is to continue building our dealer network in the Chinese market and we're seeing increased interest in export sales from markets other than the US and Europe.

## What did flooring buyers say

DOMOTEX asia/CHINAFLOOR has once again proven its status as a vital trade platform, offering a comprehensive space for product sourcing, technical exchange, and industry trend discussions.

The value of deep, face-to-face business exploration with exhib-

itors and peers garnered high praise from global buyers.

A key highlight was the participation of over 180 hand-picked international flooring buyers from 24 countries.

These buyers conducted tailored visits at 100+ selected exhibitors' booths and held over 450 highly productive matchmaking meetings within the dedicated international buyers' lounge, further driving the event's success.

DOMOTEX asia/CHINAFLOOR will return at the Shanghai National Exhibition and Convention Centre (NECC) again from May 27 to 29, 2026.

# INTERNATIONAL BUYERS' FEEDBACK

## Ultimate Timber Flooring Pty Ltd

### Mathew Buxcey Australia

We were impressed with DOMOTEX asia/CHINA FLOOR. We made good new contacts, and are confident of adding their products to our showroom. The organization was great and we felt supported. The hotel, meals at the expo, VIP party, and sightseeing tour were all excellent. We would be 100% keen to return to DOMOTEX asia in 2026.

## The Wooden Floor Company

### Richard Snape United Kingdom

I'm grateful for the great DOMOTEX asia/CHINA FLOOR 2025 experience. It was a huge success for us. We have several deals in the works with people we connected with during the business meeting activities. The networking opportunities were invaluable, and it was fantastic to meet so many like-minded professionals. The Buyer Club Programme was particularly engaging, and the buyer tour and business matching activities were among my favorites. The hotel was excellent too. I'm eager to attend again in 2026.

## Franz Reinkemeier GmbH

### Frank Nelling Germany

I was able to meet everyone I had planned to, and I could as well place orders for projects which were discussed beforehand and finalized during the show. We are for almost 30 years in business with China, we developed long and close partnerships over the years and we want to continue this for many more years. I'm eager to attend again next year.

## Express Supplies Limited Partnership

### Endoo Kongrukgratiyos Thailand

DOMOTEX event is well set up with important prior information of suppliers joining the event. We found new Thai - market suppliers and reconnected with Chinese suppliers. The Buyer Club Programme was great and DOMOTEX asia 2025 was excellent. Last year, our sales on the China products were increasing compared to products from other countries due to the FTA with 0% import tax to Thailand. We'll come back for sure next year.



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# PureCycle to Supply 5 Million Pounds of Recycled Polypropylene to Emerald Carpets Annually



In a major step toward circularity in the flooring industry, PureCycle Technologies Inc. has announced a new commercial partnership with Emerald Carpets, a leading trade show carpet manufacturer based in Dalton, Georgia.

Under the agreement, PureCycle will annually supply Emerald with 5 million pounds of PureFive™ recycled polypropylene (PP) resin, which will be integrated into Emerald’s carpet fiber production lines.

The collaboration aims to help Emerald not only meet—but exceed—California’s upcoming recycled content requirements for carpet products, set to take effect in 2028.

Beyond raw material supply, the partnership also includes recycling post-use trade

show carpets back into high-purity polypropylene pellets. This innovative closed-loop system enables Emerald to manufacture new carpets using their own reclaimed materials—a landmark circular solution in an industry long challenged by material complexity and contamination.

“We are thrilled to partner with PureCycle,” said Tom Boykin, President of Emerald Carpets.

“This collaboration aligns with our sustainability mission and provides our customers with durable, high-performance flooring that supports environmental responsibility.”

Initial product trials using PureFive Choice resin—including postconsumer recycled (PCR) content—have shown promising results.

The carpets not only met performance standards for demanding event environments but also demonstrated the viability of using recycled PP in fiber manufacturing, a hurdle that traditional mechanical recycling has struggled to overcome.

**PureCycle CEO Dustin Olson emphasized the broader industry implications of the deal:**

“Partnering with Emerald Carpets marks a significant milestone in advancing circularity within the carpet sector.

Our resin provides a drop-in solution to create flooring products that meet both performance and sustainability needs.”

Throughout 2025 and 2026, the companies will continue developing and scaling the recycling and production process at facilities in Dalton, Georgia, and Ironton, Ohio.

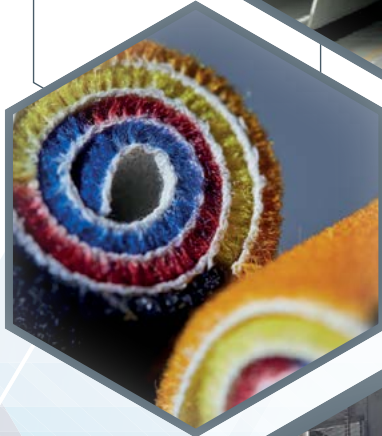
The initiative is expected to expand beyond the initial 5 million pounds, positioning both companies as sustainability leaders in the global flooring and event services market.

This strategic move responds directly to growing industry and regulatory demand for eco-friendly flooring solutions and reinforces the potential of circular business models in the carpet sector



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- ◆ installing and commissioning the equipment
- ◆ implementing and transferring the process technology and know-how
- ◆ servicing the production line





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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.

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

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

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

**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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## Özgür Uşaklıgil on Innovation and Identity in Carpet Design

**Ö**zgür Uşaklıgil, a renowned Turkish carpet designer with deep roots in Uşak's weaving tradition, shares his journey from childhood workshops to leading design roles in top machine-made carpet companies. In this exclusive interview, he explores how materials, tradition, and creativity shape successful carpet collections—and why original design is key to standing out in today's global market.

### **Design: The Last Great Competitive Advantage**

All companies that want to stand out in the competitive market should differentiate their products with new and original ideas.

I think the most important tool to be distinguished is products that are original in terms of material, production method or appearance. Design is the main element that gives us these opportunities.

I come from a family that produced Uşak carpets for generations. I spent a notable part of my childhood among wool yarns, in dyehouses and on weaving looms.

I gained my first design experience when I was seven years old, by coloring the motifs drawn by designers. I received an education in product design.

On the one hand, I kept working with my father in Uşak carpet production. I have been continually developing and designing products all my life.

I worked as the chief designer in major machine-made carpet companies. I run an office providing design services to many carpet manufacturers.

**How would you describe the evolution of carpet design in Turkey? What has changed in terms of themes, techniques, or consumer tastes?**

Turkey is among the most important carpet design centers in the world. “Turkish Carpet” is itself a distinguished brand.

An enormous capacity of production supports the field of carpet design.

With its material and weaving oriented development approach, bold and innovative style features and the continuity achieved in these qualities, Turkish carpet design is experiencing its golden age at the moment.

CFE (Carpet and Flooring Expo) organized in Istanbul has been a showcase reaching all export markets.

Companies willing to be noticed here and in all other commercial platforms have started to demand bolder and superior designs. The roots of this dynamic picture were planted in the past.

Carpet design and export in Turkey has a history of at least six centuries. The concept of “Turkish Carpet” spread all over the world thanks to some deliberately designed hand-woven carpets such as Hereke and Uşak carpets with superior qualities.

These successful examples were produced as long as the weaving costs were reasonable. Today, hand-made carpet production in Turkey is on the verge of extinction due to high costs compared to lower cost countries such as India and China.

Government policies in this regard have also dealt a significant blow to this sector.

A limited production of relatively low cost products still continues owing to the efforts of a few devoted companies.



In the 1960s, this great tradition of design and trade developed another path for itself. Machine-made carpet production arrived in our country.

At first, it met the demand of the always alive domestic market. As production capacity increased, it began to reach export markets.

Patterns that initially imitated handmade carpets created their own aesthetics over time.

The machine-made carpet sector began to use synthetic fibers due to ease of supply. Synthetic fiber development processes for carpets accelerated.

Innovations in materials were instantly reflected in carpet designs. Shiny and matte yarns added richness to the designs. The development in weaving machines also increased weaving types and product variety.

The sector, which initial-

ly drew and produced the patterns requested by export customers, is now in a leading position. It creates its own trends a few steps ahead of customer demands.

The country's modern art schools have become institutions that emphasize the importance of original and new creations in design education.

**Do you see a strong appreciation for traditional Turkish motifs among today's clients, or is there more demand for contemporary styles?**

Traditional patterns have a great place as a prestige element especially in the American market.

The demand is not only for traditional Turkish patterns but for Iranian and Caucasian patterns as well.

However, these patterns need to be reinterpreted with new materials, new weaving techniques, new

colors and stylization. Using the traditional patterns as they are is not an accepted style.

