



MENA CARPET NEWS



**ZOLLANVARI
SHOWCASES BOLD
NEW CREATIONS AT
COVER CONNECT
NEW YORK**

**DOMOTEX 2026
HIGHLIGHTS
ACOUSTICS AS A KEY
INTERIOR DESIGN
TREND**

**SAURER INTRODUCES
THE NEXT GENERATION
OF CABLING
EXCELLENCE FOR
CARPET YARNS**



Zollanvari Showcases Bold New Creations at COVER Connect New York

Zollanvari is set to make a striking return to COVER Connect New York, the leading annual trade fair for high-end rug brands, taking place from September 13–15, 2025 at the Metropolitan Pavilion.

For the fourth consecutive year, the company will welcome visitors at Booth M05, unveiling an inspiring mix of traditional craftsmanship and contemporary artistry.

The Pacific Northwest Collection – A New Artistic Chapter

This year's highlight is the Pacific Northwest Collection, created by featured

artist Carmen Carbone Andonian, a Seattle-based designer known for her multidisciplinary visual storytelling.

Inspired by the region's dramatic landscapes—mountain ranges, waterways, islands, and four distinct seasons—the collection aligns seamlessly with Zollanvari's BACK TO NATURE campaign.

The series comprises five distinctive designs: Rainier Flowers, Alki Beach, Columbia River, Palouse Autumn, and Neah Bay.

Each piece captures the essence of its namesake, transforming iconic natural beauty into woven artistry.

Expanding Beloved Collections

Alongside this new collaboration, Zollanvari will present:

- Three new interpretations of the acclaimed Flower Meadow Collection in Super Fine Gabbeh quality.
- New additions to the Gabbeh Landscapes Collection, including Naïve Landscapes of my Fatherland 9b and Landscapes of my Fatherland 45.
- Innovative runners such as the Flower Meadow runner, Winter Rainfall in Denim runner, and the Art Deco Shibori runner from the award-winning Kyoto Collection.
- Decorative highlights including new coffers, chests, porcelain, and wooden home décor accessories.

Preserving Heritage, Embracing Innovation

“At Zollanvari, we are not just creating rugs; we are preserving a heritage and shaping a future where handmade art is both cherished and sustainable,” said Ramin Zollanvari, Key Account Manager & Director of Zollanvari Ltd. USA.

“The Pacific Northwest Collection is a testament to how our weaving tradition can be reinterpreted into vibrant, modern statements for today’s interiors.”

Event Details

Visitors can explore Zollanvari’s collections during COVER Connect New York at the Metropolitan Pavilion, 125 West 18th Street, NY.

- Saturday, September 13: 9:00 AM – 5:00 PM
- Sunday, September 14: 9:00 AM – 5:00 PM
- Monday, September 15: 9:00 AM – 3:00 PM





Intertextile Shanghai Home Textiles 2025: A Bridge to Africa and the Middle East

Shanghai, 20 August 2025 – The opening of Intertextile Shanghai Home Textiles – Autumn Edition 2025 marks not only a milestone for China’s home textile industry but also a turning point for Africa and the Middle East, regions that are increasingly positioning themselves at the heart of global textile trade.

With 884 exhibitors from 20 countries and regions and more than 35,500 expected visitors, this year’s edition is a testimony to Shanghai’s growing influence as the world’s leading sourcing hub.

For Africa and the Middle East, the fair is not just another exhibition – it is a gateway to innovation, collaboration, and future growth.

African and Middle Eastern Buyers Strengthen Global Connectivity

One of the most significant highlights of this edition is the participation of 19 buyer delegations from 23 countries, including important groups from Uganda, Ethiopia, and across the Middle East.

Their presence underscores the increasing role of Afri-

ca and the Middle East as growth markets for home textiles and flooring.

While Asia and Europe remain traditional powerhouses, the demand in emerging regions is driving new business dynamics.

For buyers in Africa and the Middle East, Shanghai provides direct access to global suppliers, cutting-edge designs, and sustainable solutions that can transform local industries.

Turkey, Iran, and Egypt Showcase Regional Potential



The strong presence of exhibitors from the Middle East further reinforces the region's importance.

With Turkey represented through its dedicated pavilion, and Iran and Egypt debuting as independent exhibitors, the show highlights the depth of expertise and product diversity these countries bring.

From curtain fabrics and carpets to innovative household textiles, Middle Eastern exhibitors are not only showcasing their heritage but also seeking partnerships to expand into international markets.

Their participation signals a clear message: the Middle East is no longer just a consumer of global trends but an active contributor to shaping them.

South-South Cooperation and the Sustainability Agenda

Another key dimension for Africa and the Middle East is sustainability and South-South collaboration.

Both regions face challenges of water scarcity, resource efficiency, and environmental concerns.

Intertextile Shanghai provides a platform where manufacturers, designers, and fibre producers from China can connect with partners from emerging economies to exchange knowledge and explore sustainable practices.

Initiatives such as the Econogy Forum and the Future & Textile Zone open the door for cooperation in circular systems, eco-friendly fibres, and AI-driven design.

For Africa and the Middle East, aligning with these innovations is not only an opportunity but a necessity to remain competitive in the global textile chain.



A Promising Future for Regional Textile Markets

Looking ahead, the home textiles and flooring markets in Africa and the Middle East are projected to experience steady growth in the next five years, fueled by rising urbanization, hotel and hospitality investments, and a growing middle-class consumer base.

Shanghai's role as a hub for sourcing, design inspiration, and sustainable innovation positions it as an essential destination for companies in these regions.

The participation of regional buyers and exhibitors in 2025 underscores that Intertextile Shanghai is more than a trade fair – it is a platform for building the future of textiles across continents.

Conclusion

As the curtains rise on Intertextile Shanghai Home Textiles 2025, the message is clear: Africa and the Middle East are no longer on the sidelines of the global textile industry.

With active buyer delegations, strong exhibitor representation, and increasing focus on sustainability, the regions are finding in Shanghai a true partner for growth and transformation.

you can follow all the latest updates, trends, and innovations from the show exclusively on Kohan Textile Journal and MENA Covering.com.

We also invite you to share your thoughts and perspectives in the comments section below – your opinions are valuable to enrich this conversation.



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DOMOTEX 2026 Highlights Acoustics as a Key Interior Design Trend

Acoustics is rapidly emerging as a central theme in modern interior design, with architects and planners increasingly seeking solutions that combine functionality and aesthetics.



At DOMOTEX 2026, this trend takes center stage, with the Architects Space providing a dedicated 600 m² platform in collaboration with Heinze.

Innovative Acoustic Solutions at DTX26

Exhibitors will present cutting-edge concepts, ranging from intelligent wall and ceiling systems to multifunctional flooring designed to optimize sound absorption while enhancing visual appeal.

