



# MENA CARPET NEWS



**IRAN'S CARPET  
INDUSTRY  
UNRAVELLING UNDER  
SANCTIONS**

**HEIMTEXTIL TRENDS  
26/27 - WHERE AI AND  
CRAFTSMANSHIP  
MERGE**

**US TARIFFS CRIPPLE  
INDIA'S CARPET  
INDUSTRY**

# Iran's Carpet Industry Unravelling Under Sanctions



Once the jewel of Iran's non-oil economy, the nation's famed handmade carpet industry is facing a dramatic collapse.

Export revenues, which exceeded \$2 billion in the early 1990s, have plunged by 95% since the reimposition of U.S. sanctions in 2018, threatening a cultural legacy and the livelihoods of nearly two million Iranians.

According to an AFP report, annual exports fell to just \$41.7 million in the last Persian calendar year ending in March, down from over \$400 million in 2017.

The U.S., previously the buyer of 70% of

Iranian carpets, was abruptly lost as a market. Zahra Kamani, head of Iran's National Carpet Centre, called the sanctions "unkind and cruel," noting their devastating effect on weavers across the country.

Domestic policies have further compounded the crisis. Asr-e-Iran described a 2018 foreign exchange repatriation rule as a "domestic sanction," crippling exporters forced to use official currency channels incompatible with a largely cash-based trade.

This policy accelerated Iran's fall from world leader to sixth place, surrendering

market share to India, China, Nepal, and Pakistan.

The decline is starkly symbolized by the fate of the Iran Carpet Company, founded in 1935.

Once the country's largest producer and exporter, it deteriorated after privatization to banking institutions unfamiliar with the industry, leaving unpaid weavers and heavy debts.

Social consequences are severe. ISNA reports that in Hamedan Province alone, 60,000 people depend on carpet weaving, yet few receive insurance support.

Nationally, many rural women who relied on weaving for income now face uncertainty.

Global demand shifts add to the

woes. With luxury silk carpets priced at \$30,000–\$40,000, buyers are increasingly hesitant, while many young Iranians, hit by inflation, now opt for factory-made alternatives.

“Even though I always wanted handwoven carpets for my dowry... we couldn't afford them,” a 31-year-old bride told AFP.

Still, industry figures voice hope. Prominent trader Ahad Azimzadeh urged producers to embrace modern tastes while preserving authenticity.

Trade Minister Mohammad Atabak has acknowledged past policy errors and promised new measures to revive exports.

Yet with workshops relocating abroad and global rivals surging ahead, Iran's legendary handwoven carpets—once ambassadors of Persian culture—face an uncertain future.

As AFP concluded, the legacy of the Persian rug now hangs precariously by a thread.





## U.S. Tariffs Reshape Global Carpet Trade, Opening Doors for Türkiye

**T**he United States' decision to impose a 55% tariff on Indian carpets—compared with just 15% on Turkish exports—has created fresh opportunities for Türkiye's producers, with demand from American buyers already showing signs of growth.

Industry leaders in Gaziantep, the country's carpet capital, say the shift is redirecting orders that once went to India.

Koza Carpet, a leading manufacturer that exports more than half its pro-

duction to the U.S., expects its shipments to rise in 2026.

Chief Executive İbrahim Cingisiz confirmed that the company is developing new designs tailored to U.S. buyers and has already begun preparing collections for the summer season.

**U.S. Remains Key Market for Turkish Exporters**  
Cingisiz highlighted that Koza Carpet has been supplying major American retailers—including Walmart, Home Depot, and Sam's Club—since 2004, making the U.S. its largest market for over a decade.

"More than 50% of our exports go to America," he said.

Beyond the U.S., the company exports to about 30 countries worldwide, including Germany, Spain, the U.K., France, Italy, Saudi Arabia, China, and Malaysia.

Currently, around 60% of Koza's output is exported, generating \$25–28 million in annual foreign currency income for Türkiye.

Looking ahead, the firm plans to expand further into Northern Europe, South America, the Middle East, and North Africa.

### **Branding Push and Calvin Klein Partnership**

While growing exports remains a priority, Koza Carpet is also investing in building its brand domestically.

It operates 13 retail stores across Türkiye under the Koza and Calvin Klein names.

“For us, the real goal is to carry our Koza Carpet brand forward,” Cingisiz noted, adding plans to open more showrooms.

The company also produces carpets under license for Calvin Klein, a partnership that now covers operations in Saudi Arabia, Dubai, Qatar, Kuwait, Germany, and Romania.

Koza has developed 16–17 exclusive collections for the brand, which are also sold in the U.S. A \$10 million investment has been allocated for Calvin Klein-branded collections, alongside plans to expand its workforce from 730 to 1,000 employees.

### **Gaziantep's Global Dominance in Machine-Made Carpets**

Gaziantep has cemented its reputation as one of the world's foremost carpet manufacturing hubs.

According to Cingisiz, the city accounts for 65% of global demand for machine-made carpets, with more than 200 companies and 1,500 looms in operation.

“To put this in perspective, Belgium has fewer than 1,500 looms in total, while Gaziantep alone surpasses that number,” he said.

Unlike the broader textile sector, which has shifted significant production to countries such as Egypt, Türkiye's carpet industry remains globally competitive.

**“Egypt and the Turkic republics cannot compete with us,” Cingisiz asserted.**

**“Even if they use the same machines and raw materials, we have the know-how, the export infrastructure, and proximity to Europe.”**

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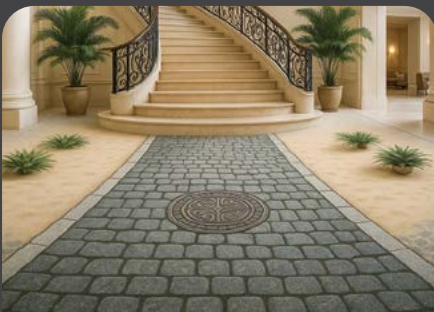
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## Tavana Carpet Highlights Persian Heritage at Intertextile Shanghai 2025

**T**avana Carpet, a specialist in authentic Persian handwoven carpets, took part in Intertextile Shanghai Home Textiles 2025, receiving strong interest from international buyers and reaffirming the event's importance as a gateway to global markets.

Mr. Abbas Tavanai, Managing Director of Tavana Carpet, who has been active in China for more than 16 years, expressed his satisfaction with the exhibition:

“We were very pleased with the visitor quality at Intertextile Shanghai. The show has proven to be an effective platform not only for textiles but also for flooring and carpets, and we see strong potential here for Persian handwoven carpets.”

### **Persian Carpets in the Global Market**

Tavana Carpet brings to China a rich variety of Yalameh, Turkmen, Kashan, Yazd and other Iranian designs, drawing from centuries of Persian tradition.

Unlike mass-produced alternatives, Persian

carpets remain a unique blend of artistry, heritage, and craftsmanship.

While Mr. Tavanai acknowledged the challenges of introducing Persian carpets to a market with different cultural habits and stiff competition from Indian, Pakistani, and Afghan producers, he emphasized that design adaptation and consumer education can unlock new opportunities.

“Chinese buyers are very design-conscious, with modern lifestyles and furniture styles that require simplified and contemporary patterns.

Persian carpets, with their rich artistic heritage, must evolve to fit today’s interiors while preserving their authenticity,” he noted.

### **The Role of Intertextile Shanghai**

According to Tavana Carpet, exhibitions like Intertextile Shanghai provide a critical bridge for cultural and commercial exchange:

They allow Persian carpet producers to present their originality and artistry to an international audience.

They create opportunities to educate consumers on the true value, care, and longevity of authentic Persian carpets compared to cheaper imitations.

They serve as a reminder that Persian carpets are not only products, but also works of art and heritage.