A brand new color language or different visual effects result in successful patterns that have roots in the past and reflect the present day.

New materials and weaving features also offer great opportunities in modern, geometric and abstract patterns.

These patterns are also an inseparable part of today's decoration approach.





**When starting a new design, what inspires you most — nature, architecture, culture, or something else? Can you walk us through your creative process?**

My biggest source of inspiration is the materials I will use in my design. I am a material-focused designer. I am constantly on the lookout for new yarns.

I demand new products from yarn manufacturers. I think a new material is a new design language. It is like finding an undiscovered island.

Thinking about what this new yarn can do guides me. It gives a new touch and a new luster. I try to combine this sense of innovation with the reliable warmth of traditional patterns and modern textures. This is the summary of my design process.

**How do you define a “successful” carpet design? Is it more about commercial viability, artistic expression, or something in between?**

A successful design should undoubtedly be producible and marketable in large quantities. These are essential starting conditions.

However, in a highly competitive environment, these are insufficient for success.

A product similar to hundreds of other products only makes sense if you are competing on price.

The product you design should shout “I am different and I am brand new”.

This is sometimes possible with innovation in the material, and sometimes with innovation in the use of the material.

The functional benefits you offer will add to the differentiation of your product.

In other words, a good design should be new, different and original.

At the same time, it should fully adapt to market conditions or be superior enough to define its own field.

Even if it is a continuation and inheritor of a tradition, it should also have this attitude.

I look for the success of product design in emotions. It should make the people bringing it into their life feel good.

## What role does Turkey play today in the global carpet design and production market, especially in comparison to countries like Iran, India, or China?



Turkey continues to be one of the most important players in global carpet production. The design tradition, product development approach and large production capacity claims that I have just described are the main reasons.

Iran, our biggest traditional rival in this field, has not been able to reach other markets for many years due to political reasons.

Chinese and Indian products are currently facing additional customs duties.

The global economy is shaped by political influ-

ences rather than its own dynamics. Turkey gains some advantages as a NATO member and an annex of the Western world.

Its location also offers logistics advantages. Although the Turkish carpet sector has serious problems related to domestic management and economy, it continues to thrive as the global production center.

The Turkish machine-made carpet sector is investing in other countries like Egypt and Uzbekistan. These investments are aimed to reduce fragility and facilitate access to some markets.

India, in addition to taking the lead in handmade carpet production, is also taking advanced steps in branding.

Some Indian companies such as Jaipour and Kas, which started as manufacturers, have already become global brands.

These companies have been using Turkish producers as contract manufacturers for many years.

Turkish carpet manufacturers are not keen to take any steps in the field of global branding. They prefer increasing capacity to vertical development.



This situation leads to low profit margins and political fragility.

Even though we are deficient in the field of branding, we have serious advantages in marketing. The international carpet fair (CFE), established by the union of Turkish carpet exporters' associations, has become the most important event in the carpet market.

The fact that Turkey readily grants visas to all countries and that Istanbul is easily accessible by air attracts carpet customers from all over the world to this fair.

Turkish carpet exporters host their customers in the best showrooms with our traditional hospitality.

With continuous progress in carpet design, carpet buyers encounter new and different products every time.

### **What are the biggest design challenges you've faced when working on international projects or collections?**

The biggest challenge I have with new clients who are not familiar with the way I work is perceiving design as just a drawing. This is something I encounter frequently.

However, design is something that has cultural, historical, psychological, sociological and technical aspects, and gains value only in structures that appreciate and incorporate these aspects.

For companies, design (whether they produce it in-house or outsource it) is the biggest and most defining part of brand identity.

The relationship between the designer and the customer should be more than buying a set of carpet patterns. An interactive process should be experienced.



The designer needs to understand the values of the brand, and brands need to highlight the values that the designer can add in this process. A synergistic relationship will be productive for both parties.

**How do you see the role of sustainability and eco-consciousness evolving in carpet design today? Are clients and designers becoming more mindful?**

Manufacturers and designers are ahead of consumers in this regard and are willing to incorporate these concepts.

However, the most active channels in the international carpet market are chain stores and internet sales. A very large proportion of the total consumption proceeds through these channels.



Both chain stores and internet trade are highly price competitive. Recyclable products, recycled products or products from sustainable natural raw materials bring additional costs.

Chain stores and internet trade are not willing to pay this extra cost today. The shortest path for the product to reach the user is through low cost.

Even though consumers are becoming more conscious day by day, the world economy is not willing to cover an additional 5% cost.

Manufacturers who take on this expense by adding it to the brand cost should be rewarded by their customers.

**Is there any difference between designing hand made carpet, machine made carpet and digital printed carpets?**

Yes, there are big differences. Digitally printed carpets are just a visual arrangement on an existing textile.

It is simply a picture or a graphic. The designer is also responsible for developing the textile and creating patterns that are more suitable for this textile.

Tradition has a much more important role in hand-woven carpets. Traditional patterns and qualities should be reconsidered with new colors and a new understanding.

Style consistency is also a sought-after feature in collections. Behind this lies the search for perfection.

Machine-made carpets need to appeal to a much wider range of consumers as a result of the opportunities provided by large production capacities.

They must gain the appreciation of consumers from all over the world at all income levels.

More decorative and refined designs are desired and this is the major difficulty. The risk of becoming undistinguishable is a huge threat.

**What advice would you give to young designers hoping to build a career in the carpet and textile industry — especially those who want to stand out globally?**

My advice to them is to learn the material and weaving very well. This knowledge will open the doors of product development for them.

Even if you have a good idea, if you don't know how it can be produced, you are probably not going to be able to bring your idea into life. Knowing how your design can be realized lets you contribute to others' ideas as well.

A great technological change beyond our dreams is taking place in the world. How this wind of change will affect carpet design is a question mark.

Artificial intelligence has already entered the field of digitally printed modern carpet

design. It creates its own aesthetics. It can offer a thousand producible alternatives in a minute. It is a rapid development.

Artificial intelligence has already taken over some of the work of designers who see design as nothing more than a drawing.

I believe designers who thoroughly know the materials and production techniques will always be ahead of AI.



Every designer's name is their own personal brand. It is their duty to develop and polish this brand.

Every design they make, references of every customer they work with, their social media posts, every conversation they have are the details that create their own personal brand. All investments made in this field lead to opportunities that they will benefit from for a lifetime.

# UK Interior Fabric Brands to Shine at Intertextile Shanghai Home Textiles 2025



Some of the UK's most renowned interior textile companies are set to showcase their latest fabric collections at Intertextile Shanghai Home Textiles, taking place from 20 to 22 August 2025 at the National Exhibition and Convention Center in Shanghai, China.

Notable UK exhibitors include Designers Guild, Osborne & Little, Anstey, Refinedo, Prestigious Textiles, MYB, Ashley Wilde, and

KAI, each known for their quality craftsmanship, innovative patterns, and trend-setting designs in the home décor industry.

As Asia's leading home textile exhibition, Intertextile Shanghai Home Textiles provides a premier sourcing platform for curtains, upholstery fabrics, bedding, and interior accessories.

In 2024, the event hosted 946 exhibitors and wel-

comed over 35,000 visitors, with top attending countries and regions including Colombia, Hong Kong/China, India, Iran, Korea, Malaysia, Taiwan, Thailand, Türkiye, UAE, and the USA.

With a strong international presence and strategic access to the fast-growing Asian market, the 2025 edition promises to be an unmissable opportunity for UK brands to connect with global buyers and interior design professionals.

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# Balta Orient Ranks Among Turkey's Top 10 Carpet Exporters – Strengthening Uşak's Position on the Global Map



**B**alta Orient Tekstil Sanayi ve Ticaret A.Ş., one of Turkey's leading carpet manufacturers based in Uşak, has secured its position among the top 10 carpet exporters in Turkey, according to the 2024 "Top 1000 Exporters" list published by the Turkish Exporters Assembly (TIM).

This recognition not only underscores the company's growing international presence but also highlights Uşak's historic and ongoing role in Turkey's

textile and carpet industries.

Balta Orient proudly ranked 9th in Turkey's highly competitive carpet export sector, reflecting the company's commitment to innovation, quality manufacturing, and global market expansion.

As a member of the Aegean Textile and Raw Materials Exporters Association, Balta Orient represents one of the only two companies from Uşak to make it onto this prestigious na-

tional list, reinforcing the region's heritage in carpet production.

Founded with a vision to blend tradition with advanced manufacturing techniques, Balta Orient has consistently invested in modern technologies and design capabilities.

This strategic approach has enabled the company to deliver premium products that meet the diverse tastes of international markets, from the Middle East to Europe and beyond.