Prototypes from Hannover University will further showcase how future-focused designs can redefine room acoustics.

Architects Space – Meeting Point for Innovation

The Architects Space is set to be the hub of inspiration and exchange at DOMOTEX 2026. Highlights include:

- **New Thinkers:** Students from the University of Hannover presenting experimental prototypes focused on room acoustics.
- **Architects' Runs:** Guided tours organized three times daily, offering architects direct insights into exhibitors' latest innovations.
- **B2B Speed Dating:** Structured networking sessions held three times a day, connecting companies with targeted professionals and ensuring valuable business leads.
- **Exhibition of Products:** A curated showcase of architecturally relevant solutions, including carpets, floor coverings, wall panels, tiles, and acoustic systems.
- **Evening Program:** Networking opportunities in an informal and inspiring setting.

Boosting Visibility and Business

Participating companies gain direct access to architects actively seeking solutions, along with extensive media exposure through Heinze's platforms such as BauNetz Campus, BauNetz Wissen, and baunetz interior|design—reaching over 750,000 industry professionals.

All-Inclusive Participation

The Architects Space offers fully equipped 9 or 18 m² stands, ensuring maximum visibility, professional support, and direct engagement with a high-value audience.

DOMOTEX 2026 promises to be a meeting place for architecture, planning, and design, where acoustics and innovative materials redefine how spaces are designed and experienced.



Beauflor Energizes Metro Atlanta's Largest Generating Rooftop Solar System

Beauflor USA, an industry leader in flooring manufacturing, is now supporting its operations in Georgia with solar power.



Beauflor recently energized Metro Atlanta's largest solar power system by capacity, marking a significant milestone in its sustainability efforts.

"This solar installation represents our commitment to sustainable manufacturing practices while also making sound business decisions," says Emile Coopman, Continuous Improvement Manager.

"By partnering with Cherry Street Energy, we're reducing our environmental footprint and stabilizing our long-term energy costs, which benefits both our customers and the planet."

The system boasts an impressive 1,040 kW capacity, surpassing the previous record-holder's 1,034 kW system.

Cherry Street's installation will produce enough electricity annually to power over 100 homes or 77 million mobile devices.

Each year, it will account for approximately 10 percent of Beauflor's energy usage and reduce carbon emissions by an estimated 920 metric tons, equivalent to 923 acres of forestland absorbing carbon.

"The system is built with plans for future expansion. This is the first step towards more renewable energy," said Coopman.

"As Georgia's manufacturers ramp up production amid rising costs for grid energy, sophisticated operators seek ways to quickly and sustainably address their energy needs," says Cherry Street CEO Michael Chanin.

"Our core customer group seeks near term solutions to control costs from increasing electricity demand.

Cherry Street's solution – on-site solar with

no capital expense – delivers just that: reliable, affordable electricity. Simple as sunshine."

Under a 30-year solar energy procurement agreement, Cherry Street invested \$1.8 million to build the system while assuming all construction and maintenance costs.

The system, with nearly 2,000 solar panels, took less than four months to complete.

Beauflor purchases the generated electricity directly from Cherry Street, allowing the manufacturer to realize immediate energy savings without capital expenditure.

"This system demonstrates how far solar technology has come and why Cherry Street leads in its incorporation," says Chanin.

"The previous record-holder for metro-Atlanta's largest rooftop solar required over 4,000 panels.

We're using less than 2,000 to reliably generate even more power."





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



Coverings 2026 Heads to Las Vegas with CID Awards and Rock Star Program Launch

Coverings, the premier international tile and stone exhibition, has announced that Coverings 2026 will be held March 30–April 2 at the Las Vegas Convention Center.

Alongside the show announcement, submissions have officially opened for the 2026 Coverings Installation & Design (CID) Awards and nominations for the 2026 Rock Star Program.

“Las Vegas is a city defined by bold, forward-thinking design and unforgettable experiences,” said Jamie Rich, Coverings’ managing director.

“It is the ideal backdrop to unite the global tile and stone community, showcase innovative trends from around the world and celebrate the industry’s most inspiring projects and talented professionals.”

CID Awards Spotlight Innovation

The CID Awards celebrate excellence in the design and installation of ceramic tile and natural stone across residential, commercial, and institutional projects.

Architects, designers, contractors, installers, distributors, and retailers are invited to submit projects completed between January 2024 and December 2025.

Entries—accepted at no cost until December 1, 2025—will be judged on originality, innovation, and sustainability.

Eleven categories will be awarded, including artistic design and artistic installation, which were introduced in 2025 to showcase creative applications such as murals and mosaics.

Winners will be honored at the CID Awards Ceremony & Reception on March 31, 2026, with recognition across Coverings' website, press channels, and social media.

Rock Star Program Celebrates Emerging Leaders

Now in its 12th year, the Rock Stars Emerging Leaders Program highlights talented professionals under 35 who are shaping the future of the tile and stone industry.

Nominations are open until December 1, 2025, and may be submitted by peers, mentors, or industry leaders (self-nominations are not permitted).

Nominees will be evaluated on career growth, leadership, industry involvement, community contributions, and continuing education.

Winners will be announced at the Rock Star Awards Ceremony on March 30, 2026, and will receive a \$200 gift card, a complimentary pass to Coverings 2026, and recognition across official press and digital platforms.

Looking Ahead

Registration for Coverings 2026 will open in late October 2025. Both the CID Awards and Rock Star ceremonies will be open to all show attendees.



Pakistani Handmade Carpets Garner Global Interest at Xining Qinghai Fair 2025



India's carpet exporters are reeling after the United States imposed a 50% tariff on Indian carpets, a move they warn could devastate the industry and displace millions of workers.

The situation escalated on August 6, when US President Donald Trump announced an additional 25% duty on Indian exports.

Since then, exporters report that nearly 70% of ongoing orders have been scrapped or indefinitely deferred, with the US — which accounts for 60% of India's \$1.5 billion carpet exports — effectively shutting its doors

to shipments worth over \$920 million annually.

Production has slowed sharply in carpet hubs such as Bhadohi, Panipat, Jaipur, and Bikaner, with hundreds of workers already unemployed.

“Labourers are paid based on the square feet of carpet they knit.

With shipments stalled, production has nearly stopped. Around 50% of the workers have already gone back home,” said Inder Mohta of Bikaner Handloom Carpets.

Industry leaders fear the ripple effects could be catastrophic.

“If the tariff gets implemented, nearly 28–30 lakh lives will be impacted,” warned Piyush Baranwal, honorary secretary of the All India Carpet Manufacturers’ Association.

He noted that the crisis would extend beyond weavers to include farmers supplying wool, yarn spinners, packaging providers, and logistics operators — with women workers particularly vulnerable.