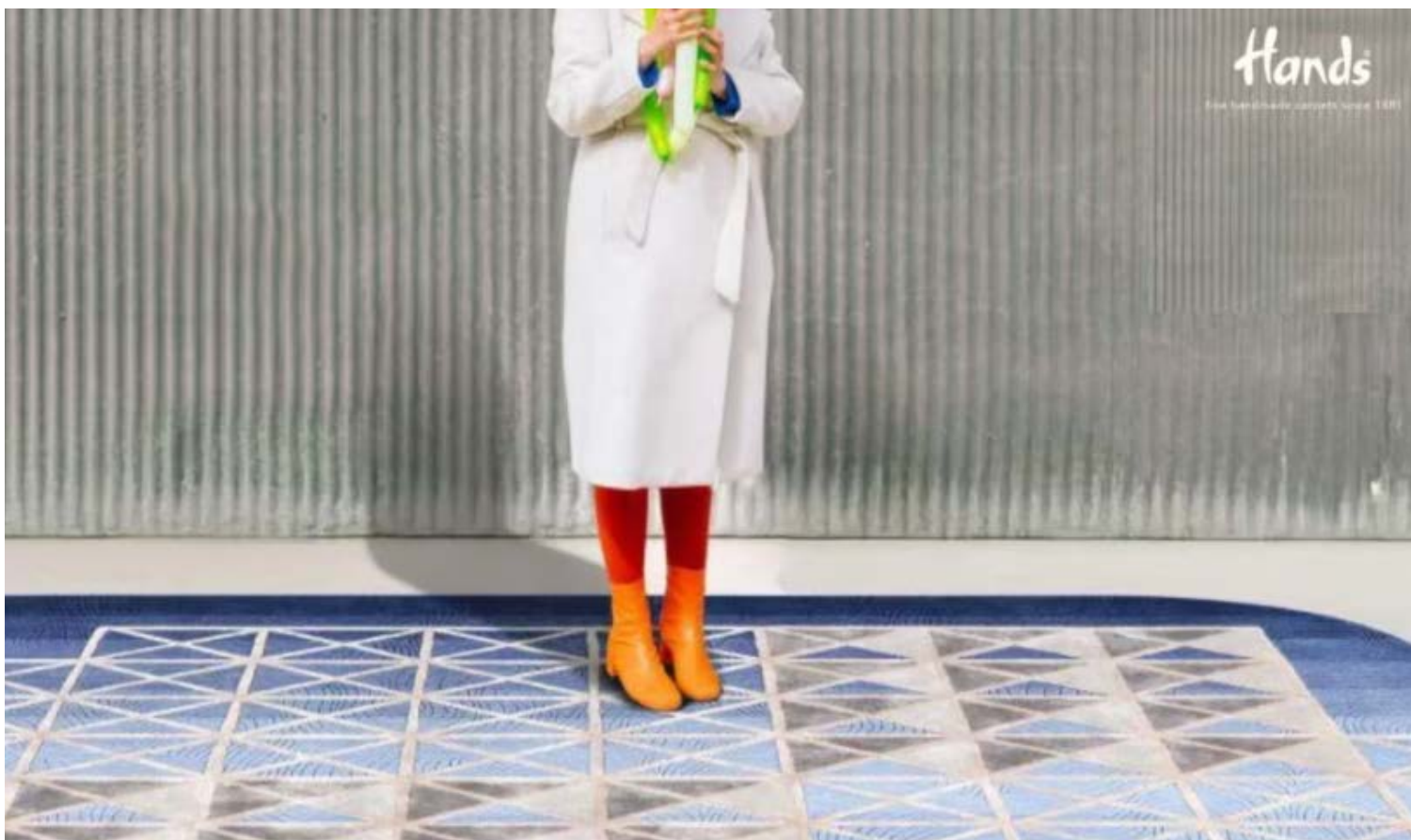
“The positive energy of this exhibition shows that Persian carpets can still find their place in China and beyond, provided we communicate their value and adapt our designs to modern lifestyles,” Mr. Tavanai added.

### **Looking Ahead**

Tavana Carpet remains committed to showcasing the beauty, quality, and authenticity of Persian handwoven carpets in international markets. By participating in Intertextile Shanghai, the company demonstrates both its confidence in the fair’s global influence and its dedication to ensuring Persian carpets continue to inspire new generations of buyers.



# Patodia Contract Joins Elite League of Indian Rug Manufacturers with Expanding Global Reach



Patodia Contract, a premium name in luxury flooring solutions, has officially joined the ranks of India's top rug manufacturers, strengthening the country's reputation as a hub for world-class rugs and carpets.

The company is celebrated for preserving traditional weaving artistry while embracing modern innovation, enabling it to meet the demands of global clients.

## **Blending Heritage with Innovation**

With deep roots in India's centuries-old weaving traditions, Patodia Contract has success-

fully merged cultural craftsmanship with contemporary design trends. Each rug reflects a balance of heritage, creativity, and durability, appealing to international buyers who value both authenticity and modern aesthetics.

## **Expanding Global Footprint**

Headquartered in New Delhi, the company has built a strong international presence by supplying premium rugs to luxury hotels, residential developments, and corporate projects worldwide.

Its commitment to high-quality production and on-time delivery has established Patodia Contract as one of the most reliable names in the global flooring sector.

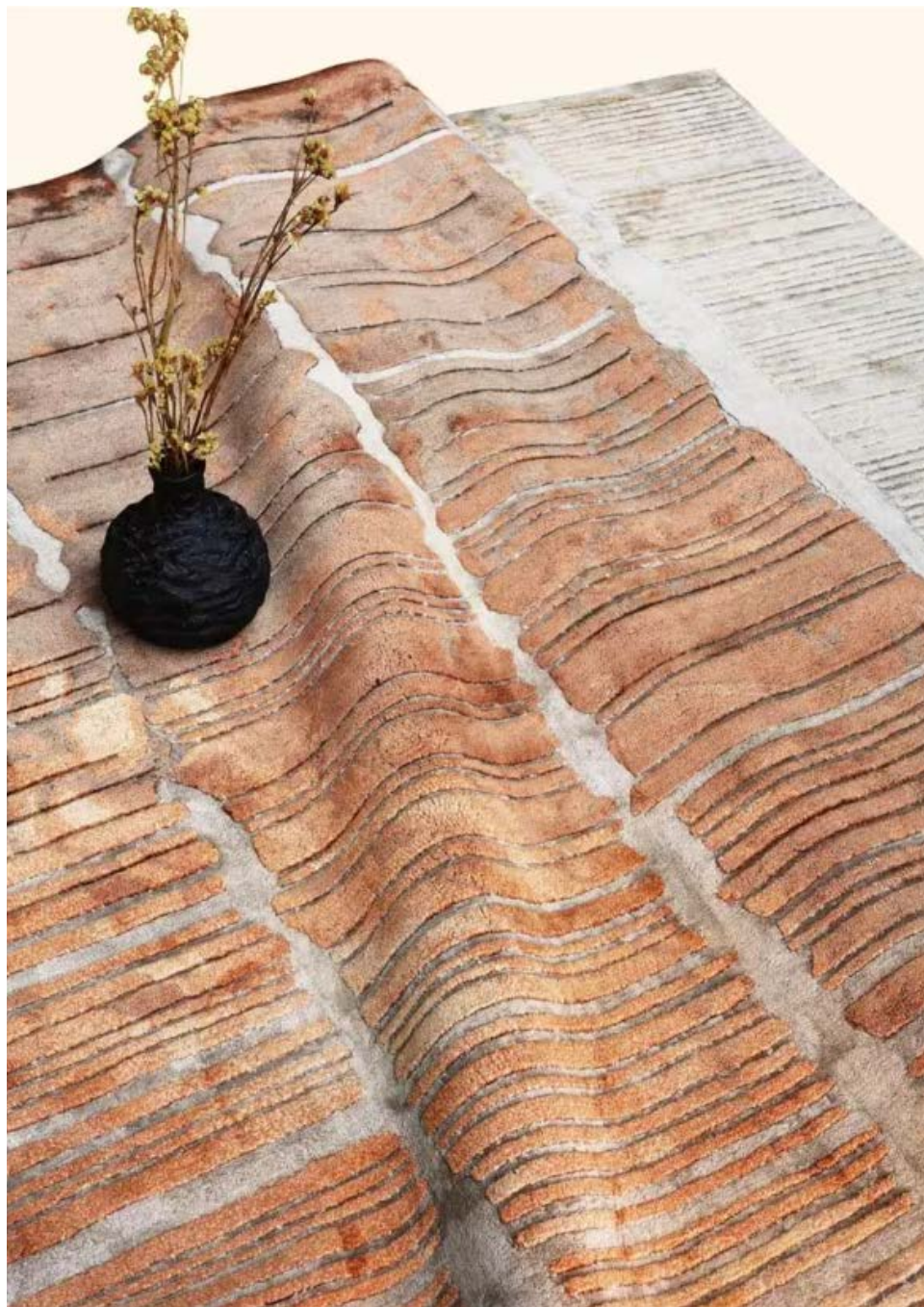
### Expertise Across Sectors

Patodia Contract serves multiple industries with specialized solutions:

**. Hospitality:** As a trusted hotel carpet manufacturer, it delivers products that combine durability with luxury appeal.

**. Custom Projects:** Offering tailor-made carpets, the company meets the unique needs of designers, architects, and businesses.