“We are proud to represent Uşak and the Aegean region on Turkey’s national export stage,” said a spokesperson from Balta Orient.

**“This achievement is a testament to our team’s dedication to excellence, our investment in sustainable manufacturing, and our deep respect for the rich heritage of Turkish carpet weaving.”**

Balta Orient’s success arrives at a time when Turkey continues to solidify its standing as a global powerhouse in textile and carpet exports.

The company’s growth contributes to the broader ambitions of the Turkish carpet industry to expand its footprint in emerging and established markets alike.

As the demand for high-quality, design-led carpets continues to grow globally, Balta Orient is well-positioned to further its reach, leveraging Uşak’s historical expertise and Turkey’s robust export infrastructure.



## Zenova Carpet Supplies Premium Axminster Carpets for The Westin Istanbul Nisantasi, Türkiye’s First Westin Hotel

**Z**enova Carpet is proud to announce its contribution to The Westin Istanbul Nisantasi, the first-ever Westin Hotel in Türkiye, located in the heart of Istanbul’s upscale Nisantasi district.

The newly opened five-star property marks a significant milestone in the country’s hospitality sector, combining contemporary elegance with world-class service.

As part of the project, Zenova Carpet supplied premium Axminster carpets for the hotel’s guestrooms and corridors.

The bespoke designs were crafted to complement the refined aesthetics of the hotel interiors, enhancing the sophisticated atmosphere with high-quality materials and meticulous craftsmanship.

The Westin Istanbul Nisantasi stands at the intersection of luxury and lifestyle, offering guests an immersive experience in one of Istanbul’s most vibrant neighborhoods.

Zenova Carpet’s involvement in this landmark project reflects its dedication to delivering tailored carpet solutions for prestigious hospitality venues worldwide.

# State-of-the-Art Needling Technology Installed by Dilo Systems GmbH at ALMA SPA, Italy



**A**LMA in Florence is a specialist in the floor covering sector providing high quality products in a vast range of styles, colours and aesthetics. For its own fibre supply Messrs.

ALMA keep an inhouse production of PP fibre in order to accommodate their need of excellent raw materials and broad production needs.

**Their production is mostly dedicated to four different sectors in the market of floor coverings:**

- exhibition carpet

- artificial grass
- automotive interiors and car mats
- domestic sector (DIY)

Quality is a decisive factor to respond to the markets' requirements adequately, as well as competitive pricing.

This called for an additional installation of a highly productive state-of-the-art production line from DiloGroup and has been realized by DiloSystems GmbH in Eberbach, Germany.

In a longer phase of engineering, performed jointly among the management of ALMA and the engineering departments of DILO, the required fulfilment of quality, efficiency and



economics could be optimized and has led to the ideal choice of state-of-the-art components from fibre preparation, web forming, needling and end-of-line equipment.

Consisting of a DiloTemafa fibre blending and filtration system, DiloSpinnbau card feeding, state-of-the-art carding, DiloMachines high speed crosslapping, and needling 6 m wide, including inline DI-LOOP for high-speed structuring.

Along with this high-performance preparation, web forming and needling line, modern components of process controls

and the Industry 4.0 DI-Connect system according to high level standards have been integrated.

According to the Casini family the line has been installed and started-up in a smooth, straight forward way, synchronizing DILO's field service and installation team together with the ALMA operating and maintenance department.

The launch was providing a quick start-up and is providing full production capacity with the expected features of the renowned ALMA quality.



# Pakistani Handmade Carpets Garner Global Interest at Xining Qinghai Fair 2025



**P**akistan's exquisite handmade carpets turned heads and captured hearts at the Xining Qinghai Fair 2025, one of China's leading international trade exhibitions.

With 19 well-curated stalls, the Pakistani pavilion stood out among hundreds of global exhibitors, showcasing the country's renowned craftsmanship and drawing serious attention from international buyers.

Led by Chairman Mian Atique-ur-Rehman and Senior Vice Chairman Zahid Nazir of the Pakistan Carpet Manufacturers and Export-

ers Association (PCMEA), the delegation reported exceptional success, both in terms of visibility and confirmed business.

**"The response was overwhelming," said Atique-ur-Rehman.**

"Buyers were highly impressed by the superior quality and intricate artistry of our carpets. This interest has already translated into large-scale export deals that will help strengthen our national economy and uplift the carpet sector."

The participation was organized in cooperation with the Trade Development Authority of Pakistan (TDAP) and supported by the Pakistani Embassy in China, whose logistical and diplomatic efforts were lauded by the PCMEA delegation.

In addition to securing immediate business, the fair served as a powerful platform for strategic networking.

The Pakistani representatives engaged in multiple bilateral meetings with key global stakeholders, opening doors for long-term partnerships and future collaborations.

These discussions are expected to play a significant role in revitalizing Pakistan's carpet industry, which is not only a cultural asset but a valuable foreign exchange earner.

The delegation also promoted Pakistan's upcoming international carpet exhibition, inviting foreign buyers and partners to explore opportunities on Pakistani soil later this year.

**The event is expected to further boost international engagement with the country's handmade carpet sector.**

Upon returning home, the PCMEA will compile a comprehensive performance and feedback report on the Xining and Shenzhen trade fairs, which will be presented at an official review meeting to strategize future participation and development plans.

This successful showing underscores Pakistan's strong presence in the global luxury flooring market and highlights the resilience and potential of its artisanal industries in the international arena.



# Floor Coverings International and Shaw Floors Launch \$10,000 Pet-Friendly Flooring Giveaway

**F**loor Coverings International (FCI), in partnership with Shaw Floors, has announced an exciting nationwide giveaway for pet-loving homeowners. The initiative offers a complete pet-friendly flooring makeover worth up to \$10,000, inviting participants to enter by August 19, 2025, for a chance to transform their homes with stylish, durable, and easy-to-clean floors.

The contest encourages pet owners to share personal stories or nominate someone deserving of a flooring upgrade tailored to the realities of life with pets. Entries will be evaluated based on creativity, originality, emotional appeal, relevance to pet-friendly living, and overall story impact.

The winner will receive professional installation of Shaw Floors' Pet Perfect™ carpet collection or COREtec® hard surface flooring, carried out by a local FCI franchise.



“At Floor Coverings International, we know that pets are more than just animals—they’re family,” said Stacey Vogler, Chief Marketing Officer at FCI.

“We’re thrilled to offer flooring solutions that balance beauty with the durability needed for everyday pet life.

We look forward to reading the incredible stories from pet owners and helping create a home that’s both functional and pet-friendly.”

The winning prize covers flooring products and installation up to a value of \$10,000.

Homeowners may opt for upgrades exceeding this

amount but will be responsible for additional costs. The installation must be completed by December 31, 2026, and applies only to new flooring projects.

**The contest winner will be revealed on August 26, 2025, aligning with International Dog Day celebrations.**

Full contest rules and entry details are available at <https://floorcoveringsinternational.com/pet-giveaway-terms/>.

Pet owners now have the chance to enhance their living spaces with flooring designed to handle paws, claws, and playful messes—courtesy of FCI and Shaw Floors.



## 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



## Flooring Sustainability Summit 2025 Opens with Strong Industry Commitment to Green Progress

The 2025 Flooring Sustainability Summit commenced with an impactful first day at the historic Mayflower Hotel, bringing together top leaders from the flooring, green building, and architecture sectors to address sustainability challenges and opportunities shaping the industry.

The event kicked off with an engaging keynote session featuring experts from the U.S. Green Building Council (USGBC) and the American Institute of Architects (AIA), setting the stage for open dialogue on advancing sustainable design and construction.

A high-level panel discussion followed, with participation from Green Building Initiative

(GBI), ASTM International, USGBC, and AIA, offering insights into policy, regulatory frameworks, and market forces driving sustainability in the built environment.

Bill Griese, Summit Chairman and representative of the Tile Council of North America (TCNA), remarked, **“We’re thrilled with the collaboration and insights shared today.”**

The diverse perspectives presented are vital to crafting effective sustainability strategies that span the entire supply chain.

The level of engagement proves the flooring industry's commitment to becoming a sustainability leader."

A key highlight was a strategic briefing by Chuck Chaitovitz, VP of Environmental Affairs and Sustainability at the U.S. Chamber of Commerce, who outlined how the Chamber supports sustainability in the flooring sector while aligning environmental initiatives with business growth.

Further discussions, led by the International Living Future Institute (ILFI), centered on circular economy strategies to reduce waste and promote resource efficiency.

**Panelists emphasized actionable approaches for embedding circularity across the flooring value chain.**

The day concluded with sessions on sustainability education and the need for transparency and collaboration to drive real-world impact across all stakeholder levels.