Exporters caution that prolonged unemployment could drive artisans into other industries, creating a long-term labour shortage even if demand recovers.

Meanwhile, the government’s recent removal of import duty on cotton offers little relief, as the carpet sector is largely wool-dependent.



Competitors such as Turkey, Bangladesh, and Nepal are poised to capture India’s market share. Some Indian exporters are already weighing relocation.

“If the government can work out an arrangement with Nepal, we may shift part of our operations there. Most of our labourers come from Bihar and Uttar Pradesh, so mobility will not be a challenge,” said one exporter, who reported that orders worth ₹3–4 crore have already been put on hold.

Industry bodies have called on the government to extend the interest equalisation scheme and revise Remission of Duties and Taxes on Export Products (RoDTEP) to cushion the blow.

Without urgent intervention, they warn, one of India’s most labour-intensive and culturally significant industries risks collapse.

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Shaw Contract Expands Into Tile Market With Stellar and Interact Collections

At NeoCon 2025, Shaw Contract announced its entry into the porcelain and ceramic tile category with the launch of two new collections, Stellar and Interact.

The move broadens Shaw Contract's surface portfolio, delivering products that blend design, durability, and sustainability for commercial interiors.

"With Stellar and Interact, we're expanding the possibilities of surface design," said Reesie Duncan, vice president of global design at Shaw Contract.

"Stellar delivers a bold, sculptural presence,

while Interact offers refined, tactile subtlety. Both stay true to our commitment to performance, versatility, and purposeful design."

Bold and Sculptural: Stellar

The Stellar line reinterprets concrete aggregate with a striking, architectural edge.

Available in four colorways, the collection includes porcelain field tiles in 12 x 24 and 24 x 48 formats, a 2 x 2 and stacked mosaic, chevron subway tiles, and ceramic 18 x 48 wall panels.

Designed for interior and exterior applications, Stellar is suited for walls, floors, backsplashes, and showers in commercial, hospitality, and mixed-use spaces.

Subtle and Expressive: Interact

Interact focuses on wellness, collaboration, and adaptability in design. The glazed ceramic wall tile series features a 4 x 8 pressed tile and rectified 18 x 48 dimensional panels.

A muted palette with randomized geometric pat-

terns in each box creates visual rhythm, while softened edges allow for easy cleaning.

A wider grout joint enhances its handcrafted aesthetic, making it an ideal choice for hospitality, wellness, and multifamily environments.

Sustainability at the Core

Shaw Contract emphasized that both collections support healthier environments and responsible manufacturing.

Since 2010, the compa-

ny has reduced its carbon footprint by more than 50 percent across Scope 1 and 2 emissions.

Stellar and Interact are designed with a focus on material health, circularity, and sustainable practices, reinforcing Shaw Contract's long-term environmental commitments.

With these launches, Shaw Contract positions itself to capture growing demand for tactile, expressive surfaces that combine high performance with design integrity.



Oriental Weavers Releases Comprehensive 2024 Carbon Footprint Report

In a significant step towards environmental accountability and industrial transparency, Oriental Weavers International has officially published its 2024 Carbon Footprint Report, outlining the company's greenhouse gas (GHG) emissions across Scope 1, Scope 2, and relevant Scope 3 categories.

As one of the world's largest manufacturers of machine-made carpets and rugs, Oriental Weavers recognizes its pivotal role in driving sustainability within a resource-intensive sector.

The newly released report offers stakeholders a clear and verified breakdown of emissions data, compiled in full alignment with the Greenhouse Gas (GHG) Protocol and international climate reporting standards.

According to the report, total emissions for 2024 amounted to 661,216 tons of CO₂ equivalent, with Scope 3 emissions—covering purchased goods, capital goods, commuting, and waste—accounting for the majority share at 84.4%.

The document also details the company's integrated production operations in Egypt's 10th of Rama-

dan City, emphasizing a holistic approach to emissions tracking, waste reduction, renewable energy adoption, and water efficiency.

Oriental Weavers says the aim of this detailed disclosure is threefold:

- Strengthen transparency with stakeholders and partners.
- Identify opportunities for improvement in environmental performance.
- Contribute to global sustainability goals by supporting the transition to a low-carbon economy.

In its statement, the company highlights that sustainability is no longer optional but essential for long-term resilience, compliance, investor trust, and leadership in global markets.

By continuously monitoring and reducing emissions, Oriental Weavers is reinforcing its commitment to environmental stewardship and future-ready growth.



Jute Carpets in Dubai: The Perfect Union of Style and Sustainability

As sustainability becomes a core focus in Dubai's interior design scene, one timeless material is making a stylish resurgence — jute carpets.

Once associated with rustic and earthy décor, jute is now being embraced by eco-conscious homeowners, designers, and businesses seeking to merge environmental responsibility with elegant design.

What Makes Jute Special?

Derived from plants primarily grown in India and Bangladesh, jute fibers are woven into soft, golden-brown carpets that exude warmth and natural charm.

In Dubai's modern interiors — often defined by luxury and minimalism — jute offers a refreshing balance, acting as a versatile neutral base that complements bold statement pieces as well as sleek, understated décor.

Why Dubai is Choosing Jute Carpets



• **Eco-Friendly:** Fully biodegradable and renewable, jute carpets align with Dubai's shift toward greener living, offering a natural alternative to synthetic materials.

• **Aesthetic Appeal:** From Palm Jumeirah villas to chic downtown lofts, jute's rustic elegance enhances both contemporary and traditional spaces.

• **Durability:** Soft yet strong, jute carpets can handle everyday foot traffic in homes and boutique commercial settings.

• **Affordable Luxury:** Often more cost-effective than wool or silk, jute provides style without the high price tag.

Care Essentials

To preserve their beauty, jute carpets should be kept dry, vacuumed regularly, and used with a rug pad for added longevity.

Spills should be spot-cleaned promptly with a damp cloth, avoiding excess moisture.

A Flooring Choice with Purpose

Beyond their visual appeal, jute carpets in Dubai represent a conscious lifestyle choice — a commitment to natural living without compromising on style.

As the city continues to champion sustainable luxury, jute's timeless charm and eco-friendly credentials make it a perfect fit for the modern Dubai home or business.



Saurer Introduces the Next Generation of Cabling Excellence for Carpet Yarns

By Behnam Ghasemi

The carpet industry, particularly in the Middle East where design meets durability, is seeing new potential thanks to Saurer's latest innovation in twisting and cabling technology.

The company has unveiled the CarpetCabler/CarpetTwister 1.12, a machine that seamlessly blends decades of engineering expertise with the demands of modern carpet yarn production.