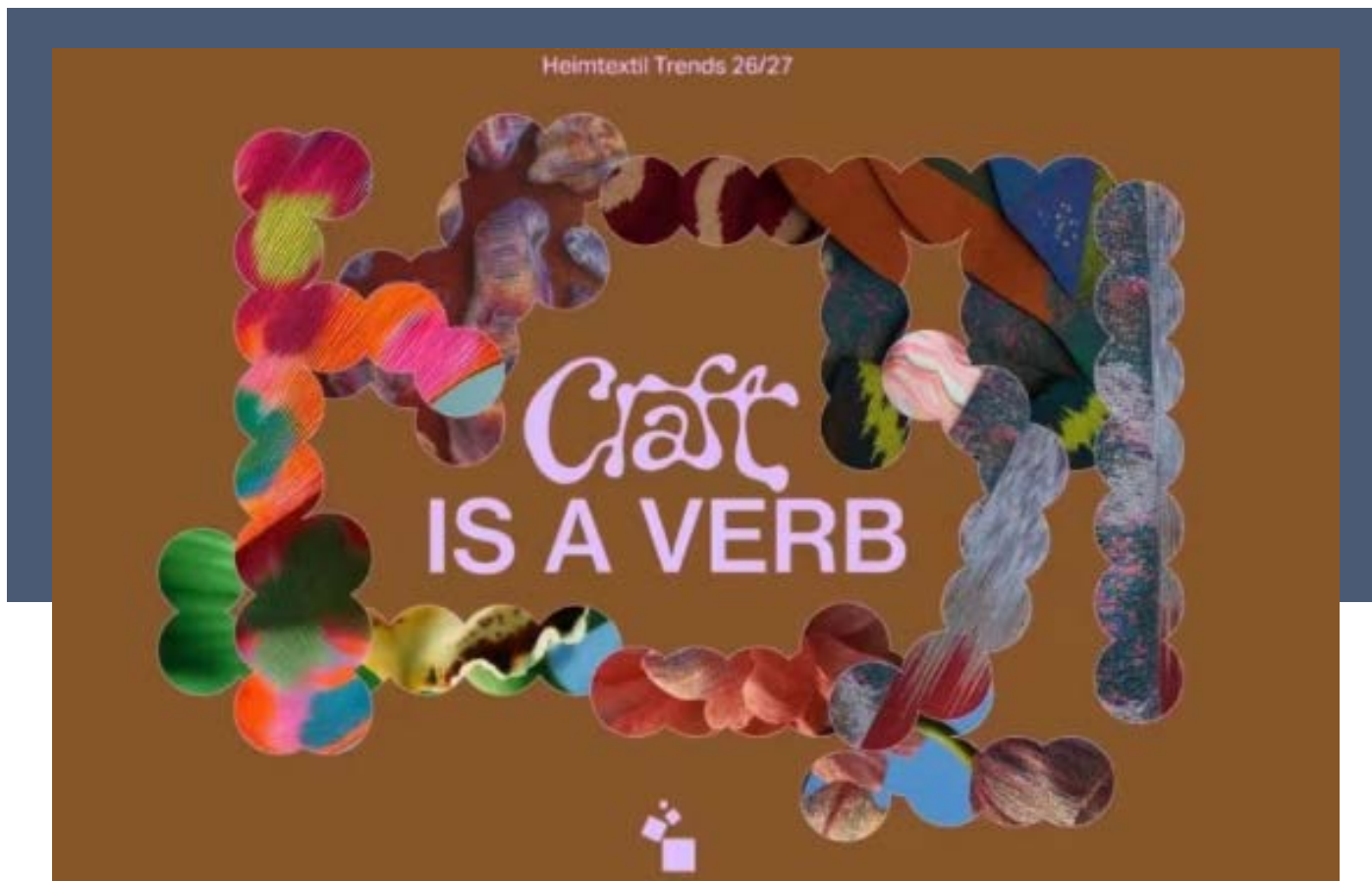
**. Residential & Commercial:** Its versatile collections enhance interiors of elegant homes as well as modern office spaces.



### Commitment to Sustainability

Standing out among Indian carpet manufacturers, Patodia Contract integrates eco-friendly practices into its operations.

The company uses sustainable fibers, natural dyes, and environmentally responsible production methods, ensuring that each product contributes to a greener future while elevating interior spaces.



## Heimtextil Trends 26/27 – Where AI and Craftsmanship Merge

**A**rtificial intelligence has long been part of design – precise, efficient, omnipresent. At the same time, there is a growing desire for the handmade, for intuition and irregularity.

It is exactly within this field of tension that the Heimtextil Trends 26/27 unfold: under the central theme of 'Craft is a verb', they show how high-tech, and craftsmanship are not contradictory, but open up new creative perspectives together.

Together with the founders of Alco-

va, Heimtextil presents a trend landscape in which craftsmanship and digital design methods merge.

Tangible textures meet generative patterns, natural structures meet algorithmic precision. This does not create a contrast, but rather an interplay: where traditional craft techniques reach their limits, artificial intelligence opens up new possibilities.

This gives rise to a new type of player: the techno-craftsman. He does not see digital tools as competition, but as an extension of his toolkit.

Heimtextil Trends 26/27 thus address the cur-

rent challenges of the creative industry: AI streamlines processes but raises questions about control and creative identity.

The trends therefore focus on the lasting importance of craftsmanship – and how AI can meaningfully complement and support it.

‘The Heimtextil Trends 26/27 illustrate how artificial intelligence will change the textile industry and, in combination with craftsmanship, opens up new perspectives.

They provide the industry with impulses for sustainable production methods, innovative cooperation models and the development of future-proof business strategies,’ says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

Alcova is not just about material and aesthetic trends. Rather, the curators focus on an attitude towards the mindful use of AI in design – as a complement to human creativity and as a means of relief and inspiration.

This perspective also shapes their work: ‘At Alcova, we are drawn to objects and processes that are unexpected, experimental, even a little unruly – yet somehow find their way into our homes,’ explains Valentina Ciuffi from Alcova.

‘What surrounds us each day should provoke, raise questions, and invite conversation.

That’s why our focus is on projects that anticipate trends rather than chase them,’ adds Joseph Grima from Alcova.

## Six key trends at a glance

Six key trends illustrate how this fusion of craftsmanship and technology is manifesting itself in concrete terms.

They open up different perspectives on how AI and manual design will interact in the future.

### 1. Re: media

Textiles that emerge from the interplay of digital design and handcraft: drawings are first transferred into digital renderings, then converted back into jacquards or hand-embroidered patterns. This results in works that reveal the tension between different media.

Motifs inspired by glitches – broken aesthetics, pixelated colour gradients and digitally reworked hand drawings can be expected.

### 2. Visible co-work

AI provides the designs, humans complete them: in these works, the bound-

aries between craftsmanship and code become blurred.

The design is created using artificial intelligence and is completed through skilled craftsmanship.

Examples include digitally embroidered linen, 3D knitted patchwork pieces and generative patterns on classic fabrics.

### 3. Sensing nature

Nature is the original source of inspiration here. Its forms, rhythms and structures reveal a diversity that is waiting to be decoded.

Digital tools take on the role of translators: the rough surface of the ocean is transformed into a textile grid, while the lichen patterns growing over rocks are turned into decorative motifs through algorithmic processing.

### 4. A playful touch

At a time when design is characterised by functionality and optimisation, small

decorative details are coming back into focus – not for practical reasons, but for pleasure.

A ruffle on an otherwise minimalist curtain, a neon element on a natural-coloured linen blanket or an unexpectedly placed tassel: such gestures act as deliberate interruptions.

They remind us that joy remains an essential part of design – and that textiles can also have humour.

### 5. Crafted irregularity

Fabrics with knots, irregular dyeing, visible seams and asymmetrical finishes take centre stage.

These materials do not hide the craftsmanship but emphasise it – as a conscious counterpoint to the flawless perfection of AI-assisted design.

### 6. The uncanny valley

Technical elements such as wires, connections and coils are no longer hidden but

deliberately displayed and showcased.

They appear as visible details and draw the eye to the inner workings of the machine, rather than its flawless surface.

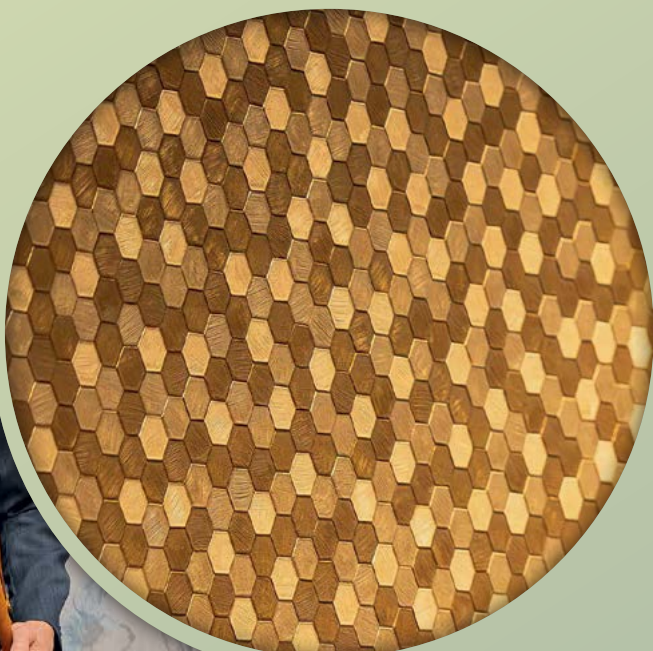
This results in designs that reveal what is hidden – and, with their playful expression, unfold something strange, almost alien.