The Summit continues tomorrow at the U.S. Capitol Visitor Center, featuring an architectural panel, additional sustainability briefings, and exclusive networking sessions with industry and government leaders.

## Turkey's Carpet Exports Reach \$1.1 Billion in First Five Months of 2025

According to İHİB data, Turkey's carpet exports between January and May 2025 totaled \$1.124 billion.



Machine-made carpets led the way with \$889 million, followed by tufted carpets at \$209 million, and handmade carpets at \$26 million.

The figures reflect Turkey's strong position in global carpet trade, driven by industrial capacity and diversified product lines.

# Universal Fibers® And Circular Building Solutions Join Forces On Accelerating Flooring Circularity

**T**he two companies are joining forces to highlight the critical role that holistic thinking plays in enabling flooring manufacturers to enhance the circularity of their products.

For over 50 years, Universal Fibers has pioneered sustainable practices in the production of high-performance carpet fibers, including the introduction of its innovative Thrive® matter yarn, the world's first carbon negative recycled yarn.

Thrive matter is the lowest carbon footprint yarn in the industry, made from 100 percent solution-dyed nylon 6 resin with 90 percent total recycled content.

Circular Building Solutions' fixing systems complement this by offering a reversible, adhesive-free alternative to traditional installation methods.

Their solutions enable floor coverings to be securely installed throughout a project's life — yet easily lifted at end-of-life for easier reuse or recycling.

This approach supports material circularity, reduced waste and protects valuable sub-floor assets.



With specifiers increasingly recognizing the commercial and environmental benefits of designing for disassembly, detachable fixing methods are rapidly gaining traction across the UK, Europe, Australia and the United States.

## A Collaborative Approach

Ian Spreadborough, co-founder of Circular Building Solutions Ltd., explained: "A truly circular flooring solution must consider the total flooring assembly, from the sub-floor to the fixing mechanism to the individual materials within a floor covering such as the backing and yarn.

We are proud to collaborate with Universal Fibers to promote how a holistic approach to flooring can deliver meaningful sustainability gains.

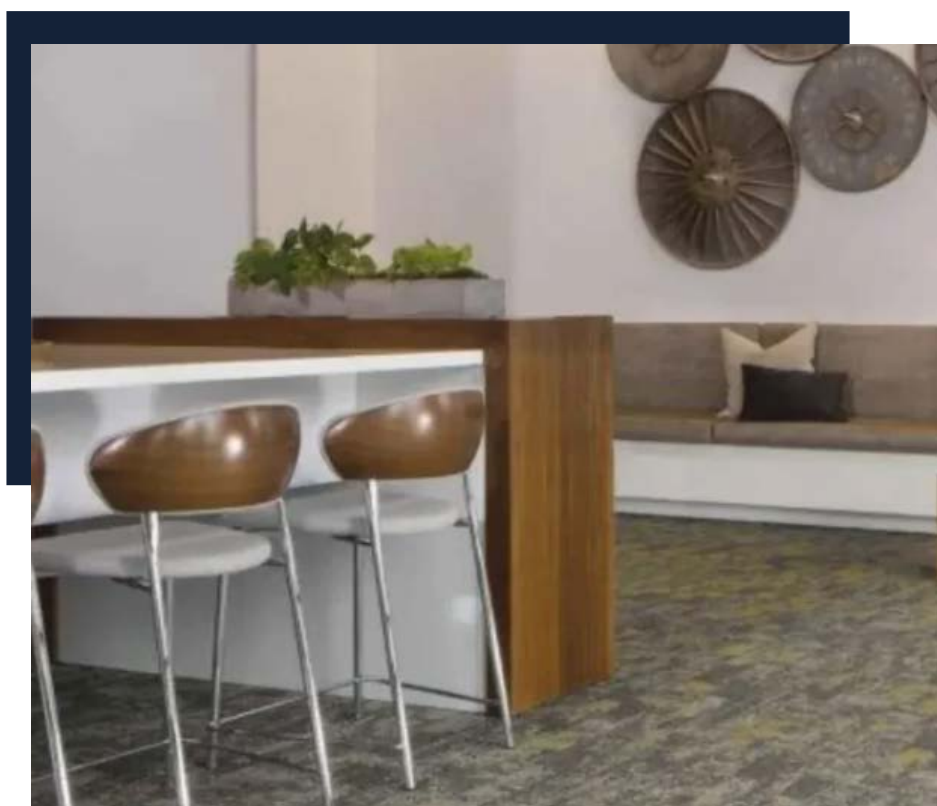
With shared partnerships already in place with manufacturers such as Forbo, Milliken™, Burmatex® and Balsan, we look forward to driving broader industry change together.”

Anna Plumb, vice president, European sales and marketing at Universal Fibers, added: “Our ‘You First™’ commitment is a promise to our customers that we will continue to innovate unique fibers and finishes that ensure our customers can develop sustainable, high-quality products with confidence.

Supporting products designed for disassembly through reversible fixings is another way to continue diverting carpet waste from landfills, and we’re excited to formalize our support for Circular Building Solutions and to work together in promoting the transition to a more holistic approach to circularity with future-ready flooring systems.”

## Mannington Commercial Adopts Universal Thrive Fiber to Boost Sustainability in Carpet Lines

**M**annington Commercial has announced a major sustainability milestone by transitioning to Universal Thrive® Type 6 nylon fiber across all of its carpet platforms.



This high-performance fiber, composed of 75% recycled content, offers the same industry-trusted durability while significantly reducing environmental impact.

The shift aligns with Mannington’s broader commitment to sustainable innovation.

It complements the company’s ongoing use of Eco-

nyl® Type 6 cationic fiber, a solution-dyed nylon made from 100% recycled content and engineered for lower embodied carbon.

“All of our carpet products are built with premium materials from the fiber down,” said Richard French, President of Mannington Commercial.

“This fiber upgrade is part of our continued effort to offer sustainable innovation without compromise—because we believe great design should deliver on both performance and purpose.”

### **Performance Without Compromise**

Mannington has long relied on Type 6 nylon as the backbone of its carpet construction due to its resilience and longevity.

The introduction of Universal Thrive fiber builds on this legacy by delivering enhanced sustainability credentials without sacrificing performance.

“As we continuously work to reduce our carbon footprint and increase our circularity, it’s not

one major change— it’s the accumulation of smart, intentional choices,” said Shane Totten, Vice President of Sustainability for Mannington Mills.

“This fiber upgrade is yet another confident step in that direction, delivering performance, environmental responsibility, and a balance of flooring options our customers can stand behind.”

### **Certified and Carbon-Offset**

All Mannington Commercial carpet products are backed by Environmental Product Declarations (EPDs) and Health Product Declarations (HPDs), offering transparency in materials and environmental impact. The carpets are also 105% carbon offset, reinforcing the brand’s commitment to climate-positive practices.

With the integration of Universal Thrive fiber, Mannington Commercial continues to provide architects, designers, and facility managers with versatile flooring solutions that meet the growing demand for both sustainability and superior performance.

# Oriental Weavers Launches OW Hapttech Store — The World's First-Ever Phygital Carpet Retail Experience



**O**riental Weavers, the world's leading manufacturer of woven carpets, announces the launch of the OW Hapttech Store, the world's first-ever phygital carpet retail store, now open in Mivida, New Cairo.

By integrating physical product exploration with interactive digital technologies, the store sets a new global benchmark for the carpet industry, reinforcing Oriental Weavers' commitment to innovation and craftsmanship while redefining the future of carpet retail.

Spanning 250 square meters, the state-of-the-art store introduces a new retail model that merges real-time visualization tools, immersive environments, interactive displays, and AI-driven customization to meet the evolving expectations of today's consumers, who value creativity, convenience, and personalization.

Moreover, It features exclusive, limited-edition internation-

al pieces from Oriental Weavers' global portfolio.

**Commenting on this, Ms. Yasmine Khamis, Chair of Oriental Weavers Carpets, said:**

"OW Hapttech Store represents a breakthrough for the global carpet industry, introducing the world's first-ever phygital retail carpet store right here in Egypt. This innovation underscores Oriental Weavers' global leadership.

With a presence in over 118 countries and operations spanning 27 factories in Egypt and the US, we are proud to be a symbol of 'Made in Egypt' excellence, driving industrial growth, creating jobs, and supporting the state's vision to position Egypt as a global manufacturing hub."



The launch of OW Haptech store brings together tactile sensory interaction and digital innovation in a seamless in-store experience, derived from “haptic” and “technology.”

It invites customers to reimagine their homes through a variety of interactive features.

