



# MENA CARPET NEWS



**ZIMMER AUSTRIA  
INSTALLS NEW  
CHROMOJET  
PRINTLINE IN  
INDONESIA**

**DOMOTEX 2026  
FLOORING FAIR  
UNITES GLOBAL  
BRANDS TO SHAPE  
THE FUTURE OF  
INTERIOR DESIGN**

**HEIMTEXTIL 2026:  
BOOSTING THE  
GLOBAL HOME  
TEXTILE INDUSTRY  
WITH TRENDS & AI**

# ZIMMER AUSTRIA Installs New Chromojet Printline in Indonesia



**Z**IMMER AUSTRIA, a global leader in digital carpet printing and coating solutions, has successfully completed the installation of a new CHROMOJET HSV 400 printline at PT Classic Prima Carpet in Indonesia.

The new system is designed for nylon contract carpet production, combining precision engineering with vivid color performance to meet the growing demand for premium, high-performance flooring solutions in the region.

## A Milestone Partnership

This installation marks another significant achievement in the long-standing partnership between ZIMMER AUSTRIA and PT Classic Prima Carpet.

The start-up of the new CHROMOJET line took place last week, with both teams collaborating closely to ensure smooth commissioning and production readiness.

“Thank you to the dedicated teams at PT Classic Prima Carpet and ZIMMER AUSTRIA.



Great teamwork will lead to great success!" the company stated following the installation.

### **CHROMOJET: Precision Meets Design**

ZIMMER AUSTRIA's CHROMOJET HSV 400 represents the latest evolution in high-speed, high-precision carpet printing technology.

Engineered for maximum efficiency and flexibility, it delivers brilliant colors and razor-sharp designs while maintaining superior performance across a variety of carpet materials.

Together with COLARIS digital printing systems, CHROMOJET technology embodies ZIMMER AUSTRIA's philosophy: "Precision Meets Design."

These advanced systems provide unparalleled creative freedom while ensuring consistency, durability, and environmental responsibility.

### **Carpet Printing & Coating Excellence**

Beyond printing, ZIMMER AUSTRIA offers complete Carpet Solutions—including innovative coating and backing technologies that ensure durability, slip resistance, and soft comfort.

This combination allows manufacturers to deliver carpets that perform exceptionally in both residential and commercial applications, including high-traffic environments.



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# DOMOTEX 2026 Flooring Fair Unites Global Brands to Shape the Future of Interior Design

**D**OMOTEX 2026 brings together the international flooring and interior finishing industry, with top companies.

The fair highlights innovations across flooring, walls, ceilings, and interior finishing, featuring formats like the Innovation Area and Digital Shop to showcase practical and digital solutions for trades and planners.

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The fair highlights innovations across flooring, walls, ceilings, and interior finishing, featuring formats like the Innovation Area and Digital Shop to showcase practical and digital solutions for trades and planners.

With its expanded concept, strong exhibitors, and special formats, DOMOTEX 2026 provides a central platform for business, networking, and discovering the latest trends.



## Shaping the Future with Innovations and Setting New Impulses for Flooring & Interior Finishing

Only around four months remain until DOMOTEX 2026 (19–22 January) – and the international trade fair for flooring and interior finishing is entering the crucial preparation phase with a very positive response: Numerous well-known top companies – including Kronospan, Egger, Amorim, Unilin, Classen, Gerflor, ter Hürne, Swiss Krono, Project Floors, Bostik, Saint-Gobain, Akzo Nobel, and Meffert Farbwerke – have already confirmed their participation.

There is also considerable interest in the newly intro-

duced product areas within interior finishing, underlining once again the fair’s high relevance for the industry.

## “Creating Rooms. Transforming Spaces.” – more than a motto

Under the motto “Creating Rooms. Transforming Spaces.,” DOMOTEX looks forward: It’s not just about current product trends, but also about the transformation of the spaces of the future.

The fair emphasizes that it is the central meeting point where numerous innovations are showcased – from new materials and digital solutions to innovative applications in interior finishing.