### The colour palette of Heimtextil Trends 26/27

The colour palette ranges from down-to-earth tones to digital irritation: shades such as sand, clay, soot, olive and tree bark convey stability, materiality and connection.

However, this natural calm is deliberately disrupted by sharp, synthetic accents such as acidic green, digital lilac and bright screen blue.

These 'glitches' create tension and turn the colour scheme into a vibrant statement.



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# Koza Hali of Gaziantep Secures Production and Sales Rights for Calvin Klein Rugs



**G**aziantep has once again reinforced its position as a global hub for machine-made carpet production.

Turkish manufacturer Koza Hali has successfully acquired the exclusive rights to produce and sell Calvin Klein rugs, removing Germany's role as an intermediary in the supply chain.

This development marks a significant milestone for Turkey's carpet industry and its international market influence.

## **Eliminating Germany from the Supply Chain**

According to İbrahim Cingisiz, Chairman of Koza Hali, the company previously exported its rugs to the United States, which were then redirected to Germany before reaching consumers under the Calvin Klein brand.

Now, Koza Hali handles direct production, storage, and exports from Turkey, with rights extending not only to Turkey but also to the Middle East, the Balkans, and Eastern Europe.

## **50% of Exports Headed to the U.S.**

Koza Hali generates around \$28 million in annu-

al exports, with half of this volume destined for the U.S. market.

The company already supplies leading retail giants such as The Home Depot and Walmart, and the Calvin Klein partnership further strengthens its global footprint.

### **\$20 Million Investment in Calvin Klein Lines**

So far, Koza Halı has invested \$10 million to establish dedicated production lines for Calvin Klein rugs, with another \$10 million planned within the next two years.

The company operates 28 weaving machines and employs 730 staff, with expansion plans expected to increase employment to over 1,000 workers.



### **Expanding into Retail with Koza Home**

Beyond contract manufacturing, Koza Halı is also expanding into retail under the Koza Home brand.

New flagship stores, including one on Istanbul's prestigious Bağdat Avenue, will offer a wide range of products from carpets and home textiles to kitchenware and women's loungewear, positioning the brand as an accessible premium label.

### **U.S. Tariffs Create New Opportunities**

Cingisiz emphasized that recent U.S. tariffs on Indian carpet imports have opened major opportunities for Turkish producers:

"Gaziantep already holds about 60–65% of the global market share in woven piece carpets. With advanced technology, innovation, and strong international certifications, we are well positioned to compete with rivals from India and Egypt."



## Turkish Carpet Industry Aims for \$500 Million Exports to the UK

**T**he Turkish carpet industry has increased its exports to the UK by 68% over the past four years, rising from \$129 million to \$217 million.

Today, Turkey has overtaken Belgium and now ranks second after the Netherlands as one of the UK's largest carpet suppliers. The goal is clear: to surpass the Netherlands and become the leading carpet exporter to the British market.

As part of the Carpet URGE Project, supported by the Turkish Ministry of Trade and organized by the Aegean Textile and Raw Ma-

terials Exporters' Association, nine representatives from eight Turkish carpet-exporting companies will visit London between September 22–25, 2025.

The program includes a visit to the renowned Flooring Show Fair in Harrogate and B2B meetings with key stakeholders in the UK carpet industry.

The initiative aims to foster long-term and sustainable business partnerships, while helping Turkish companies gather insights into pricing, quality standards, and logistics (including transportation and freight costs).

These steps are designed to strengthen Turkey's position in one of Europe's most competitive carpet markets.

Between January and August 2025, Turkish carpet exports to the UK grew by 14%, climbing from \$120 million to \$137 million.

In 2024, the UK imported \$1.068 billion worth of carpets, with Turkey accounting for 20% of this volume.

Looking ahead, the Turkish carpet industry is targeting \$500 million in annual exports to the UK, a goal that would firmly establish Turkey as the country's top carpet supplier.

# Iran and Uzbekistan Strengthen Ties in Silk and Carpet Industry

**A** high-level meeting between the Iran National Carpet Center and an Uzbek trade delegation has opened new avenues for cooperation in silk, sericulture, and handmade carpets.



Industry leaders emphasized that silk has always been deeply linked to Iran's carpet tradition, and Uzbekistan—with more than 30,000 tons of silk cocoon and yarn production annually—is now the world's third-largest producer after China and India.

## Expanding Trade, Sericulture, and Cultural Collaboration

The session highlighted shared opportunities in raw material supply, training programs, carpet design, and joint production projects, with both sides calling the gathering a symbolic "Silk Road family reunion."

Iranian experts underlined Uzbekistan's reputation for premium silk quality and the rich heritage of Bukhara carpets, while noting that Iran's designers and producers can add artistic and commercial value through collaboration.

Trade statistics reflect growing ties: in the first four months of this year, Iran's exports to Uzbekistan reached \$170 million, a 42% rise from last year, while imports from Uzbekistan—valued at \$33 million—also recorded a similar increase.

Nearly 60% of Iran's imports from Uzbekistan consist of textile-related goods, underscoring the strategic importance of the sector.

Both sides stressed that this cooperation can support sustainable growth, private sector engagement, and regional value chains, positioning Iran and Uzbekistan as key partners in the global silk and carpet industry.



## Global Carpet Fashion Comes to Life in Gaziantep

**T**he 11th Machine-Made Carpet Design Competition, jointly organized by the Southeastern Anatolian Carpet Exporters' Association (GAHİB) and Gaziantep University, will conclude with its grand final on September 17, 2025, in Gaziantep.

Held annually with the support of Turkey's Ministry of Trade, the event has become one of the most important platforms for discovering and promoting young talent in the machine-made carpet industry.

This year's edition attracted strong

interest, with 206 submissions received — 62 designs from Gaziantep University students and 144 from other universities across Turkey.

After careful evaluation by the jury, 20 finalist designs were selected and woven into carpets by local manufacturers.

The final ceremony will showcase these works at the GAIB headquarters, where the top young designers will be awarded.

Organizers emphasize that Gaziantep, already a global leader in carpet production, is steadily advancing to position itself as a hub for carpet fashion and innovation on the world stage.

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# J+J Flooring Expands Smolder Carpet Collection with New “Smoke” Design

**J**+J Flooring, a leader in commercial flooring solutions, has enriched its Smolder modular carpet collection with the launch of a new coordinating design, Smoke.

This refined expansion brings enhanced luxury and cohesion to interior spaces, combining dramatic texture with high-performance materials.

## Inspired by Ancient Craftsmanship

The Smolder design draws inspiration from Shou Sugi Ban, the traditional Japanese technique of preserving wood through charring.

This influence is reflected in its wood grain-like highlights created by metallic yarns, which evoke an artisanal, charred aesthetic. Offered in a 12 x 48-inch modular tile, Smolder is available in 10 rich, dramatic colorways.

The new Smoke design complements Smolder with a smaller-scale texture,



mimicking flickering embers and fire fragments. Available as a 24 x 24-inch tile in 10 colorways, Smoke adds versatility and dimension to the collection.

## Unified Color Palette for Design Harmony

Designers at J+J Flooring intentionally developed complementary colorways across both patterns. While Smolder features deep, dramatic tones, Smoke introduces warm, lighter shades—including golden hues, sand, beige, and taupe—to broaden the palette and support seamless coordination across varied spaces.

“Both of these designs utilize metallic yarn that

creates rich patterning and an upscale appearance,” said Laura Holzer, Design Director, Commercial Division. “And the original design inspiration of Shou Sugi Ban for Smolder has grown into a great companion in Smoke.”

## Sustainable and Durable Performance

Crafted with Encore BCF Nylon and ColorLoc Plus technology, both Smolder and Smoke offer superior color retention, durability, and performance.

The standard Nexus Modular backing includes pre-consumer recycled content and qualifies for J+J’s Reclamation Program, supporting landfill diversion.

An alternative Advance Modular backing option is also available, engineered for high performance and free of PVC.

This expansion underscores J+J Flooring's continued commitment to design excellence and sustainability, delivering refined modular carpet solutions for today's dynamic commercial environments.

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## Balta Strengthens Export Leadership from Uşak to Global Markets

**B**alta, one of Turkey's leading carpet and textile producers, continues to reinforce its position as a global export champion.

The company ranked 9th among Turkish carpet factories in 2024's national export figures and achieved 494th place in the Turkish Exporters Assembly's (TİM) prestigious list of the top 1,000 exporters, underlining its contribution to the country's economy.