The MENA region—home to some of the world's most dynamic flooring markets—is increasingly looking toward efficient, sus-

tainable, and high-quality manufacturing processes. Saurer's new model addresses these exact needs by offering greater flexibility, reduced energy consumption, and enhanced production performance, all while maintaining the highest yarn quality required for premium carpets.

A New Standard in Yarn Cabling

The CarpetCabler/CarpetTwister 1.12 continues the legacy of Saurer's iconic cabling series but introduces critical upgrades that respond to both market demand and operational challenges.

This model is engineered for direct cabling—a process in which two yarns are twisted around each other in one step, without pre-twisting individual strands. The result?

A yarn structure that offers perfect pile formation, improved carpet feel, and extended durability—essential characteristics for both residential and contract flooring applications.

Smart Interface, Smarter Production

A standout feature of the 1.12 series is its intelligent HMI (Human-Machine Interface), designed with multitouch capabilities.

This intuitive control panel allows operators to monitor, adjust, and recall production settings with ease, minimizing downtime and maximizing lot accuracy.

Integration with Saurer's Senses digital mill management system also enables centralized monitoring of spindle activity, energy usage, and production efficiency—ideal for large-scale manufacturers in the region.

Dual Capability: Two-for-One and Cabling

Flexibility is at the heart of the Car-

petCabler 1.12. Thanks to its universal hollow-shaft spindle, manufacturers can switch between two-for-one twisting and direct cabling with minimal effort.

This modularity allows companies to adapt quickly to customer needs and expand their product offerings with minimal investment in additional equipment.

Ergonomics Meets Efficiency

The new Pneumatic Hi-Lo Creel enhances operator comfort and simplifies the loading process, while the servo gearbox and optimized spindle pot design ensure stable, high-speed production.



The entire setup is engineered to reduce labor intensity, streamline maintenance, and ensure high package density with excellent winding quality.

Designed for Sustainability

Energy efficiency remains a top priority for manufacturers across the MENA region.

The 1.12 series offers energy savings of up to 35%, thanks to a range of spindle options (including the newly introduced 275 and

260 spindles) tailored to varying yarn specifications and production volumes. Combined with the system's oil-free design and automated processes, this machine aligns with global calls for lower carbon footprints and more sustainable textile manufacturing.

Why It Matters for the Middle East Market

As flooring trends shift toward eco-conscious production, customization, and value-added yarns, solutions like the Carpet-

Cabler 1.12 will help regional carpet producers maintain a competitive edge.

From the handmade heritage of Iran and Turkey to the expanding machine-made sectors in Egypt, and Central Asia, this machine offers a way forward that prioritizes both performance and profitability.

In a region where flooring is not just a product but a cultural statement, investing in cutting-edge yarn preparation equipment could define the next chapter of growth.



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Importing Machine-Made Carpets in Saudi Arabia: A Growing Market

Carpets have long held cultural and aesthetic significance in Saudi homes, palaces, and commercial spaces. Traditionally, hand-woven carpets from Persia, India, and Central Asia were treasured for their craftsmanship and artistry.

Today, however, machine-made carpets are rapidly gaining popularity, driven by affordability, durability, and diverse design options that align with the Kingdom's evolving lifestyle and interior trends.

Shifting Consumer Preferences

As Saudi Arabia continues its modernization and urban development, consumer demand has shifted toward practical, stylish, and cost-effective flooring solutions.

Machine-made carpets offer an appealing balance: while they may lack the individuality of handmade rugs, they provide a wide variety of de-



signs and colors at accessible price points.

This makes them especially attractive to middle-class families, real estate developers, and commercial buyers looking for durable yet elegant solutions.

Key Exporting Countries

Saudi Arabia imports machine-made carpets from several leading global producers, each contributing distinct advantages:

• **Turkey:** A top supplier known for adapting traditional designs into machine production, offering carpets that balance heri-

tage with innovation.

• **China:** Major exporter with affordable mass-produced options, catering to middle-income households.

• **Belgium:** Recognized for high-quality, eco-friendly carpets with advanced manufacturing technology.

• **India:** Expanding beyond its handmade heritage, offering machine-made rugs that blend traditional aesthetics with modern production.

• **Egypt:** Supplying bold and colorful carpets that combine Middle Eastern design elements with competitive pricing.

Why Machine-Made Carpets Appeal in Saudi Arabia

Several factors explain the surge in demand:

- . **Affordability:** Accessible to a wider customer base compared to costly handmade carpets.
- . **Durability:** Synthetic fibers such as nylon and polypropylene withstand heavy use and Saudi Arabia's arid climate.
- . **Design Variety:** From classic Arabian motifs to sleek minimalist patterns, machine-made carpets offer versatility for both traditional and modern interiors.
- . **Sustainability:** Many manufacturers now use recycled fibers and eco-friendly production methods, appealing to environmentally conscious Saudi consumers.
- . **Low Maintenance:** Easy cleaning and resistance to stains make them practical for families and high-traffic areas.

Challenges Facing Importers

Despite strong growth, machine-made carpets face competition from handmade rugs, which continue to carry luxury and cultural prestige.

Importers must also adapt quickly to changing design trends, comply with Saudi Arabia's tightening environmental standards, and differentiate their products in a

competitive market.

Future Outlook

The outlook for machine-made carpet imports in Saudi Arabia is highly positive, supported by several trends:

- . **Technological Innovation:** Digital printing and advanced weaving technologies enable customizable, intricate designs.
- . **Sustainability Push:** Rising consumer awareness and Vision 2030 regulations will favor eco-friendly carpets.
- . **Commercial Growth:** Expanding hotels, office complexes, and retail spaces are fueling demand for large-scale, durable flooring solutions.

Conclusion

Machine-made carpets have secured a strong foothold in Saudi Arabia, complementing the country's tradition of luxury interiors while meeting modern demands for affordability and practicality.

With suppliers from Turkey, China, Belgium, India, and Egypt actively serving the market, Saudi Arabia is emerging as a dynamic hub for imported carpets.

Looking ahead, sustainability, innovation, and adaptability will define the industry's future, ensuring machine-made carpets remain central to Saudi Arabia's evolving interior landscape.

Ferreira de Sá Unveils ECHOES In/Outdoor Rug Collection Inspired by Portugal's Natural Landscapes



Leading luxury rug manufacturer Ferreira de Sá has launched its newest design innovation, the ECHOES In/Outdoor Collection, a tribute to Portugal's breathtaking caves, cliffs, and natural formations.

This curated series of twelve rugs blurs the boundary between interior comfort and exterior resilience—uniting craftsmanship, design, and nature in perfect harmony.

Drawing inspiration from the sculptural beauty of the Benagil Caves and the layered cliffs of Madeira, the ECHOES collection offers a textural journey through natural elements.

With three techniques—hand-woven, flatweave, and tufting—each rug translates the landscape's essence into durable, stylish forms fit for hospitality, commercial, and residential settings.