It becomes clear that interior

finishing now needs to be considered holistically – from flooring to wall and ceiling systems, acoustics, paints, and digital tools.

DOMOTEX thus creates a platform that brings together innovative approaches and practical applications.

### **Innovation Area: Where practice meets the digital future**

With its Innovation Area, DOMOTEX is sending a strong signal to the trade. Here, visitors can get to know and try out innovative products, materials, and processing methods first-hand.

In addition to practical applications, the focus is also on digital innovations – from new software solutions and smart tools to digital planning aids.

The Innovation Area thus bridges the gap between traditional craftsmanship and the digital future of interior design.

### **Digital Shop: Making everyday work in the trades easier**

With the new Digital Shop format, DOMOTEX expands its offerings specifically for trades such as painters, varnishers, floor and parquet installers, and interior decorators.

Here, companies present practical, proven digital solutions that simplify daily work: from process optimization and digital file and data management to project and personnel management, as well as marketing & social media.

Complementing this, The Work Shop hosts expert lectures and panel discussions on digitalization over three days, adding meaningful depth to the Digital Shop's offerings.

Bert Bergfeld, Managing Director of the German Association of Wholesale Trade for Home & Paint (Bundesverband Großhandel Heim & Farbe e.V.), emphasizes that trade fairs like DOMOTEX are indispensable for the wholesale trade, not only as a meeting place but especially as an engine for innovation:

“For the wholesale trade, fairs like DOMOTEX are an important part of the network, as they not only provide a stage for product presentations but also promote manufacturers' innovations. Here, wholesalers can deepen long-standing partnerships and discover new suppliers.

With its very high share of professional visitors, DOMOTEX provides ideal conditions for high-quality business discussions and is the place to be for buyers and sellers.”

With its expanded concept, strong exhibitors, and innovative special formats – in particular the Innovation Trail and the practice-oriented Digital Shop – DOMOTEX 2026 demonstrates: It is the central platform where trades, retail, and industry not only initiate business but also discover the latest innovations in flooring and interior finishing and shape the future of the industry together.

# Heimtextil 2026: Boosting the Global Home Textile Industry With Trends & AI



**W**ith an optimised hall layout, progressive design collaborations, inspiring trends and AI-driven innovations, Heimtextil 2026 reacts to the current market situation – and offers the industry a reliable constant in challenging times.

Under the motto 'Lead the Change', the leading trade fair for home and contract textiles and textile design shows how challenges can be turned into opportunities.

From 13 to 16 January, more than 3,100 exhibitors from 65 countries will provide a comprehensive market overview with new collections and textile solutions.

As a knowledge hub, Heimtextil delivers new strategies and concrete solutions for future business success. Global challenges, economic uncertainty and a strained consumer climate challenge the textile industry.

At the same time, digital technologies such as AI rapidly change markets and business models. Heimtextil reflects these transformations and provides inspiration and guidance in a complex market environment.

In 2026, the world's leading trade fair will launch a new hall concept that optimally combines product groups and covers the entire spectrum of textile and non-textile interior design.

"In challenging times, Heimtextil offers the industry a stability. Heimtextil translates social movements into tangible business opportunities.

Together with the industry, it continuously evolves in line with market needs – in terms of content, strategy and structure.

With the new hall layout, we create a business tool that increases visibility, strength-

ens synergies, brings supply and demand together in a targeted manner and opens up new markets.

This enables strong leads, new business potential and industry exchange,” says Olaf Schmidt, Vice President Textiles and Textile Technology.

The hands-on content program on the Texpertise Stage in Hall 6.0 also provides clear answers and practical tools for future business success – featuring expert insights ranging from customer engagement and differentiation to AI-driven design.

### **Between tradition and AI: Heimtextil Trends 26/27**

They are the heart and the key source of inspiration: Heimtextil Trends 26/27 reveal where the industry is heading.