Using full-scale projection, the Phygital Preview allows them to visualize designs directly on the store floor and explore wall-mounted sampling sections that showcase the look and feel of each rug before finalizing their choices.

In the OW Studio, cus-

tomers can co-create customized rugs with Oriental Weavers’ experts using AI-powered design tools.

The store reflects OW’s strategic vision to modernize retail while staying rooted in quality and heritage.

This is part of a continued investment in smart manufacturing, digital retail solutions, and sustainable materials, further reinforcing Oriental Weavers’ long-term commitment to efficiency, innovation, and leadership in the global carpet market.

**About Oriental Weavers Group:**

The Oriental Weavers Group was founded in 1979 by industrialist and entrepreneur Mohammed Farid Khamis.

Listed on the Egyptian Stock Exchange (EGX) since 1997, the Group has grown from a single loom operation to become the largest producer of ma-

chine-woven carpets in the world.

Drawing from Egypt’s rich textile heritage, dating back to c.5000 BC, Oriental Weavers is now a global leader in tufted and jet-printed carpets.

Based in Cairo, the Group has manufacturing facilities in the United States and Egypt and distributes its products in over 118 countries.

Oriental Weavers is committed to innovative manufacturing processes, inspired by the latest trends, and providing products that are both accessible and of high quality, crafted to deliver lasting value and happiness to its customers.





## Soft Surface Flooring Gains Ground: Mills Highlight Comfort, Style, and Wellness

### Benefits of Carpet

**A**s the flooring industry continues to evolve, mills and manufacturers are reminding homeowners and designers alike of the enduring advantages of soft surface flooring.

From comfort underfoot to design versatility, carpet is being redefined as more than just a flooring material—it's becoming a key component in creating personalized, wellness-focused spaces.

At trade shows like The International Surface Event (Surfaces) and DOMOTEX, attendees quickly realize the stark contrast between walking on plush carpet and unforgiving hard surfaces. That difference—comfort—is just the

beginning.

#### More Than Softness: The Full Value of Carpet

“Carpet is a textile that brings incredible style and design to any home, offering a level of creativity that hard surfaces simply can't match,” said Denise Silbert, Vice President of Marketing for Soft Surface at Mohawk.

She pointed to carpet's versatility in colors, textures, and patterns, which allow homeowners to create unique interiors tailored to their taste.

Christine Zampaglione, Vice President of Marketing for Stanton Design, echoed this

sentiment, noting that carpet's design flexibility gives it unmatched visual impact.

"It offers unlimited potential through pattern, texture, and performance. Whether bold and expressive or soft and sophisticated, carpet can frame furniture groupings, unify open-concept spaces, or add depth to minimalist designs."

Beyond aesthetics, carpet plays an important sensory and psychological role. Drew Hash, President and CEO of Southwind, described carpet as a soothing presence in the home.

"We believe there is a 'carpet psychology' that promotes calmness, reduces sensory stress, and encourages relaxation," he said. "Its noise reduction and warmth enhance the sense of well-being."

**Practical Perks: Durability, Clean Air, and Family-Friendly Features**  
Modern carpet isn't just about looks or feel.

Today's products deliver improved stain resistance, enhanced durability, and pet-friendly features, making them ideal for families and high-traffic areas.

Some carpets, such as those made from wool, even contribute to a healthier indoor environment.

"Wool is a natural, renewable fiber with the unique ability to absorb and retain airborne pollutants," explained Audra Briggs, Designer and Brand Manager at Bloomsburg Carpet. "It helps create a cleaner, healthier living space."

Megan Simmons, Senior Product Manager – Soft Surface at Tarkett Home, emphasized the lifestyle benefits.

"Carpet creates a soft, inviting space for everything from movie nights to playtime with the kids.

It encourages people to spend time on the floor—making it not just a design decision, but a lifestyle one."

### **A Shift Toward Wellness-Centric Interiors**

As homeowners place increasing value on comfort, health, and personal expression, soft surface flooring is gaining renewed relevance.

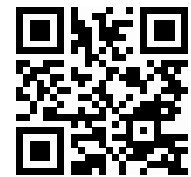
Mills are responding by innovating with materials, colors, and textures that align with today's lifestyle and wellness trends.

Whether it's through acoustic comfort, artistic expression, or sustainable materials, carpet is reclaiming its place in modern homes—not as a utilitarian choice, but as a meaningful design element that transforms interiors into sanctuaries.

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

# Tarkett Launches Recyclable Cork-Based Linoleum Collection

**F**rench flooring leader Tarkett has unveiled Lino Materiale, a 100% recyclable linoleum flooring collection created by the company's design manager, Valerie Pavard.

The launch celebrates Tarkett's rich linoleum heritage, dating back to 1898, while introducing a contemporary focus on cork—a material long prized for its natural beauty and acoustic benefits.

Crafted from 96% natural, 83% bio-based, and 39% recycled content, Lino Materiale draws attention to the restorative power of organic materials in the built environment.

Tarkett emphasizes the calming, tactile appeal of cork, which is now brought to the surface in both design and function.

The collection features a distinctive textured finish inspired by the irregularities of nature, offering a unique visual and sensory experience in every roll.

“Designed to reflect the intriguing irregularities of nature, each roll of Lino Materiale is unique, enriching educational and commercial spaces with the calming textures and

tactility of the outdoors,” the company said in a statement.

The cork used in Lino Materiale comes from waste cork sourced from Sardinian and Portuguese wine industries, as well as sustainably harvested cork oak trees.

Its inherent sound-dampening qualities make the material especially suitable for high-traffic, noisy environments like schools, offices, and public institutions.

In line with Tarkett's circular economy commitment, the product is fully recyclable through the brand's in-house take-back scheme, ensuring materials are returned and reused at the end of their lifecycle.

Lino Materiale is available in ten earthy, natural-inspired colors, further reinforcing the theme of nature integration in interior spaces.

This new release affirms Tarkett's continued leadership in sustainable design and innovation, marrying material science with biophilic aesthetics to support healthier, quieter, and more inspiring indoor environments.





## G-Floor Expands Beyond Garages with Durable, American-Made Polyvinyl Flooring Solutions

**B**etter Life Technology, the company behind the G-Floor brand, is redefining where vinyl flooring belongs.

What began over 25 years ago as a revolutionary garage flooring concept has evolved into a versatile, all-purpose surface used in trailers, boats, restrooms, sheds, and more—all thanks to the product's exceptional durability and 100%

solid polyvinyl construction.

“We realized our ground-breaking, solid polyvinyl product had additional uses outside of the garage and above the floor,” said Terry Terrill, Vice President of Retail Sales at G-Floor. “That said, G-Floor is still the gold standard for garages.”

### **A Product That Goes the Extra Mile**

Unlike many layered vinyl floors that incorpo-

rate fillers like foam, clay, or paper, G-Floor's American-made products are crafted from a single layer of solid polyvinyl.

This design offers superior resistance to tearing, denting, and brittleness, even under extreme use or heavy equipment.

G-Floor's Roll-Out Flooring is one of the brand's signature solutions, engineered for simple installation and exceptional protection in garages.

Meanwhile, Ribbed Channel Flooring, available in mat or roll form, features ridged surfaces that trap water, dirt, and fluids—ideal for high-traffic or industrial settings.

### **From Big-Box to Specialty**

Historically available through major retailers such as Costco, Home Depot, and Menard's, G-Floor is now setting its sights on

the specialty flooring market.

The company hopes to engage independent dealers and distributors interested in niche, high-performance flooring.

Though early participation at the Surfaces trade show brought mixed results, Terrill remains optimistic: "We'd like to get in front of some flooring dealers who are willing to think outside the box."

### **Made in the USA: A Competitive Advantage**

In a market increasingly concerned with quality and origin, G-Floor's Kansas-based production offers a compelling edge.

"Domestic production is becoming more relevant in the flooring industry," said Terrill.

"There's a noticeable difference in quality between our material and the im-

ported alternatives."