Nature-Inspired Designs with Purpose

Each rug in the Echoes collection tells a story:

. **TRAILS:** A hand-woven rug with a raised linear design evoking earthen pathways, perfect for poolside or garden lounges.

. **CASCADE:** Capturing the rhythm of wind and light, its hand-woven texture makes it ideal for connecting patios and terraces.

. **BUTTERFLIES:** With green-stitched trails reminiscent of butterfly motion, this soft, hand-woven piece brings elegance to tranquil outdoor retreats.

. **ROCKFALL:** A tufted rug that mirrors the geometric strength of basalt columns, suited for interiors with natural light and modern aesthetics.

. **DROPLET:** A flatweave design that reflects the move-

ment of water, blending into garden spaces and picnic areas with calm beauty.

• **DRIFTS:** Echoing wind-shaped landscapes, this flatweave rug offers minimalist sophistication in two earthy tones.

FLOWSTONE: Lightweight yet robust, this striped flatweave pattern draws from cave textures, perfect for patios and open-air dining spaces.

All rugs are crafted from high-performance polypropylene rope, delivering UV resistance, moisture protection, and long-lasting softness, while maintaining the visual refinement expected of Ferreira de Sá.

Versatility Meets Customization

In keeping with its reputation for bespoke luxury, Ferreira de Sá offers the Echoes collection in 14 exclusive color blends.

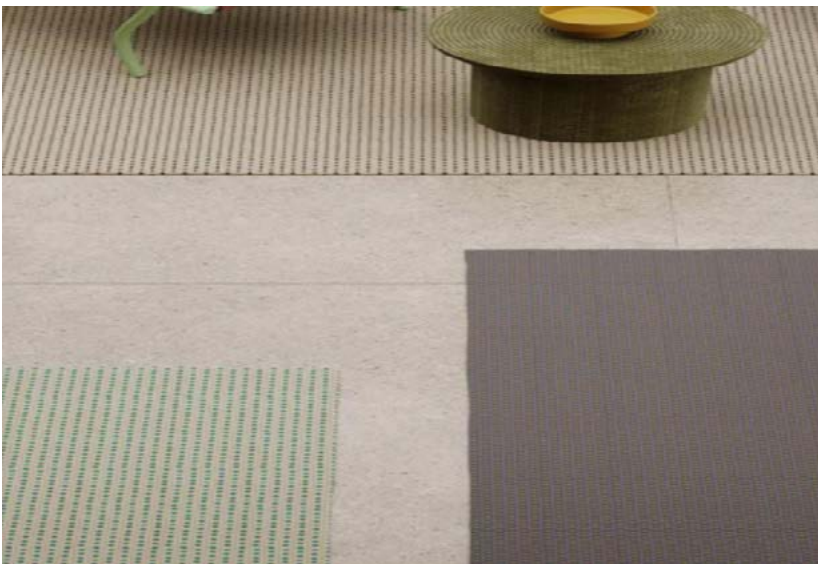
Each blend merges multiple hues for a rich, dynamic appearance, while customers can also customize size and tone to match specific design visions.

Honoring Legacy with Innovation

Founded in 1946 in Silvalde, Espinho, Ferreira de Sá continues to blend Portuguese tradition with modern design sensibilities.

The Echoes collection reinforces the brand's commitment to sustainable luxury and creative evolution, showcasing its signature ability to merge artisanal craftsmanship with cutting-edge materials.

Whether placed in sunlit terraces, boutique hotels, rooftop lounges, or stylish interiors, the Echoes In/Outdoor Collection is designed to resonate with both aesthetic sophistication and functional performance, carrying the enduring beauty of Portugal's natural heritage into every setting.



Nasiri Carpets Launches New Collection Celebrating Moroccan Weaving Heritage



Nasiri Carpets, a distinguished name in fine handmade rugs and bespoke textiles, has unveiled a new collection of luxury Moroccan carpets and handwoven rugs.

Now presented at the company's showroom in the New York Design Center, the collection celebrates centuries-old weaving traditions from Morocco's High and Middle Atlas Mountains.

Each rug is carefully crafted by master artisans using pure, hand-spun wool dyed with natural pigments. These materials emphasize the brand's commitment to sustainability while reflecting the authenticity and enduring beauty of Moroccan textile heritage.

The designs range from bold tribal expressions to refined minimalist patterns, rendered in earthy palettes inspired by Moroccan landscapes—desert ochres, terracotta reds, ivory tones, and deep indigos.

"Moroccan weaving traditions are among the most

enduring in the world," said Nader Nasiri, founder of Nasiri Carpets.

"This collection honors that heritage while offering timeless design for contemporary living. Each rug tells the story of the artisan behind it, while serving as an heirloom-quality piece for generations to come."

To celebrate the launch, Nasiri Carpets is offering a seasonal promotion, allowing collectors, interior designers, and enthusiasts to acquire select Moroccan rugs at a special rate.

This initiative underscores the company's mission to make exceptional, culturally significant rugs accessible to a discerning global audience.

The full collection is now on view at Nasiri Carpets' flagship showroom at 200 Lexington Avenue, Suite 714, NYC.

Private appointments are encouraged for design professionals, architects, and collectors, with online access also available.

For those seeking pieces that merge craftsmanship, heritage, and modern elegance, Nasiri's Moroccan collection offers a soulful addition to both residential and commercial spaces.

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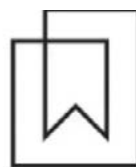
ASCER Opens Call for 24th Tile of Spain Awards in Architecture and Interior Design

The Spanish Ceramic Tile Manufacturer's Association (ASCER) has officially launched the 24th edition of the Tile of Spain Awards, inviting entries from architects, interior designers, tile installers, students, and professionals in the built environment.

This prestigious international competition honors excellence in architecture and interior design that creatively and effectively utilizes Spanish ceramic tile.

Celebrated for spotlighting design ingenuity and material innovation, the Tile of Spain Awards recognize projects that exemplify the artistic and technical potential of ceramics across both interior and exterior applications.

The competition emphasizes aesthetics, sustainability, expert installation, and imaginative use of material—qualities that have come to define Spanish tile on the global stage.



Tile of Spain Awards
Architecture
Interior design



The 2025 jury will be chaired by acclaimed architect Julio Touza Rodríguez of Touza Arquitectos and will include prominent industry figures such as Carmen Baselga (Carmen Baselga_Taller de Proyectos), Antonio Jesús Luna (Room Diseño), and Susana Babiloni (Colegio Territorial Arquitectos Castellón).

The panel will evaluate entries based on design quality, technical innovation, and integration of ceramic materials.