In 2026, the curated Trend Arena will find a new home in Hall 6.1 – surrounded by the segments Bed, Bath & Living and Textile Design.

Together with the design platform Alcova Milano, a visionary hotspot emerges that showcases progressive megatrends for retail, industry and contract business.

Under the motto ‘Craft is a verb’, Heimtextil Trends 26/27 connect traditional craftsmanship with AI-driven technologies.

The interplay of high-tech and handcraft gives rise to new impulses – from natural influences and handmade materials to AI-generated colours.

### **Textile interior design of the future: ‘among-all’ by Patricia Urquiola**

World-renowned architect and designer Patricia Urquiola sets new standards in textile interior design: with her immersive installation ‘among-all’ in Hall 3.0, she creates a textile experience for all the senses, combining aesthetics, comfort, functionality and sustainability.



The installation demonstrates how AI-driven design addresses individual human needs and enables innovative spatial concepts for design, retail and hospitality.

'among-all' highlights the emotional and visual power of textiles and invites visitors to be inspired, pause and connect.

### Hotspot for holistic interior design

In Hall 3.0, Heimtextil brings together essential interior design product segments – from wallpaper and carpets to curtains, privacy screens and sun protection.

The area Interior Design Concepts: Windows, Wall & Floor opens up textile and non-textile solutions for future-oriented interior design to interior designers, architects, decorators, and planners.

Key players such as Forest Group, Höpke, Linder, Marburger Tapetenfabrik, Paulig, Sarlas, Tanriverdi, The Wallfashion House and York Wallcoverings will present their latest collections here.

The DecoTeam and its members will once again create a creative joint presentation, complemented by the Design Lounge pow-

ered by DecoTeam.

Participating brands include A.S. Création Tape-ten, Brink & Campman, Haro, Kadeco, and Kobe.

### Sleep & Meet: New brand area for specialist bed and mattress retailers

Together with the German Mattress Industry Association (Fachverband Matratzen-Industrie e.V.), Heimtextil strengthens the Smart Bedding segment with the new Sleep & Meet area in Hall 4.0.

Here, leading brands from the mattress sector will showcase their portfolios together – including Auping Germany, Bettwaren Stendebach, Dormiente, Ergomed, EuroComfort Group with Badenia, Brinkhaus and Lück, Femira, Frankenstolz, Hüsler Nest, Rummel Matratzen and Schwarzwald Schlafsysteme.

Sleep & Meet connects bedding retailers, hospitality and volume buyers with relevant companies and business contacts in an ex-



clusive setting – supporting new product range strategies and consumer developments.

### **Strong offering for the international contract business**

With Interior.Architecture.Hospitality, Heimtextil 2026 presents an extensive programme for architecture, interior design, hospitality and the healthcare sector. The Interior.

Architecture.Hospitality LIBRARY in Hall 3.1 showcases a curated selection of functional textiles – complemented by a talk spot for professional exchange, exclusive formats and product innovations.

Heimtextil brings together manufacturers, planners and decision-makers and demonstrates how textiles can open up differentiation and business potential in hospitality, healthcare, office and retail design.

### **Rising demand: expanded range for the carpet and flooring industry**

The Carpets & Rugs segment continues to grow and will extend across four hall levels (11.0, 11.1, 12.0 and 3.0). It will be complemented by the new product group Flooring & Equipment, featuring non-textile floor coverings.

Together, the two segments form the central hub for the global carpet and flooring industry on the exhibition grounds – accompanied by a tailored content programme.

Buyers benefit from greater variety, new synergies and relevant business contacts.





### **From fibre to end product: the widest variety of decorative and upholstery fabrics**

In Halls 3.1 and 4.1, Heimtextil 2026 showcases the world's largest range of upholstery and decorative fabrics as well as European weaving mills – from high-quality decorative fabrics, upholstery and contract fabrics to genuine and imitation leather.

International manufacturers such as Dickson Constant Sunbrella (France), Edmund Bell (Great Britain), Manuel Revert (Spain), Vanelli Tekstil (Turkey) and Vescom Velvets (Netherlands) will be there.