This outstanding success was attributed not only to production capacity but also to Balta's commitment to innovation, digital transformation, and invest-

ment in people. According to the company's management, these achievements reflect the collective effort of the "Balta family," driven by teamwork, continuous development, and a long-term vision for growth.

### **Investing in Technology and People**

Balta continues to invest in modernizing its machinery, digitizing production processes, and expanding R&D initiatives.

These efforts aim to increase efficiency, ensure a safer and more advanced workplace, and enhance career development opportunities for employees.

“By integrating technology, we not only boost production performance but also create a more sustainable and innovative working environment.

This dual focus strengthens both our competitiveness and our people,” Balta management emphasized.

### **A Source of Pride for Uşak**

Balta’s success has made the company the export leader of Uşak province in 2024, contributing significantly to the region’s total exports of \$328 million.

In a period when many factories in Uşak and Denizli have faced severe challenges, Balta’s export-driven strategy has stood out as a model of resilience and recovery for Turkey’s textile and carpet industry.

Looking ahead, Balta plans to expand its production capacity to 3 million square meters annually by 2026, sup-

ported by new machinery, process improvements, and the growth of employee skills.

These steps are expected to further consolidate Balta’s role as a key player in both regional and global markets.

### **Driving Turkey’s Export Ambitions**

Balta’s export achievements not only highlight its own success but also play a vital role in Turkey’s broader ambition of reaching \$500 billion in national exports.

The company’s ability to produce high-value-added products positions it as one of the sector’s leading firms supporting this national goal.

“Today’s results are just the beginning of tomorrow’s journey.

We will continue to invest in innovation, sustainability, and people, ensuring Balta remains a trusted partner for global brands while strengthening Uşak’s reputation as a hub of textile and carpet production,” Balta’s leadership concluded.



# i4F Upgrades CFI Partnership, Reaffirms Synergy Commitment

- . Group further reinforces commitment to CFI installer training and community support
- . i4F is exhibitor since event's inception, returns for third consecutive year on Booth #38
- . US and international team members present

**I**4F®, a group of companies providing patents and technologies to the flooring industry, announced it has elevated its Certified Flooring Installers (CFI) educational partnership to Gold Level.

The company will also exhibit at the upcoming Synergy Convention (booth 38), taking place September 16–18, 2025, at the Sheraton Music City, Nashville Airport, Tennessee.

Now in its third year, the Synergy Convention is jointly organized by CFI and the Flooring Contractors Association (FCICA) to bring together leading voices, organizations, and installation professionals from across the flooring industry.

i4F has supported the event since its inception, reinforcing its long-standing commitment to installer education and collaboration.

As a Gold-level CFI Educational Partner, i4F continues to promote professional growth within the flooring community by helping installers enhance their technical skills and prod-

uct knowledge—key factors in achieving superior performance and customer satisfaction.

This partnership highlights i4F's belief in continuous education as a cornerstone of industry excellence.

At the Synergy Convention, visitors to i4F's booth can explore the company's latest installation technologies and solutions for floors and walls across multiple materials and applications.

Members of i4F's U.S. and international teams will be present to engage with attendees and discuss innovation.

Matthieu Dekens, President of i4F Inc., emphasized that installers are the “nuts and bolts” of the industry, and by investing in their education, i4F aims to elevate standards, improve efficiency, and ensure long-lasting, high-quality flooring installations.



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# Solomon Carpet Launches Rooftop Solar Power Plant to Strengthen Sustainable Production



Isfahan, Iran – September 2025 – Solomon Carpet, one of Iran’s largest and most renowned machine-made carpet manufacturers, has inaugurated a 2.1 megawatt (MW) rooftop solar power plant at its Isfahan facility, reinforcing its commitment to sustainability and uninterrupted production.

The project, launched in the presence of the Governor of Isfahan Province, was completed in two phases. The first phase installed 1,100 kilowatts of panels, followed by 1,000 kilowatts in the second, with all electricity generated directly into the national grid.

Construction has already begun on an additional 3 MW solar plant, further expanding Solomon Carpet’s renewable energy capacity.

## Sustainable Energy for a Leading Industry Player

Mojtaba Jamalnejad, Governor of Isfahan, praised the initiative as a model for industry:

“This project demonstrates how Isfahan’s industries can

lead in clean energy adoption.

By reducing dependence on fossil fuels and investing in solar power, companies like Solomon Carpet are setting important examples for sustainable development.”

According to Saeed Manzavi-Zadeh, CEO of Solomon Carpet, the solar facility has already ensured uninterrupted production during peak summer months:

“This summer we faced no power outages in our factory.

With stable energy, our production continued seamlessly, allowing us to meet both domestic and international demand.

For us, renewable energy is not just an economic decision, but also a responsibility toward the environment and society.”

## About Solomon Carpet

Founded in 1982 as Rasoul Isfahan Industrial Company,

Solomon Carpet has grown into one of Iran's largest producers and exporters of machine-made carpets.

The company operates with over 1,150 employees at its fully equipped Isfahan plant, producing more than 2.5 million square meters of carpets annually.

With advanced machinery from Italy and Germany, Solomon Carpet offers over 1,000 original designs, ranging from classic and traditional patterns to modern kilim, shaggy, chenille, cut and loop-pile carpets.

All products are rigorously tested in its fully equipped laboratory to ensure compliance with both national and international quality standards.

The group also operates two spinning units with a daily capacity of 35 tons of yarns, including acrylic and BCF yarns, and a dyeing plant with 30 tons daily capacity, equipped with advanced Italian and German technology.



This vertical integration ensures that Solomon Carpet controls the entire production chain, from yarn spinning and dyeing to weaving and finishing.

### **A Responsible Approach to Growth**

By integrating solar energy into its operations, Solomon Carpet demonstrates how traditional industries can embrace modern, eco-friendly technologies.

This forward-looking investment reflects the company's long-term strategy:

- Reducing environmental impact through renewable energy use
- Ensuring uninterrupted production during energy demand peaks
- Promoting corporate social responsibility in line with global sustainability standards

As one of the region's leading carpet manufacturers, Solomon Carpet continues to combine heritage and innovation, ensuring its place as a global leader in machine-made carpets while paving the way for a more sustainable future.



## Interface Expands Resilient Flooring Portfolio with New LVT Styles and Refreshed Rubber Offering

**G**lobal flooring solutions leader Interface has introduced three new resilient products, strengthening its design-forward and sustainable portfolio.

The launch includes two new luxury vinyl tile (LVT) styles, In The Mix and Raw Materials, alongside an updated version of the company's norament xp rubber flooring.

"Resilient flooring continues to be essential for designers because it balances the need for aesthetics and durability," said Anne Marie Lisko, VP of Global Product Category Manage-

ment at Interface. "These new styles reflect our commitment to delivering both standout visuals and reliable performance."

### **New LVT Designs: In The Mix and Raw Materials**

• In The Mix brings a classic terrazzo-inspired aesthetic in a modular 50 x 50cm format. Available in six neutral tones, the style offers design flexibility with the durability and acoustic benefits of LVT.

• Raw Materials introduces a woven look influenced by contemporary embroidery, offered in eight colorways from bold Orange to fresh Grass Green.

Available in 25cm x 1m planks, it combines striking visuals with robust performance.

Both collections are available in 4.5mm with Sound Choice™ backing for superior acoustic performance, with select colors offered in 3mm.

Each product features Ceramor+™ ceramic bead coating for enhanced slip resistance and reduced scuffing, while incorporating 39% recycled content, underscoring Interface's sustainability commitments.

**norament xp Rubber Flooring: Enhanced for Demanding Spaces** Engineered for high-traffic and extreme environments such as hospitals, laboratories, airports and factories, norament xp is recognized for its exceptional durability, slip resistance and ease of maintenance.

### **The refreshed collection now includes:**

- norament xp Hammered Surface, updated with modern colorways.
- norament xp Cubic Structure Surface, a new option designed for areas with high slip risk, offering added safety in wet conditions.

Both surfaces help reduce noise, improve comfort, and integrate seam-

lessly with the full range of nora® accessories.

With no coating required, norament xp ensures a long service life while supporting reduced life cycle costs and environmental impact.

Since 2019, Interface has significantly lowered the carbon footprint of its nora® rubber flooring through advancements in raw material sourcing, supplier collaboration, and manufacturing innovation.





## Mohawk Home Expands Domestic Doormat Production with Sustainable Focus

**M**ohawk Home is strengthening its presence in the growing doormat category by expanding domestic production and introducing three innovative product lines, responding to consumer demand for eco-friendly materials, durability, and elevated design.

“The doormat market continues to see growth and is driven by consumer awareness of eco-friendly materials while prioritizing product quality and design,” said Bart Hill, senior vice presi-

dent at Mohawk Home.

“Trends point towards a market defined by increased digital sales, product diversity, and advanced functionalities with environmental priorities.”