### **Trusted by Professionals**

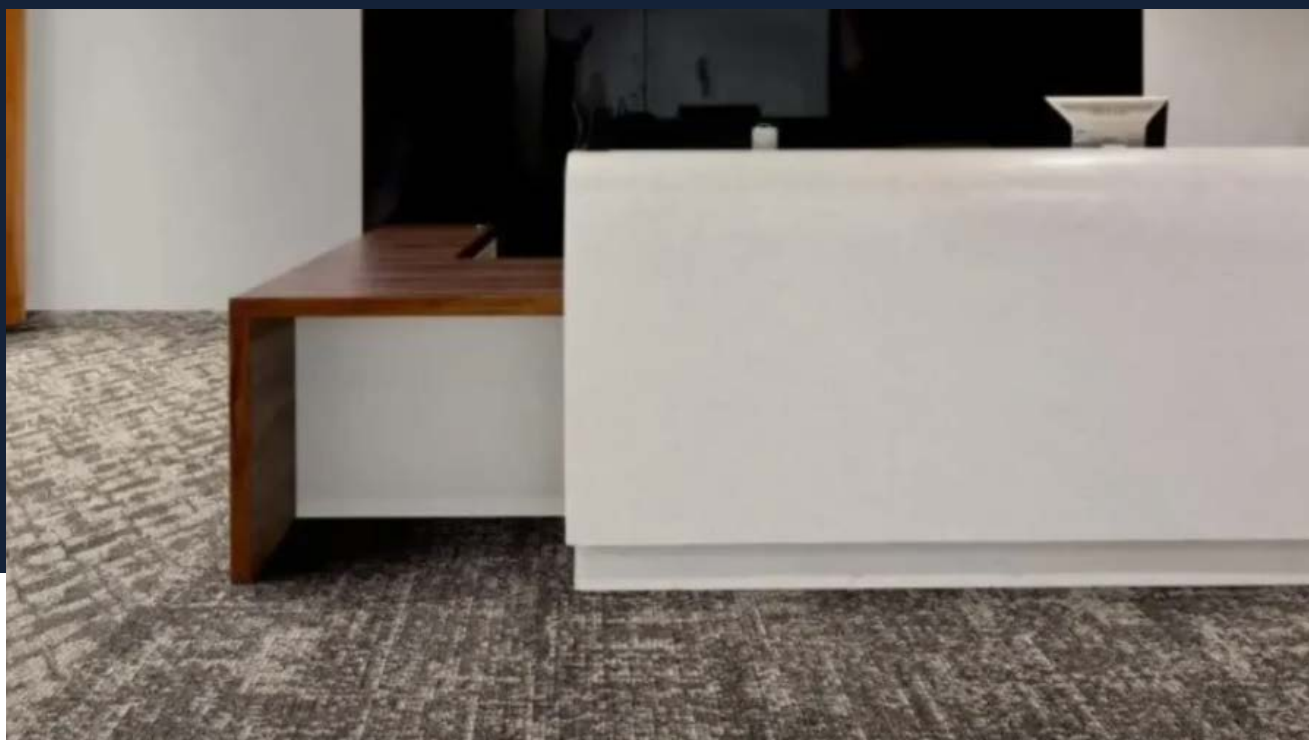
G-Floor has earned a loyal following over the years. Justin Krauss, Co-founder of Garage Flooring, a major online distributor, called G-Floor "the original" in garage flooring.

"They are simple to deal with—fast and budget friendly—with a seamless appearance that is hard to beat."

For United Rentals, G-Floor is the flooring of choice for its WorkPlex portable office builds.

"We build spaces that must perform in demanding conditions," said Robert Heaton, GM of Manufacturing.

**"The durability and low maintenance make G-Floor our best-in-class pick—over and over again."**



## EF Contract Launches Gen Z-Inspired Carpet Collection Reflecting Youthful Spirit and Flexibility

**E**F Contract has officially unveiled its new Gen Z carpet collection, a bold and versatile line inspired by the values and aesthetics of the post-digital generation.

Reflecting themes of individuality, adaptability, and authenticity, the collection includes two distinct yet harmonious patterns—Diversity and Tech Savvy—designed to bring fresh energy and modern identity into commercial spaces.

“With Gen Z, we’ve created two dis-

tinct patterns that effortlessly adapt to a range of environments, whether minimalist or bold,” said Marie Moore, Director of Design at EF Contract. “It’s about giving designers the tools to express personality and purpose in every space.”

### Two Patterns, One Philosophy

Diversity features a soft, minimalist all-over design available in 10 sophisticated colorways and comes in 18” x 36” carpet tiles. Its subtle texture makes it ideal for calming, neutral interiors.

Tech Savvy offers a bolder, more graphic de-



sign approach—also in 10 colorways and 18” x 36” format—perfect for dynamic, expressive environments that lean into digital-era aesthetics.

Both styles are engineered to coordinate seamlessly with EF Contract’s broader portfolio, including its LVT (luxury vinyl tile) and Kinetex textile composite flooring collections.

### **Built to Perform and Sustain**

The Gen Z collection is crafted with EF Contract’s proprietary TeraPlex™ solution-dyed fiber, offering vibrant, high-definition color that resists fading and staining.

Backed by EF Contract’s Nexus® modular system, the carpets are designed for long-term performance and incorporate pre-consumer recycled content.

They are also fully recyclable through the company’s R4 Carpet Reclamation Program.

For environmentally conscious designers, the collection also offers an Advance®

PVC-free backing option, making sustainability as integral as style.

### **Speed Meets Style**

Select colorways in the collection are available through EF Contract’s Quick Ship program, guaranteeing delivery in 10 days or less for orders up to 1,500 square yards—ensuring speed to market for time-sensitive projects.



# Saudi Carpet & Flooring Expo 2025: The Kingdom's Premier Flooring Marketplace Returns to Riyadh This November



The highly anticipated Saudi Carpet & Flooring Expo 2025 is set to open its doors from 17–19 November 2025 at the prestigious Riyadh International Convention & Exhibition Center.

As the first and largest trade exhibition dedicated exclusively to carpet, rug, and flooring solutions in the Kingdom, Saudi Carpet & Flooring Expo has rapidly become the go-to platform for industry stakeholders across the Middle East and beyond.

Organized in alignment with Saudi Vision 2030, the event brings together a powerful mix of innovation, tradition, and business opportunity — offering attendees access to cutting-edge flooring technologies and globally renowned carpet craftsmanship, all under one roof.

## A Growing Market with Global Appeal

Saudi Arabia's flooring and carpet market is one of the fastest-growing in the world.

With a market size of \$4.09 billion (2023) and a compound annual growth rate (CAGR) of 3.5%, the Kingdom is now the 7th largest importer of carpet and flooring products globally.

This makes the Saudi Carpet & Flooring Expo a strategic opportunity for manufacturers, designers, architects, and trade professionals to enter or expand their presence in this vibrant market.

## What to Expect at Expo 2025

From luxurious handmade carpets to durable machine-made rugs, laminate and parquet floors, artificial grass, clean-off systems, and prayer rugs, the Saudi

Carpet & Flooring Expo offers one of the most comprehensive showcases in the industry. The exhibition is designed to serve not only as a marketplace but also as a knowledge and innovation hub.

The Saudi Carpet & Flooring Expo is not just about displaying products—it's about creating connections and facilitating business.

### **Exhibitor Profiles Include:**

- Handmade and machine-made carpets and rugs
- Mats, clean-off systems, and prayer rugs
- Laminate wood, parquet, vinyl, and artificial turf
- Maintenance and flooring installation solutions

### **Key benefits for attendees include:**

- Meeting top-tier national and international flooring suppliers
- Discovering the latest product innovations and launches
- Participating in educational seminars and live demonstrations



- Networking with industry leaders, designers, distributors, and decision-makers
- Building long-term partnerships and dealer networks across Saudi Arabia and the Region

In 2024, the event hosted exhibitors from over 15 countries, attracting thousands of B2B visitors including government project contractors, interior designers, architects, developers, and retail buyers. This year's edition is expected to exceed all previous records in both scale and attendance.

### **Strategic Support and Sponsorship**

The 2025 edition is proudly supported by two of Saudi Arabia's most prominent industry leaders:

**Al Abdullatif Industrial Investment Co.** – one of the largest integrated carpet and rug manufacturers in the Middle East

**Artex Industrial Investment Co.** – a rising name in flooring and interior design solutions



Their sponsorship reflects the Kingdom's commitment to strengthening its domestic manufacturing base while opening the doors to global collaboration and innovation.

### **Be Part of the Future of Flooring in the Region**

The Saudi Carpet & Flooring Expo is a must-attend event for anyone involved in the carpet and flooring supply chain—from manufacturing to installation, retail to architecture.

With the flooring and interior finishing market expected to continue its strong upward trajectory in the region, this exhibition provides a unique chance to stay ahead of trends, secure high-value deals, and showcase your brand in front of an elite audience.

### **Event Details:**

Event Name: Saudi Carpet & Flooring Expo 2025  
Dates: 17–19 November 2025

Venue: Riyadh International Convention & Exhibition Center, Riyadh, KSA

Opening Hours: 4:00 PM – 11:00 PM

Website: [www.saudicarpetand-flooring.com](http://www.saudicarpetand-flooring.com)

### **Book Your Stand or Register as a Visitor Today!**

Whether you're launching a new product, expanding your business, or simply seeking inspiration, the Saudi Carpet & Flooring Expo 2025 is your gateway to opportunity in one of the most dynamic flooring markets in the world.