The preliminary stage offer Fibres & Yarns creates additional synergies for manufacturers, weaving mills and design.

Industry leaders such as Angles Textil (Spain), Indorama Ventures Fibers (Germany) and Korteks Mensucat (Turkey) round off the range along the textile value chain.

### **Quality meets volume: Europe's largest stage for home textiles in every dimension**

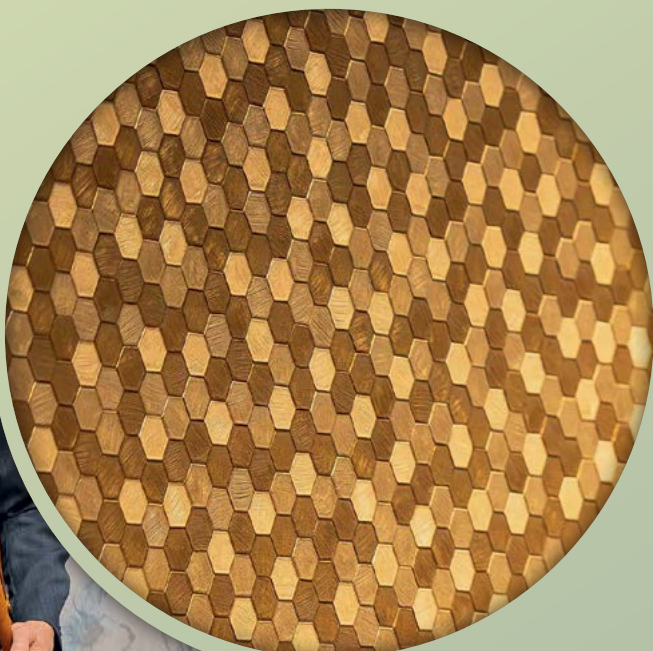
Heimtextil combines exclusive quality products with high-volume private label solutions, covering order quantities of every scale.

In 2026, the Global Home (Halls 8.0, 9.1, 10.1, 10.3) and Global Home Excellence (Halls 9.0, 10.2) sections will be optimally positioned.

International producers and country pavilions, including those from China, India, Pakistan, Taiwan and Vietnam, will present solutions for global demand and benefit from high visibility and short distances.

International manufacturers also bring a strong private label offering in the mattress segment to Frankfurt – underlining Heimtextil's relevance as a global sourcing platform.

Through its strategic connection to Carpets & Rugs, Heimtextil connects complementary product ranges and unlocks new business opportunities for retailers, manufacturers and volume suppliers.



# LEAD THE CHANGE

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## Iranian Machine-Made Carpet Industry: A Powerhouse of Value and Export Potential

**I**ran's machine-made carpet industry continues to stand out as one of the most dynamic and export-oriented sectors of the country's textile and flooring ecosystem, contributing nearly 50% of the total annual value of Iran's textile exports.

Beyond its deep-rooted cultural significance, the industry plays a critical role in job creation and foreign currency earnings, generating an estimated \$350 million in export revenues annually.

### Trade Surplus Reflects Industry Strength

According to the latest report by the Union of Machine-Made Carpet Manufacturers and Exporters, during the first half of the current year, Iran allocated approximately \$70 million in foreign currency to import raw materials such as yarns and polymers needed for machine carpet production.

In contrast, the industry's export earnings reached \$149 million — more than twice the cost of raw material imports — reflecting a strong positive trade balance.

Mr. Behnam Ghasemi, Mena Covering editor in chief, emphasized that these figures highlight the strategic trade value of machine-made carpets and the growing contribution of non-oil exports to Iran's economy.

## From Domestic Innovation to Global Markets

With hundreds of production units operating across cities like Kashan, Mashhad, and Yazd, Iranian manufacturers have invested significantly in modern looms, high-definition weaving technologies, and synthetic yarn innovations, enabling them to compete in both price and quality.