### **Three New Constructions Debut at New York Home Fashions Market**

#### **. Rugged Entry Mats**

A longtime bestseller in commercial and utility spaces, Rugged Entry has been re-engineered for U.S. production. The mats

are made using recycled tires and bottles, doubling their weight compared to imported versions while cutting costs by 10%.

#### **. Faux Coir / All-Weather Mats**

Mohawk Home’s top-selling line for the past three years, Faux Coir mats are made domestically from recycled materials.

With the ability to incorporate designs of up to eight colors, these mats outperform imported coir by trapping dirt and moisture more

effectively. Unlike natural coir, they resist shedding and fading, ensuring long-lasting performance.

### • **Ever Weave Kitchen-Comfort Mats**

Positioned in the premium segment, Ever Weave mats feature woven vinyl fabrics designed to replicate sisal, rattan, and jacquard patterns.

Enhanced with half-inch cushion backing and molded edging, they deliver both style and comfort for kitchen spaces.

### **Domestic Production and Sustainability at the Core**

With these new launches, Mohawk Home is underscoring its commitment to sustainable innovation, durability, and design excellence.

The company's expanded domestic capabilities allow it to better serve customers while reducing reliance on imports.

Mohawk Home's corporate showroom, showcasing the new collections, is located in Manhattan at 125 West 25th Street, between 6th and 7th Avenues.

## **Jaipur Rugs Unveils Thyme Collection: Tradition Meets Modern Design Inspired by Tuareg Culture**

**J**aipur Rugs has launched its latest collection, Thyme, blending cultural heritage with contemporary design.



Inspired by the Tuareg community — a nomadic group celebrated for their bold geometric patterns and storytelling traditions — the line seeks to bridge ancestral artistry with modern aesthetics.

“Thyme is a celebration of their spirit, translating their journey into modern textile form.

It carries forward our commitment to bridging tradition with innovation — creating pieces that are as meaningful as they are beautiful,” said Rutvi Chaudhary, Creative Head at Jaipur Rugs.

Much like the herb it is named after, the col-

lection evokes calm and rootedness.

Drawing from desert landscapes and nomadic life, the rugs feature earthy tones, natural textures, and fluid yet structured motifs. Each piece is crafted through cultural research and collaborative artistry, moving from symbolic sketches to the skilled hands of master weavers.

What distinguishes Thyme is its hand-knotting techniques and abrash dyeing, which create subtle tonal variations for a nuanced, vintage look.

Made with a blend of wool and rayon, the rugs offer depth and texture, ensuring each design is unique. Sustainability also remains central, with the use of natural, biodegradable fibers and a strong focus on artisan empowerment.

Jaipur Rugs currently supports over 40,000

artisans, ensuring fair wages, education, and creative freedom.

“By investing in slow craft, we create products that last, reduce environmental impact, and uplift the communities behind them,” Chaudhary added.

The Thyme collection is designed to fit seamlessly into diverse interiors, from minimalist urban lofts to globally inspired homes.

“Whether grounding a sleek living room, warming a quiet bedroom, or making a statement in a reading nook, these rugs suit a conscious, design-forward lifestyle,” noted Chaudhary.

With its blend of tradition, sustainability, and versatility, Thyme reinforces Jaipur Rugs’ role as a pioneer in contemporary handwoven artistry.





## 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





## AB Concept and Tai Ping Present Ami Collection at London Design Festival

**A**t the upcoming London Design Festival (13–21 September 2025), international architecture and interior design studio AB Concept will debut the Ami Collection, a series of handmade rugs created in collaboration with Hong Kong-based carpet manufacturer Tai Ping.

The unveiling will take place at Tai Ping's London showroom, where memory, material, and craftsmanship converge in a contemporary reinterpretation of traditional design.

### A Personal Reflection Turned Collection

The project is rooted in the personal reflections of AB Concept co-founders Ed Ng and Terence Ngan, inspired by their residence Itsu Sho Sha in the Karuizawa forest of the Japanese Alps.

Conceived as a dialogue with nature and memory, the first rug—an oversized 4 x 5.5 metre cable-knit beige-cream piece—became the foundation for the Ami Collection.

Comprising six designs in oval, round, and rectangular formats, the series reimagines classic cable-knit patterns with clean geometries and an autumnal color palette of burnt orange, mustard yellow, and sage green.

“We were so excited when we saw the result of the first rug,” said Ng.

“The patterns are simple and elegant yet quite complex, and the juxtaposition of geometric shapes creates a fresh, contemporary feel.

It felt right for a living room where the panoramic view of nature is the main attraction.”

### **Craft, Memory, and Sustainability**

Each rug is crafted in natural wool using hand-tufting techniques, enhanced by artisanal finishes including hand embroidery, crochet, carving, and cut-and-loop effects. These details add depth, texture, and sculptural qualities to the collection.

Ng draws a personal connection to

the work: “I have always been fascinated with craft, and knitting in particular.

My memories of watching my grandmother knit jumpers for us mean there is a timeless emotional connection through a handmade object. We liked the idea of creating a sense of down-to-earth, relaxed luxury that also embraces values of sustainability.”

### **A Name Rooted in Weaving**

The name Ami pays tribute to the art of weaving. In Japanese, “ami” means “weave,” derived from Amimono (編み物), symbolizing a meditative act marked by care, time, and dedication.

With the Ami Collection, AB Concept and Tai Ping bring together memory, craft, and contemporary design, offering rugs that embody both emotional resonance and modern elegance.





## Momeni Bets on Versatility with Four New Rug Collections

**M**omeni Inc. is rolling out four new rug collections at this season's market, reflecting a careful balance between bold design direction and practical performance.

From Bauhaus-inspired geometrics to cottagecore florals, the introductions underscore the company's continued commitment to versatility and accessible style at a time when consumers and retailers remain cautious.

"Creating value-driven design that reflects our tradition of quality remains at the core of everything we

do," said Reza Momeni, company principal. "This market season, we expect buyers to be more intentional – seeking rugs that bring both visual and textural interest while serving functional purposes in their assortments."

Momeni noted that the coming months will bring continued recalibration across the industry, with inventory management and cost pressures around imports remaining top of mind.

"Despite tariff concerns and unpredictable conditions, demand is holding for products with real staying power – pieces that tell a story and bring thoughtful design to the table," he added.

## Fletcher: Bauhaus Reimagined

The Fletcher collection is a bold study in modern geometry, inspired by the Bauhaus movement. Hand-tufted in India from 100% wool, Fletcher combines artistic form with everyday durability through 3D interlocking patterns, natural color palettes and plush textures.

A new addition softens Fletcher's architectural lines with a palette of warm neutrals and alternating loop and cut pile, offering contemporary structure with an inviting, organic feel.

## Florence: Grandmillennial Florals

Florence reinterprets florals through a Grandmillennial lens, drawing inspiration from heirloom Bessarabian textiles. Hand-woven in India from 100% wool, the rugs feature bouquet motifs, vintage-inspired palettes, artisan fringe and Greek key borders.

The result is a versatile line that brings old-world elegance into contemporary and cottagecore spaces alike.

## Bibury: Heritage Meets Everyday Living

Bibury blends vintage block-print inspiration with modern practicality.

Featuring diamond grids, botanical repeats and border details, Bibury rugs are table tufted in China using a 50/50 wool-nylon blend for softness, durability, and stain resistance.

"This is the rug you can put in your breakfast nook or foyer and know it will stay beautiful," Momeni said. "It's approachable elegance for

everyday living."

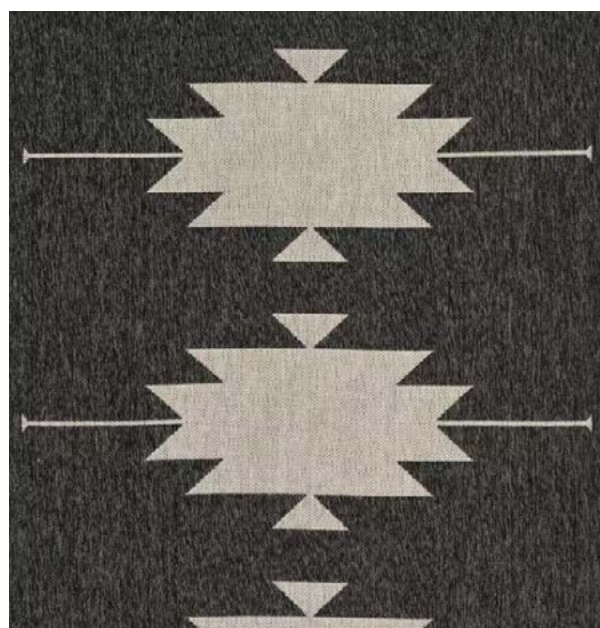
## Hampton: Indoor-Outdoor Classics

As part of the Momeni Basics line, Hampton offers timeless neutrals and clean geometrics in 100% polypropylene constructions suitable for both indoor and outdoor use.