Reserve your space now and be part of the Kingdom's flooring revolution.



## Carpet Trends 2025: From Oversize Statements to Sustainable Elegance

**C**arpets and rugs are evolving far beyond their traditional role as mere floor coverings. Today, they are essential design elements—adding character, structure, and sustainability to modern interiors.

As tastes shift and values like environmental responsibility rise in importance, the carpet industry is adapting with bold new directions in size, shape, material, and aesthetics.

### Between Tradition and Trend

From Persian masterpieces to minimalist Scandinavian designs, carpets have always bridged heritage and innovation.

Now more than ever, interior designers and manufacturers are blending traditional craftsmanship with contemporary needs.

Whether serving as grounding elements in a room or as tactile artwork on the wall, carpets continue to express evolving lifestyles and design narratives.

### Oversized Rugs Make a Bold Comeback

Size is making a definitive return to centre stage. Oversized rugs—measuring 3 x 4 metres or more—are gain-

ing popularity for their ability to visually anchor and expand a space.

Especially in open-plan homes, these large formats create defined zones and lend structure to sprawling interiors.

Neutral tones like beige, taupe, and cool greys dominate the palette, offering versatility and a calm base.

For those seeking more vibrancy, accents in mustard yellow, petrol blue, or deep forest green add personal-

ity without overwhelming the space.

The key is harmony—ensuring that rugs integrate seamlessly with wall colours, furniture, and lighting to maintain visual coherence.

### **Pattern Play: From Subtle to Bold**

Gone are the days of safe, plain floor coverings. Today's homeowners and designers are embracing rugs as canvases for pattern and geometry.

Diamonds, stripes, grids, and block motifs introduce rhythm and visual interest, lending an energetic quality to interiors.

Black-and-white combinations offer a timeless contrast, while warm earth tones soften geometric boldness with a natural touch.

These patterns work especially well in rooms with otherwise restrained décor, acting as a statement feature that draws the eye and defines the space.



## Sustainability Shapes the Future

Eco-conscious design is no longer niche—it's an industry standard.

Carpet manufacturers are responding with environmentally friendly innovations that focus on both raw materials and production processes.

Natural fibres like organic cotton, jute, virgin wool, and sisal are preferred for their biodegradability and low impact.

But sustainability goes deeper than fibre choice. Non-toxic dyes, low-impact manufacturing, and recyclability are becoming core considerations.

Technologies like enzymatic depolymerisation and solvent-based fibre recovery are opening new pathways for circularity, particularly for synthetic materials like PET and nylon.

Consumers are also looking for durability and low-maintenance solutions, rein-

forcing the demand for quality over quantity. Rugs are expected to not only look good but also stand up to everyday wear with minimal environmental cost.

## Beyond the Rectangle: Embracing Organic Shapes

Another trend shaking up the carpet landscape is the shift away from conventional rectangles. Round rugs and asymmetrical, organic shapes are making a stylish return.

These forms soften the hard edges of modern architecture and furniture, lending warmth and fluidity to interiors.

Especially effective in compact or multifunctional spaces, these non-standard shapes add visual movement and break up monotony.

Paired with curved sofas, round coffee tables, or sculptural seating, organic-shaped carpets become both complement and conversation piece.

## Conclusion

The carpet sector in 2025 reflects a broader shift in interior design: toward personal expression, conscious consumption, and spatial harmony.

From oversized statement pieces and bold geometry to sustainable materials and fluid shapes, carpets are setting the tone for the future of flooring—and the homes they help define.



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# N-Join1: An innovative, Adhesive-free Carpet that Supports the Circular Economy

**V**ehicle manufacturers are increasingly looking for recycling solutions for end-of-life vehicles to meet sustainability targets and comply with new regulations that are accelerating the automotive industry's transition toward a circular economy.

In response, Autoneum has developed the N-Join1 carpet.

This innovative, monomaterial carpet system, made from recycled materials, eliminates the need for latex and adhesives, thereby offering an eco-friendly solution for vehicle interiors.

The N-Join1 employs a unique process that joins the carpet surface together with the substrate in a single step.

The substrate can be made from various materials including Autoneum's Pure technology components made of 100 percent polyester, making N-Join1 easier to recycle without limiting customers' design freedom.



The new carpet system offers multiple benefits for vehicle manufacturers.

As with other Autoneum interior floor products, N-Join1 is designed to ensure driving comfort with optimal noise protection in the passenger cabin.

This innovation can be used together with the Di-Light carpet, which offers an attractive appearance even in highly curved carpet areas due to its uniform surface finish.

Additionally, its monomaterial construction enables waste-free production and full recycling at the vehicle's end-of-life.

By eliminating the use of latex, which is water and energy-intensive, N-Join1

reduces resource usage and ensures cleaner production, supporting the automotive industry's move towards more sustainable practices.

Overall, the new carpet system achieves a significant reduction in the carbon footprint when compared to traditional carpet systems of equal weight.

The greatest contribution comes from the end-of-life recycling potential enabled by the monomaterial system.

N-Join1 is suitable for a wide range of vehicles, including both internal combustion engine (ICE) vehicles and battery electric vehicles (BEVs). It is currently available in Europe and North America.

# J+J Flooring Debuts Tranquil Ocean-Inspired Tides Collection

**J**+J Flooring has officially launched its highly anticipated Tides collection, a calming and elegant carpet tile line that draws inspiration from the movement, texture, and colors of the ocean's tides.

First previewed at Chicago's Design Days, the full collection is now available to commercial designers and specifiers across North America.

"Our design team looked closely at how water soothes and restores," said Laura Holzer, Director of Design at J+J Flooring.

"We wanted to reflect the emotional effect of the outdoors—specifically the ocean—through patterns and textures that evoke peace and movement."

## The Tides collection features two distinct styles:

**Ebb:** A luxury design that evokes the quiet receding of the tide. It features subtle tonal variations and yarn



twist combinations to create a plush, layered texture.

A tip shear finish adds further depth and visual softness.

**Flow:** Designed for higher-traffic commercial areas, Flow captures the dynamic energy of ocean currents, incorporating gentle shading and shadow effects that shift with movement across the floor.

Both patterns are constructed from 100% solution-dyed Encore® nylon yarns and offered in 18 x 36-inch modular carpet tiles.

Customers can choose Advance Modular Carpet Backing, a PVC-free, high-performance backing system that enhances both durability and

environmental responsibility.

The collection is available in 10 earth-inspired colorways, ranging from calming hues like Sea Glass, Desert Glow, and Dark Sage, to bold, high-contrast black-and-white combinations that reflect moonlight on water.

For designers seeking tailored aesthetics, custom color options are also available.

J+J's Tides collection seamlessly blends biophilic design principles with performance-driven materials, offering a solution that is both visually soothing and suited to a wide range of interior environments—from corporate offices to hospitality spaces.



## \$10.4 Million Research Project Targets New Wool-Based Export Sector

**A** major new research initiative, backed by \$10.4 million in funding over five years, aims to establish a high-value export industry based on wool-derived keratin biopolymers.

The project, titled Smart, Functional, High-Performing Keratin Structures for New Biologically Derived Export Products, has received support from New Zealand's Ministry of Business, Innovation and Employment (MBIE) through

the Endeavour Research Programme.

It is led by Lincoln Agritech and focuses on unlocking the commercial potential of wool keratin's unique properties—such as its reversible shape and volume adaptability and its ability to degrade in controlled ways.

"Our goal is to create a new class of biologically derived products for various global markets," said Dr. Rob Kelly, the project leader at Lincoln Agritech.

**"These include soil treatments that regulate microbial activity, textile fibers that outperform silk, and ruminant boluses that help reduce greenhouse gas emissions."**

The project involves research collaborations with prestigious institutions including Harvard University, the University of Auckland, and AgResearch.

It has been developed with strong backing from



the Wool Research Organisation of New Zealand (WRONZ), with whom Lincoln Agritech has collaborated for the past nine years to explore profitable innovations for the wool sector.

Andy Fox, Chairman of WRONZ, highlighted the project's alignment with the organization's mission.

"This initiative fits squarely within WRONZ's strategy to support wool growers by developing innovative applications for New Zealand crossbred wool through commercially focused research," he noted.

Fox added that the project com-

plements the work of Wool Source, a WRONZ subsidiary currently introducing a first generation of wool-based products to market.

"Together, these developments help build a long-term product pipeline and strengthen the wool industry's future—especially at a time when wool products like carpets are gaining popularity."

Dr. Kelly emphasized that the initiative will bring together global experts to address technical challenges and create sustainable export opportunities for New Zealand.