Participants can submit entries in two main categories—Architecture and Interior Design—each with subcategories based on the type of ceramic tile

used:

- Dry-pressed porcelain stoneware
- Other ceramics including extruded porcelain, rustic and glazed stoneware, wall tiles, mosaics, terracotta, and more.

Each subcategory winner will receive a grand prize of €8,000 (approx. \$8,700), with the jury also able to award up to two special mentions per category.

Submissions are open until Monday, October 20, 2025, and winners will be officially announced in September 2026 during Cevisama Contract, one of Spain's premier trade fairs for ceramic tile and bathroom furnishings.



The Easiest Way to Import Persian Carpets from Iran to Kazakhstan

Persian carpets, globally admired for their artistic excellence and cultural depth, continue to captivate interior designers, collectors, and luxury buyers worldwide.

In recent years, Kazakhstan—a growing Central Asian economy—has emerged as a promising market for Persian rugs.

With rising consumer interest in luxury goods and culturally significant items, this guide outlines the easiest and most effective steps to import Persian carpets from Iran to Kazakh-

stan, focusing on trade logistics, documentation, legal requirements, and business opportunities.

Why Persian Carpets Are Always in Demand **Artistic Heritage**

Each Persian carpet is a unique artwork, hand-woven by skilled artisans using techniques passed down through generations. These carpets are not mass-produced—they are slow-crafted with great precision.

Natural & Premium Materials

Persian rugs are woven using the finest wool, silk, and natural vegetable dyes, resulting in

both durability and aesthetic brilliance. Their sustainable qualities also appeal to modern eco-conscious buyers.

Living Cultural Identity

Beyond decoration, each Persian carpet tells a story. From tribal patterns to floral motifs, they are cultural artifacts carrying the soul of Iranian history.

Appreciation in Value

Many handwoven Persian carpets, especially antique or limited-edition pieces, increase in value over time, making them both an emotional and financial investment.

Global Prestige

Owning a Persian carpet is recognized worldwide as a symbol of taste, refinement, and appreciation for culture.

Step-by-Step Guide to Importing Persian Carpets to Kazakhstan

1. Understand Import Rules in Kazakhstan

- **Customs Clearance:** Review Kazakhstan's customs procedures for handmade or artisanal goods.
- **Tariffs & Duties:** Identify applicable customs duties depending on the carpet's material and value.

- **EAEU Compliance:** As a member of the Eurasian Economic Union (EAEU), Kazakhstan follows a unified trade policy that may benefit importers from Iran.

- **Material Restrictions:** Avoid importing carpets containing materials from endangered species or restricted items.

2. Source Authentic Carpets from Trusted Suppliers in Iran

- **Visit Key Markets:** Explore bazaars and workshops in Tehran, Isfahan, and Tabriz.
- **Verify Authenticity:** Ask for a Certificate of Origin and detailed product specifications.
- **Negotiate Terms:** Clarify prices, lead times, minimum order quantities, and payment methods.

3. Choose the Right Shipping Method

- **Air Freight:** Fast but suitable for small, high-value orders.
- **Land Transport:** A cost-effective solution due to the shared border between Iran and Kazakhstan.
- **Freight Forwarders:** Partner with logistics experts familiar with the Iran-Kazakhstan route to ensure safe and timely delivery.

4. Ensure Proper Documentation

You'll need the following to complete your import:

- Commercial Invoice
- Certificate of Origin (stating Iran as the country of production)
- Bill of Lading (BOL)
- Kazakhstan Customs Declaration Forms

5. Calculate Duties and Taxes

- Customs Duty: Based on the declared value and material type.
- VAT: Account for Value-Added Tax applicable in Kazakhstan as part of your total import cost.

Tips for Simplifying the Process

- Build Strong Relationships: Establish reliable connections with Iranian suppliers and local customs officials.
- Explore Bilateral Trade Agreements: Check for trade advantages between Iran and Kazakhstan.
- Use Professional Freight Services: Let experienced

forwarders manage documentation and delivery.

- Attend Exhibitions: Trade shows such as the Tehran Carpet Fair and regional expos in Almaty offer great B2B networking.
- Leverage Technology: Use digital platforms to streamline supplier sourcing, order management, and logistics tracking.

Overcoming Challenges

Sanctions & Banking Restrictions

Despite international sanctions on Iran, Kazakhstan's trade relationship with Iran remains relatively open. To work around financial hurdles:

- Use barter trade (product-for-product exchanges)
- Utilize third-party payment services in neutral countries

Language & Culture

- Employ bilingual staff or translators to avoid miscommunication
- Respect traditional Iranian business etiquette and Kazakh preferences in luxury purchasing

Case Study: How a Kazakh Entrepreneur Built a Persian Rug Business

A successful retailer in Almaty managed to:

- Partner with Iranian artisans in Isfahan
- Import carpets via land routes to cut shipping costs
- Focus on luxury neighborhoods and affluent clientele
- Expand reach using digital marketing and online sales channels

Conclusion

Importing Persian carpets into Kazakhstan is more than just a business—it's about sharing a cultural treasure with a new audience.

With proper planning, trusted suppliers, and logistical expertise, entrepreneurs and businesses can access a niche yet profitable segment.

The demand for Persian rugs continues to grow, and Kazakhstan stands as a gateway to broader Central Asian markets.

Zenova Carpet Enhances Luxury Interiors at The Venue Jeddah Corniche Hotel



plement the hotel's refined architectural concept, adding both warmth and grandeur to its spaces.

"Our contribution to this prestigious project reflects Zenova's dedication to creating tailor-made flooring solutions that enhance the atmosphere of luxury destinations worldwide," the company noted.

The carpets, specially designed for the hotel, not only enrich the ambiance but also provide guests with a welcoming environment that resonates with comfort, style, and exclusivity.

With this project, Zenova Carpet and ACF underscore their role as trusted partners in shaping the interior design of world-class hospitality venues across Saudi Arabia and the wider region.

The Venue Jeddah Corniche Hotel, a five-star landmark on the Red Sea Riviera, continues to set the standard for luxury hospitality in the region.

Renowned for its prime waterfront location and elegant design, the hotel offers guests a unique blend of modern sophistication and Arabian charm.

As part of its commitment to excellence, the hotel collaborated with Zenova Carpet and its esteemed Saudi partner Arab Carpets Furniture (ACF) to elevate its interiors with bespoke Axminster carpets.

Each piece was meticulously crafted to com-





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UK Imports of Belgian Carpet See Steep Decline in April

Imports of Belgian soft floor coverings to the UK fell sharply again in April, continuing a downward trend that began earlier this year.

According to HMRC data compiled by The Furnishing Report, the decline follows an already weak first quarter for Belgian exports to the UK.

While total UK soft floor covering imports posted surprising growth in Q1 2025 — buoyed by strong performances from the Netherlands, China, and Turkey

— Belgian shipments were down 18% during that period.