This season, a new Bauhaus-inspired Hampton design in serene blue, natural, and charcoal debuts – weather-resistant, easy-care, and designed for today's fluid indoor-outdoor lifestyles.

## A Curated Approach

Together, the Fletcher, Florence, Bibury and Hampton introductions showcase Momeni's design narrative: heritage-inspired beauty, performance-driven construction, and accessible luxury.





## The Magic of Turkish Carpets Showcased in Tokyo

**T**he Istanbul Carpet Exporters' Association (İHİB) hosted a special promotional reception in Tokyo, organized under the auspices of the Turkish Embassy.

The event opened with remarks by H.E. Oğuzhan Ertuğrul, Ambassador of Türkiye to Japan, and İbrahim Geyikoğlu, Vice Chairman of İHİB, followed by inspiring presentations from Ali Rıza Tuna and Erhan Ör, who shared insights into the rich heritage and artistry of Turkish carpets.

The evening was highlighted by the ex-

clusive screening of the documentary "Anatolian Carpet" and an exhibition of Hereke carpets, considered among the most valuable in the world.

Guests experienced an unforgettable journey through the cultural legacy and craftsmanship of Turkish weaving traditions.

İHİB extended its sincere gratitude to Ambassador Ertuğrul for his warm hospitality and support in bringing the timeless magic of Turkish carpets to Japan.

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## Bergama Carpet Recreated from 17th-Century Dutch Painting

**A** centuries-old Bergama carpet immortalized in a 17th-century painting by Dutch master Pieter de Hooch is being brought back to life in its birthplace, Türkiye's western İzmir province.

The project is spearheaded by Gülay Fitöz, a Netherlands-based cultural entrepreneur, who partnered with local artisans in Bergama to meticulously recreate the carpet featured in de Hooch's painting "Woman Playing a Lute and a Singing Couple in a Respectable Interior."

The initiative, titled "The Immortal Muses of the Netherlands: Anatolian Women," is supported by the Dutch Embassy in Ankara, the Consulate General in Istanbul, and the Menderes Public Education Center.

Fitöz collaborated with Kadriye Yakar, a weaving artist recognized by Türkiye's Ministry of Culture and Tourism and founder of a handicrafts cooperative.

Together with a team of local women, they began weaving the 5-square-meter rug in August. Designed in hues of orange, blue, brick, and softer tones like pistachio green, powder, and andesite, the carpet is scheduled for completion and exhibition in November.

"Our precious Anatolian women, centuries ago, showcased their art in priceless paintings by the great Dutch masters, yet their names remain unknown in history," Fitöz told Anadolu Agency.

“We want to honor their artistry and create a cultural bridge between two nations.”

Dutch diplomat Esther Van Dooren described the project as a symbol of enduring friendship between Türkiye and the Netherlands, noting that it links historical ties with modern cultural collaboration.

Weaving artist Yakar emphasized the pride in reviving a heritage piece:

“They transferred our carpets onto their paintings, and now we are bringing the painter’s carpets back to life. This is our good fortune.”

### Cultural Significance and Support

The initiative has drawn strong local and political support.

Ceyda Bölünmez Çankırı, an İzmir deputy from Türkiye’s ruling AK Party, praised the women’s efforts and described the weaving as sacred labor that strengthens cultural identity.

Meanwhile, local weaver Feyza Uygun pledged to continue passing down the weaving tradition to future generations, underlining the project’s role in keeping Bergama’s rich heritage alive.

Once complete, the recreated carpet is expected to be showcased both in Türkiye and the Netherlands, celebrating a cross-cultural story that began nearly four centuries ago.

## 50% U.S. Tariffs Threaten Bikaner’s Wool and Carpet Industry



**T**he wool and carpet industry in western Rajasthan is in crisis after the U.S. imposed a 50% tariff on Indian imports.

With exports worth around ₹1,200 crore annually—mostly to the U.S.—the sector faces a steep decline in demand, threatening Bikaner’s economy, which depends heavily on it.

Exporters warn that the new duty could cripple small and medium enterprises already struggling with rising costs. The move also endangers thousands of skilled artisans who rely on carpet weaving and wool processing for their livelihoods.

Industry representatives say the tariff undermines decades of trade relations and are urging government support to help cushion the impact.

As global demand weakens and protectionism rises, the future of Bikaner’s wool and carpet trade remains uncertain.

# Wendy Morrison Showcases New Hand-Carved Rug at Focus/25 in London

**W**endy Morrison Design enjoyed a standout week at Focus/25, welcoming visitors to its London showroom with a series of events, launches, and celebrations that highlighted the brand's passion for storytelling through design.

The week began with a packed audience for the design talk "The Art of Treasure Hunting", hosted by Wendy Morrison alongside guest speaker Pearl Lowe.

The session provided an inspiring start, setting the tone for the showroom's creative showcase.

A major highlight was the unveiling of the Mumtaz Mahal, Wendy Morrison's first hand-carved rug and runner.

The intricate piece received an enthusiastic response from attendees, marking an exciting new chapter in the designer's portfolio.



The showroom also buzzed with activity during the Focus/25 Opening Party on Monday evening, which brought together industry professionals and design enthusiasts for a vibrant celebration of creativity.

"We were thrilled to meet so many visitors and share Wendy's designs in person," the company said in



a statement. "For those unable to attend, our collections can also be explored through free virtual consultations, and samples are available to order online."

The new Mumtaz Mahal Rug and Runner are now on display at Wendy Morrison's London showroom, with limited stock available.





## Nepal's Woolen Carpet Exports Plunge Amid Shifting Market Trends

**N**epal's iconic woolen carpets—long a flagship of its handicraft exports—have suffered a significant decline in FY 2025/26.

According to official trade data, exports fell by 26.6 percent in a single month, with earnings dropping to Rs. 820.5 million, compared to Rs. 1.11 billion during the same period last year.

For decades, handmade woolen carpets have represented one of Nepal's most recognized cultural

exports, finding strong demand in European and U.S. markets.

However, shifting consumer tastes, the growing popularity of synthetic alternatives, and mounting production costs have eroded their global competitiveness.

In contrast, industrial textile products such as polyester yarn are showing resilience, with exports up 22.5 percent.

The trend indicates a gradual structural shift in Nepal's export portfolio away from

traditional handicrafts toward more industrially produced goods.

Industry experts warn that unless innovation, branding, and modernization are prioritized, Nepal's woolen carpets risk losing their historic role as both a cultural emblem and a vital economic pillar.

Targeted government and industry support is seen as critical for reviving the sector and securing access to premium niche markets where authentic craftsmanship is still valued.

# US Tariffs Cripple India's Carpet Industry

**T**he United States' decision to impose a 50 percent tariff on Indian imports has thrown the country's carpet industry into its worst crisis in decades.

Exporters and industry representatives warn that if the situation continues, hundreds of thousands of workers may lose their jobs, while India risks losing its dominant share in the US market.

In Bhadohi, known as the "Carpet Capital of India," exporters say shipments to the US have almost completely stopped since the tariffs were announced in August. The American market is vital, accounting for more than 60 percent of India's handmade and custom rug sales.

According to veteran exporter Surya Mani Tiwari, this is the sharpest downturn in fifty years. He cautioned that without resolution in the next two months, the sector could face collapse.

Data from the Carpet Export Promotion Council (CEPC) highlights the scale of the problem: the industry generates an annual turnover of nearly \$1.8 billion and employs more than 2.5 million people across India.



In Bhadohi alone, about 1,200 exporters sustain the livelihoods of 1.4 million workers, many of them women from rural areas.

The employment impact has already been severe. The All India Carpet Manufacturers Association (AICMA) reports that at least 100,000 people have lost their jobs. If the dispute persists, job losses could rise to 700,000 within two months.

Falling wages and worker migration to other states are adding pressure to local economies.

Experts also warn that competitors such as Turkey and Pakistan, which face far lower US tariffs, are moving rapidly to capture India's market share.

This threatens to undermine India's long-established position in global carpet exports.

Exporters have urged urgent action from both governments. They call for tariff reductions or bilateral trade agreements, stressing that prolonged disruption will devastate producers and weavers while delivering a serious blow to India's export performance and rural livelihoods.



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## Iran Unveils Largest Historical Pictorial Carpet in South Khorasan

**S**outh Khorasan has welcomed back an extraordinary cultural treasure: the largest historical pictorial carpet in Iran, woven during the late Qajar period.

Measuring an impressive 27 meters, this masterpiece stands out not only for its size but for its intricate storytelling design.

### **A Carpet That Tells a Story**

Unlike the traditional geometric motifs common in Persian carpets, this piece is a pictorial tapestry.