"Establishing a science-driven platform to support long-term market development is a key step toward securing the sector's future," he said.

**Source: Lincoln Agritech – \$10.4m research project aims for new wool-based export sector**



# Shaw Contract Launches Origin of Color Carpet Tile Collection Inspired by Ancient Pigments



**S**haw Contract has introduced Origin of Color, a new carpet tile collection that explores the deep cultural and historical significance of color, reinterpreted for modern interiors.

The collection draws on nature’s four elemental forces—earth, fire, water, and air—and reflects the evolution of color from ancient pigments to contemporary palettes.

The Origin of Color line features three distinct styles—Convey, Expression, and Symbolic—each designed to channel mood and meaning through texture, tone, and pattern.

- Convey (9" x 36", 10 colors) evokes a tranquil aesthetic with organic tones designed to create calming environments.
- Expression (9" x 36", 19 colors including 9 neutrals and 10 earthy shades) employs texture and color to energize and activate space.
- Symbolic (18" x 36", 10 colors) uses lines and shapes to interpret abstract ideas through a

graphic lens.

“Color is an ancient language, and with Origin of Color, we’re inviting designers to speak it fluently once again—honoring global history while shaping spaces that feel deeply connected and unmistakably modern,” said Reesie Duncan, Vice President of Global Design at Shaw Contract.

In addition to its visual and conceptual depth, Origin of Color is engineered for sustainability.

Constructed using EcoSolution Q100® nylon fiber and EcoWorx® backing, the carpet tiles are carbon neutral, Red List Approved, and help reduce embodied carbon by over 50%.

The products are fully recyclable through Shaw’s re[TURN] reclamation program, contributing to a circular design system that has already diverted nearly 1 billion pounds of post-consumer carpet from landfills since 2006.

Shaw Contract emphasized that Origin of Color is not just a product launch—it’s a design philosophy that reconnects users with place, purpose, and the pigments that have shaped human creativity for centuries.



## Bangladesh's Jute Export Earnings Rise in Value but Decline in Volume Amid Geopolitical Unrest

**B**angladesh's jute sector has reported a notable increase in export earnings, but industry leaders warn that the rise in value has not translated into higher export volumes.

The imbalance, they say, is due to ongoing political unrest in key markets across the Middle East and North Africa—regions that collectively import the majority of Bangladesh's jute and jute goods.

According to data from the Export Promotion Bureau (EPB), export earnings from jute and jute goods grew by 42.20% during the first ten months of the 2020–21 fiscal year, totaling \$924.78 million between July and April, compared to \$650.35 million in the same period of the previous fiscal year.

Industry insiders attribute this growth primarily to a steep rise in raw jute prices—nearly 200% per maund over the past two years—

rather than increased demand or volume.

### **Political Instability Dampens Demand**

Shahedul Karim, Secretary of the Bangladesh Jute Spinners Association, said export volume has dropped significantly in recent months, with jute yarn exports falling from 28,000 tonnes in March to 19,000 tonnes in April 2025.

He explained that coun-

tries such as Saudi Arabia, Syria, Jordan, Egypt, and Turkey, which together account for 66% of Bangladesh's jute yarn exports for carpet manufacturing, have scaled back their purchases amid escalating political unrest.

"The demand for jute yarn has fallen sharply since the beginning of the instability.

If this trend continues, both the export value and volume could decline further in the remaining months of this fiscal year," said Karim.

He also warned that the surging raw jute prices could further impact export competitiveness unless stabilized.

### Call for Price Regulation

Karim urged the Bangladesh Jute Mills Corporation (BJMC) to intervene and help maintain more realistic pricing for raw jute and jute goods to safeguard export potential.

### Segment-Wise Export Breakdown

• Jute yarn and twine exports reached \$422.53 million, up from \$313.26 million last year.

• Raw jute exports surged by 69.20%, totaling \$289.82 million against a target of \$205.12 million, compared to \$171.29 million during the same period in 2009–10.

• Jute sacks and bags earned \$171.54 million, exceeding the target of \$142.96 million and showing a 45.66% increase year-on-year.

### Key Markets

Bangladesh's main export destinations for jute sacks and bags include Belgium, the USA, the UK, Spain, Japan, China, India, Thailand, and Sudan, while India, Pakistan, Brazil, and Belgium are top buyers of raw jute.

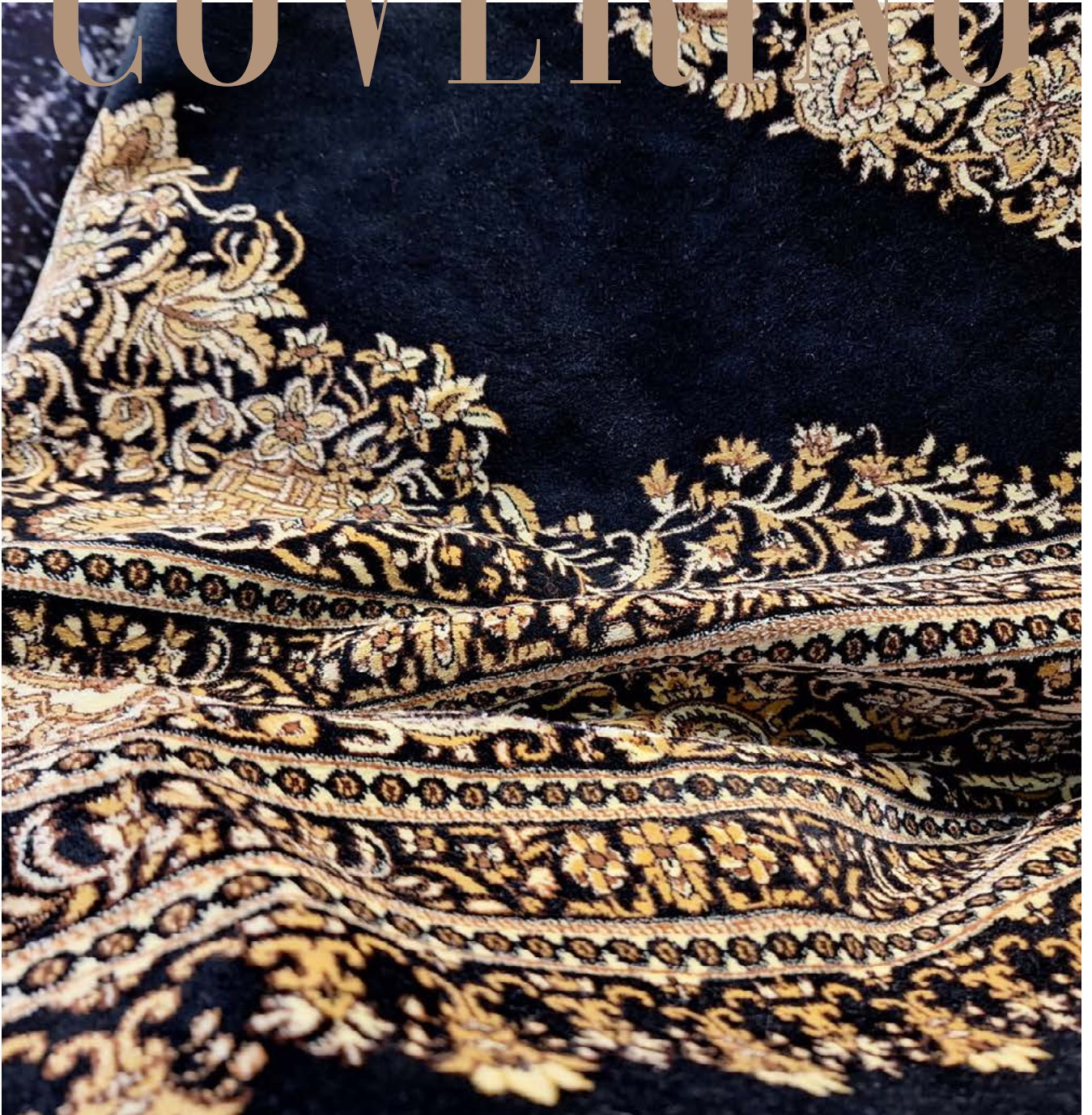
Despite challenges, Bangladesh continues to hold a strong position in the global jute market. However, sector leaders stress the need for stabilized pricing, proactive policy support, and diversified market access to sustain long-term growth and protect the livelihoods of thousands dependent on the jute industry.



# MENA COVERING

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## RECONNECTING WITH FLOORING

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

TEL: 0090 539 234 6324.

EMAIL: [CONTACT@MENACOVERING.COM](mailto:CONTACT@MENACOVERING.COM)