The start of Q2 brought no recovery, with April imports of Belgian carpet and rugs plummeting 38% year-on-year.

Overall UK imports of floor coverings — including carpet, wood, vinyl, and linoleum — dipped slightly by 1% to £127.9 million in April.

Within this category, carpet and rug imports fell 4.5% to £74.5 million.

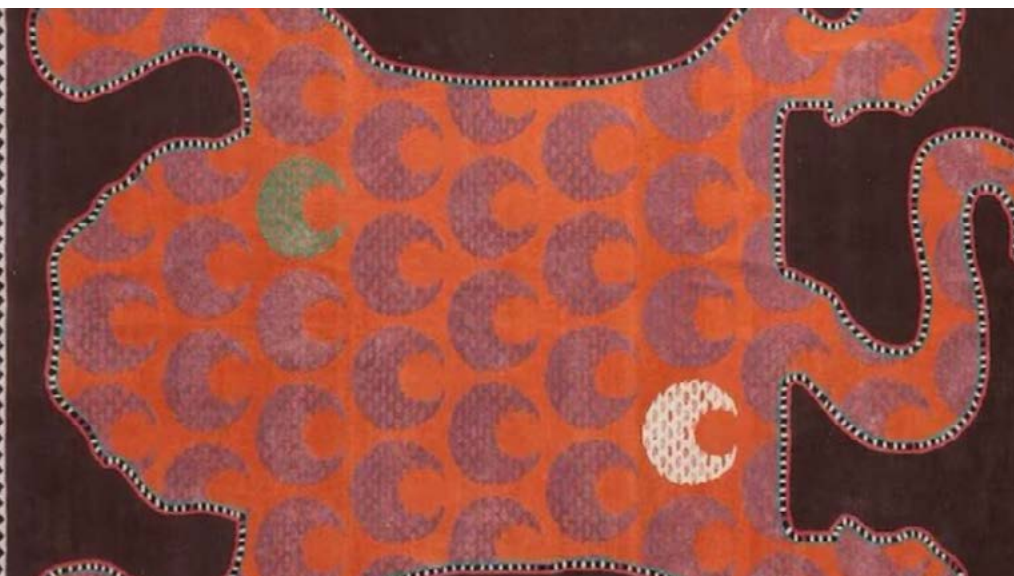
Turkey further cemented

its position as the UK's leading supplier of textile floor coverings, with imports rising 11% to £18.6 million.

Vinyl flooring also performed strongly, with imports up 8.1% to £37.9 million, largely due to a rebound in shipments from China following a weak 2024.

The UK flooring market overall remains resilient, but the sustained drop in demand for Belgian carpet suggests the country's once-strong position in the segment is facing increasing pressure.

Jaipur Living Unveils Majnun Rug Collection with Designer Pavitra Rajaram at High Point Market



Jaipur Living will debut its limited-edition Majnun area rug collection, created in collaboration with acclaimed designer and AD100 award-winner Pavitra Rajaram, at the fall edition of High Point Market.

Drawing on historic design traditions from across the Indian subcontinent and the Silk Route, the collection reinterprets Persian, Chinese, and Indian cultural motifs through a modern lens.

“Ancient traditions teach us that art doesn’t have an expiry date. Artists always speak in the language of now,” said Rajaram, noting her alignment with Jaipur Living’s craft-centric, global Indian philosophy.

Hand-knotted from a luxurious wool and silk blend, each rug incorporates the symbolic “Persian flaw,” an intentional imperfection reflecting the belief that only the divine can achieve perfection.

The Majnun collection features three designs—Arjumand (a Mughal garden in bloom), Bahaar (a reimagined hunting scene of harmony and resilience), and Sakya (bridging sacred traditions with Cintamani symbolism)—each offered in two distinct colorways, for a total of six unique rugs.



Ege Carpets Launches 'Abstract' Collection: A Bold Statement in Wall-to-Wall Carpet Design



Ege Carpets, renowned for its innovative and sustainable flooring solutions, proudly announces the launch of the Abstract Collection, a striking new range of wall-to-wall carpets designed to transform commercial and hospitality spaces with dynamic, art-inspired patterns.

The Abstract Collection is a celebration of bold designs, fluid forms, and expressive textures, offering architects, designers, and specifiers a unique opportunity to create interiors that are both visually captivating and deeply atmospheric.

Inspired by the world of contemporary art, the collection features organic shapes, layered structures, and vivid color palettes, enabling endless creative possibilities for bespoke interior solutions.

“With the Abstract Collection, we aimed to push the boundaries of carpet design by introducing patterns that evoke emotion, movement, and depth.

It’s about transforming floors into canvases of artistic expression,” said a spokesperson from Ege Carpets.

Key Highlights of the Abstract Collection:

- **Bold Artistic Patterns:** Each design reflects abstract art influences, bringing visual intrigue and sophistication to spaces.
- **Customization Options:** The collection offers flexibility with a variety of colors, patterns, and scales, allowing for fully tailored solutions to fit any project’s aesthetic and functional needs.
- **Sustainability Commitment:** Produced with Ege Carpets’ signature Cradle to Cradle Certified® materials, the collection aligns with the company’s dedication to environmental responsibility and circular design.

Whether for luxury hotels, corporate offices, cultural venues, or public spaces, the Abstract Collection provides a distinctive flooring solution that combines style, comfort, and sustainability.

The collection is available now, empowering designers to make bold statements underfoot while contributing to greener, more inspiring environments.

Radici Carpet to Showcase Sustainable and Innovative Flooring Solutions at INDEX Saudi Arabia 2025

Radici Carpet will present its latest advancements in textile flooring at INDEX Saudi Arabia 2025, taking place from 9–11 September 2025 at the Riyadh Front Exhibition & Conference Center (Stand 3C40).

The company will unveil two groundbreaking products — Bloom Back and AlleRAD — designed to merge design, well-being, and environmental responsibility.

Bloom Back represents a new era in sustainable carpet manufacturing. Crafted entirely from regenerable nylon 6, used in both the face yarn and backing, the monocomponent product is fully recyclable.

The yarn is Econyl®, derived from recovered materials such as fishing nets, industrial waste, and discarded carpets.

With a plush 10 mm thickness, 350 g/m² geotextile backing, and impressive acoustic reduction of –34 dB, Bloom Back combines circular design (Born R2R – Regenerable to be Regenerated) with luxury. Available in 22 solid colours or fully customisable from 100 m², it is 100% Made in Italy.

AlleRAD brings a health-focused revolution to indoor spaces. Using active pro-

biotic technology, it neutralises up to 99.9% of common indoor allergens — including pet hair, dust mites, and pollen — without compromising on aesthetics or tactile quality.