Today, Iranian carpets are exported to markets in Iraq, Afghanistan, Turkey, Central Asia, Germany, and the GCC region, meeting diverse design preferences — from classic Persian motifs to modern, minimalist aesthetics.

## Challenges and Opportunities

Despite facing rising raw material prices and fluctuations in currency

exchange, the industry has remained resilient.

Experts believe that expanding export markets, updating machinery, and government support for production incentives could further elevate Iran's global position.

Foreign buyers looking for affordable yet high-quality woven floor coverings can benefit from Iran's strong production capacity, competitive pricing, and the country's strategic geographic location linking Asia, the Middle East, and Europe.

## Takeaway for Buyers and Importers

The Iranian machine-made carpet industry is more than just tradition — it's a modern, export-driven sector with a proven record in international trade.

With its strong trade surplus, massive production base, and wide design portfolio, Iran remains a reliable sourcing destination for wholesalers, retailers, and project-based carpet buyers worldwide.





## Northwest 35 Launches Hand-Knotted ‘Jali Amara’ Rug Inspired by Mughal Palace Gardens

**B**ritish artisanal rug studio Northwest 35 has unveiled a new collection of hand-knotted rugs and runners inspired by the majestic gardens of Mughal palaces, continuing its legacy of crafting contemporary luxury rugs that combine artistic depth, cultural storytelling, and sustainable craftsmanship.

### **A Tribute to Nature and Heritage**

Leading the launch is the Jali Amara rug, part of the brand’s Glorious Gardens collection.

The design captures the essence of vitality and renewal through delicate floral motifs and flourishing trees, while the “Jali” motif symbolizes a connection to the past.

Presented in a deep plum hue, the rug evokes the serene beauty and grandeur of Mughal palace landscapes.

Meticulously hand-knotted in Nepal using New Zealand wool and Chinese silk, the Jali Amara is fully customizable in colour, size, shape, and material, making it ideal for luxury hospitality, commercial, and residential interiors.

## New Runner Collection

Launching alongside Jali Amara this autumn is a new series of hand-knotted runners, which reinterpret details from Northwest 35's signature designs, including Jali Amara and The Chettinad.

The line also features the Thistle Mandala runner, drawn from the brand's popular East & West Coalesce range.

## Bridging Cultures Through Design

Founder and Creative Director Richa Walia shared that her multicultural experiences have deeply influenced the studio's creative direction:

"Having experienced the blending of cultures firsthand, my identity reflects shared values from both the East and West.

This collection was born from a curiosity to merge these influences into designs that tell stories, foster inclusivity, and express shared values.

I believe design has the power to transform interiors into meaningful environments that

bridge cultural divides and celebrate our collective identity."

## Ethical Luxury and Sustainable Craftsmanship

Dedicated to sustainability and artisan welfare, Northwest 35 collaborates with Label STEP, a fair-trade organisation promoting ethical practices and wellbeing within global weaving communities.

The studio uses sustainably sourced organic fibres, such as wool and natural silk, and follows eco-friendly production methods that respect both people and the planet.

"Our rugs embody ethical luxury," Walia adds. "They offer enduring style and substance — pieces that enhance hospitality, commercial, and residential spaces with timeless character and warmth."



# ICFE Brings the Carpet & Flooring Industry Together in Istanbul

**C**FE, the significant meeting platform of the carpet and flooring industry, is now organized under the name ICFE – International Carpet & Flooring Expo, with its newly acquired international title.

The fair, which will take place at the Istanbul Expo Center between January 6 and 9, 2026, is preparing to shape the industry on a global scale with strong interest from six continents.

Organized for the third time this year by Tüyap Exhibitions Group, in collaboration with the Istanbul Carpet Exporters' Association (İHİB) and the Southeastern Anatolia Carpet Exporters' Association (GAHİB), ICFE will bring together the leading manufacturers and exporters, buyers, and decision-makers of the industry under the same roof.