It depicts an ornate mansion, rows of soldiers, ships, fish, and lush foliage — a vivid narrative that blends Iranian artistry with influences possibly drawn from Europe and India. Every knot reflects both artistic mastery and cultural dialogue across borders.

## Return of Cultural Heritage

Ahmad Barabadi, head of South Khorasan's Cultural Heritage and Handicrafts, confirmed that the carpet was recently returned to its home province along with eight other precious artifacts, including ancient bronze vessels and intricately decorated ceramic jars.

Previously housed at Iran's National Museum and Golestan Palace, the items are now on display locally, offering residents and visitors a renewed sense of pride in the region's textile heritage.

## Exhibition for Global Visitors

The pictorial carpet and accompanying artifacts will be showcased during the autumn tourist season, with descriptions available in multiple languages including English, French, Arabic, Chinese, and Russian.

This accessibility ensures that international visitors can appreciate the artistry and historical significance of these treasures.

## "Hands of Unity" Exhibition

In addition, South Khorasan will

host a special exhibition titled Hands of Unity, coinciding with the 1500th anniversary of the Prophet Muhammad's birth.

The event will feature collaborative works from Sunni and Shia artists, highlighting crafts such as wood inlay, calligraphy, and miniature painting.

The initiative underscores the unifying power of art, weaving cultural and social harmony much like the threads of the historic carpet itself.

## Preserving Craft and Culture

This rare pictorial carpet is more than an artifact — it is a living record of Iran's cultural and artistic heritage.

Its return and display serve as a reminder of the enduring power of craftsmanship, connecting past and present while opening doors for global appreciation.



# GoodWeave Urges U.S. to Ease Tariffs on Indian Handmade Rugs

**G**oodWeave International, the NGO dedicated to ending child labor in global supply chains, has called on the Trump Administration to adopt a more nuanced approach to its recently imposed tariffs on Indian imports.



In an open letter to U.S. trade officials, GoodWeave stressed that the new 50% tariff hike on India is disproportionately harming U.S.-based companies that have committed to ethical sourcing by eliminating child, forced, and bonded labor from their rug production processes.

## Impact on Ethical Trade

According to GoodWeave, 60% of the hand-knotted, hand-tufted, and flatweave/dhurrie rugs produced by artisans under its certification programs in India are sold by U.S. retailers to American consumers.

The organization warns that the tariff burden threatens to undo decades of progress in building transparent and

ethical supply chains.

“The stakes are high,” GoodWeave said.

“If left unaddressed, the current tariff structure risks undermining decades of ethical trade progress, weakening U.S. businesses, harming American workers, eroding diplomatic trade preferences, and pushing vulnerable workers back into conditions we have all worked hard to end.”

## Call for Targeted Relief

To mitigate the damage, GoodWeave has urged the U.S. government to establish targeted tariff accommodations or significantly reduced duty rates for handmade rugs produced by licensed, independently verified suppliers.

These suppliers, the NGO

emphasized, continue to uphold U.S. standards for child- and forced-labor-free products.

The request is backed by more than 70 retail and interior design partners in the United States, as well as 165 licensed rug producers in India, highlighting the broad coalition of businesses and artisans at risk.

## Broader Implications

GoodWeave’s intervention underscores the complex intersection of trade policy, human rights, and consumer demand.

As global markets shift under protectionist measures, organizations fear that vulnerable workers may bear the heaviest costs—potentially reversing progress in ethical manufacturing.

## Bolon Teams Up with Patricia Urquiola for New Flooring Collection



**S**wedish design company Bolon has unveiled its latest collaboration with acclaimed architect and designer Patricia Urquiola, introducing Bolon by Patricia Urquiola.

The collection brings together Bolon’s innovative flooring techniques with Urquiola’s distinctive design language, offering an ideal solution for offices, hotels, and public spaces seeking crafted, authentic details.

### Inspired by Japanese Craft Tradition

Urquiola drew inspiration from the Japanese tradition of Sashiko stitching, noting similarities with Bolon’s weaving techniques. The result is a flooring collection that conveys warmth and comfort through soft colors, patch-like patterns, and characteristic stitching details.

“When we started to work on this collection, we wanted to give the flooring a more authentic feel,” Urquiola explained.

“We wanted to communicate coziness, a feeling of warmth—and Sashiko became the leading concept.”

### Collection Details

The series features one design available in four colorways:

- Nude Sashiko
- Grey Sashiko
- Light Sashiko
- Sage Sashiko

Made in Sweden, the flooring incorporates recycled materials, is easy to maintain, and comes with a 33 Heavy commercial classification and a 15-year warranty, ensuring durability for high-traffic environments.

### Bolon Expands Designer Portfolio

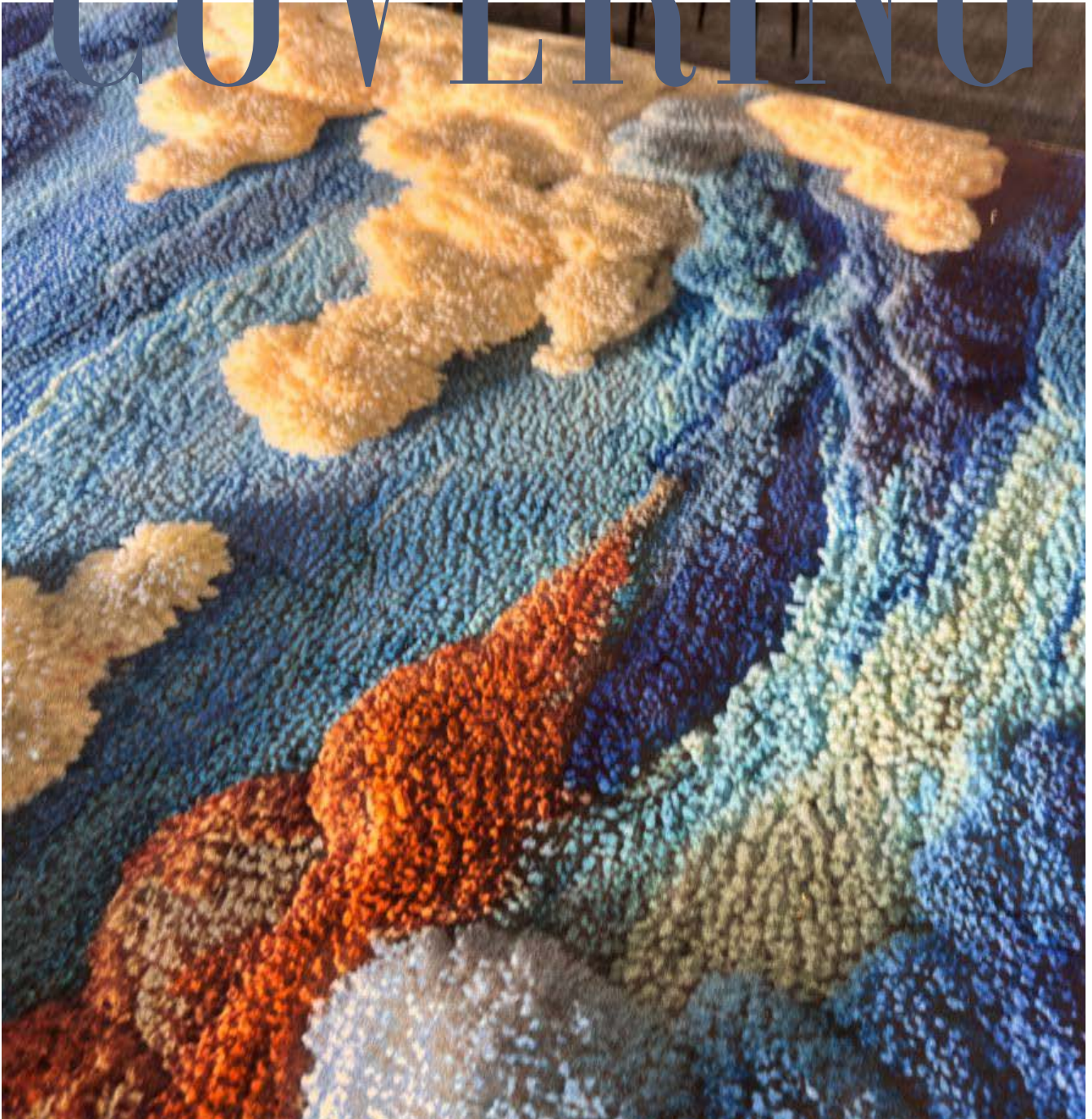
“The collection is a great complement to our existing range, and we are proud to add Patricia to our portfolio of Bolon friends,” said Annica Eklund, Bolon’s chief creative officer.

With Bolon by Patricia Urquiola, the brand continues its tradition of merging Scandinavian innovation with global design talent, reinforcing its position as a leader in sustainable, high-performance flooring solutions.

# MENA COVERING

25 SEPTEMBER 2025

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