This safe, discreet, and effective solution ensures a healthier environment while preserving the warmth and elegance of textile flooring.

INDEX Saudi Arabia 2025 will feature 600+ international exhibitors presenting the latest in furniture, lighting, surfaces, textiles, and hospitality, residential, and commercial solutions.

Visitors can engage in INDEX Design Talks, network with global industry leaders, and explore Future Stars, a platform for emerging interior talent curated by ArchiNet.

Radici Carpet invites visitors to experience the intersection of design, sustainability, and innovation at Stand 3C40.





First-Ever Gelij-Pattern Handwoven Carpet Debuts in Mazandaran, Reviving Sassanid-Era Motifs

For the first time in Mazandaran province, an authentic handwoven carpet featuring a Gelij design—rooted in the ancient motifs of the Sassanid period—has been created, blending the region’s carpet-weaving heritage with the aesthetics of historical architecture.

This intricate work was designed and woven entirely by hand by Kobra and Zahra Baqeri, two artist sisters from Dodangeh in Sari.

Inspired by the Sassanid-era “bird’s foot” motif, the piece took over 40 days of dedicated craftsmanship to complete, combining traditional symbols, ancient pottery influences,

and native Mazandaran weaving techniques.

Measuring 1.5 x 1 meters and woven with plant-based yarns, the carpet reflects both artistic innovation and a revival of forgotten heritage.

“This is the first time the Gelij pattern has been implemented in Mazandaran carpet weaving,” said Zahra Baqeri, highlighting the design’s originality.

“We wanted something both true to our roots and visually striking.”

Her sister Kobra, who oversaw the colour palette and pattern composition, added: “Gelij’s geometric harmony reflects both beauty and cultural continuity. We aimed to draw every viewer’s eye to Iran’s authentic traditions.”

The sisters called for greater institutional support, including the registration of works, improved workshop facilities, and opportunities to present such creations in domestic and international markets.

The carpet is now undergoing pre-

liminary registration as one of Mazandaran’s distinguished handicrafts.

The launch of this Gelij carpet comes as Iran’s handmade carpet exports show signs of recovery.

According to Zahra Kamani, head of the Iran National Carpet Center, exports grew by around 4% in value last year, reaching \$39.7 million after two decades of decline.

Iranian carpets were shipped to 65 countries, with Germany, the UAE, Japan, and China accounting for over \$22 million of sales.

Kamani attributed the growth to the easing of restrictive regulations and new initiatives by the Ministry of Industry, Mining, and Trade, alongside the National Carpet Center, aimed at boosting Iran’s global carpet presence.

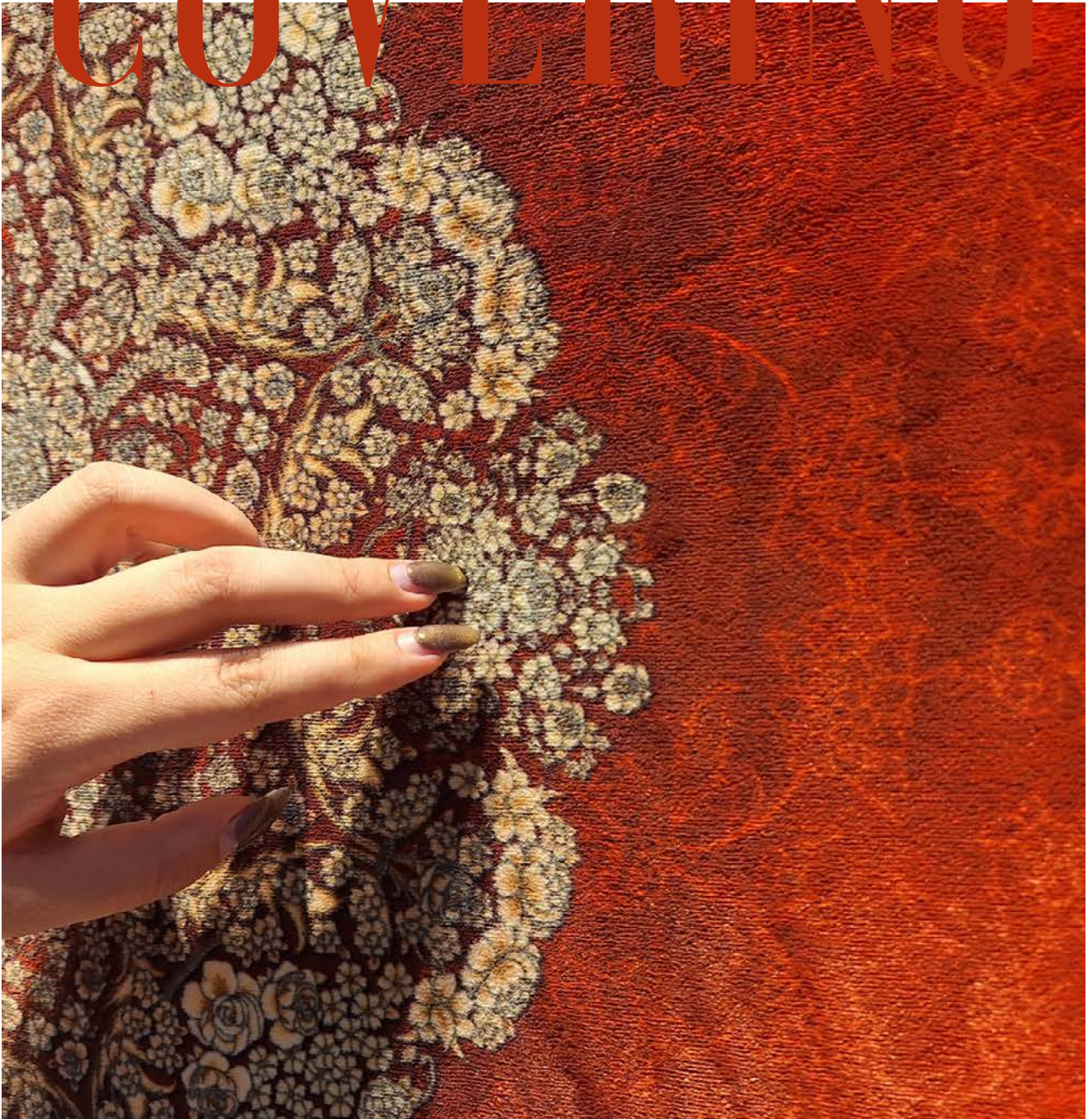
“With supportive measures and coordination between monetary and banking systems, further export growth is within reach,” she said.

More than just a carpet, the Mazandaran Gelij creation is a symbol of female creativity, intergenerational heritage, and cultural resilience—a new chapter in northern Iran’s carpet-weaving legacy.

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