The fair will provide a strong platform for new partner-



ships, trade opportunities, and the exchange of insights on industry trends.

With the increasing demand from international participants and the growing market potential, ICFE is strengthening its position as one of the most prestigious events for the carpet and flooring industry on the global stage.

## **The fair is growing rapidly, and the halls are already booked**

ICFE continues its growth this year, and has added an 11th hall to the fair space. With the start of sales, the fair received intense inter-

est from both local and international industry giants, and the fact that the 11th hall is already fully booked has reinforced its strong position in the industry.

This has once again proven the fair's central position in the industry and its growing importance day by day.

World-famous brands have already secured their spots for the 2026 fair, becoming part of this major event that will shape the future of the industry.

## **The fair makes a difference through its global promotional power**

ICFE owes its success to the extensive marketing activities it conducts across 6 continents and in more than 80 countries.

The goal is to establish direct and efficient business connections between participants and visitors through innovative practices such as digital media, targeted e-mail marketing, and international B2B matchmaking systems.

This global promotional network sets ICFE apart from its competitors, enabling it to make a significant impact in the industry.

### **The targets for the 2026 fair are set high**

Aiming to be Türkiye's largest carpet and flooring fair, ICFE 2026 is expected to host nearly 500 participating companies from 25 countries, particularly from China, Iran, Pakistan, India, Afghanistan, Uzbekistan, the USA, Egypt, Jordan, Belgium, and France, as well as around 50,000 professional visitors from 105 countries.

Strong participation is par-

ticularly expected from strategic markets of the industry, such as Germany, Italy, China, India, Iran, Belgium, the USA, Russia, and the Middle East.

It was observed that 78% of participants made new business connections at the 2025 fair, and the target for the 2026 fair has been set at 85%.

ICFE is preparing to shape the industry by offering its participants and visitors the opportunity to establish export-focused new partnerships and to maximize their commercial potential.

About TÜYAP: Tüyap was founded by Bülent Ünal in 1979 as the first fair organization company of Türkiye.

Tüyap has led the development of fair organization sector in Türkiye, organizing numberless fairs at home and abroad in the past 46 years.

At these fairs, it served more than 370 thousand companies from many countries and hosted more than 75 million visitors.

Tüyap, which organizes regular specialized fairs with its 3 fair centers in Türkiye and its international offices in 6 countries, also makes long-term collaborations with more than 100 professional organizations with its highly qualified workforce.

The company, which organized the first Turkish export products fairs in China, Russia and Africa, still organizes participation of Turkish companies in 10 foreign fairs every year on average.

Tüyap, the only private sector fair organization company with its own fair center in Türkiye, continues to organize hybrid fairs by mobilizing its digital resources.

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# Mohawk Industries Moves to Acquire New Zealand's Bremworth Carpet Company

**U**S-based flooring giant Mohawk Industries has reached a preliminary agreement to acquire Bremworth, a leading New Zealand manufacturer of broadloom wool carpets.

The deal, reported by Flooring Square, is still pending shareholder approval and clearance from competition regulators.

## Strategic Expansion in the New Zealand Market

Mohawk, which already owns Godfrey Hirst and Feltext in New Zealand, continues to strengthen its foothold in the region's flooring market.

The acquisition of Bremworth would further consolidate Mohawk's position in the wool carpet segment — a move that could reshape competition within the local and Australian markets.

According to Rob Hewett, Chairman of Bremworth's Board, the offer represents



the most favorable outcome for shareholders following an extensive search for buyers.

"It offers security of value at a significant premium to those who have supported the company in challenging years," Hewett said in an interview with Radio New Zealand.

## Boost for New Zealand Wool and Regional Economies

Hewett also noted that Mohawk's global scale and financial strength would allow Bremworth to better compete with imported carpets while tapping into new international opportunities.

The acquisition could also drive increased demand for New Zealand wool, benefiting local farmers and regional economies.

## Regulatory Review Underway

As Mohawk already owns two major competitors in the region, the Australian Competition and Consumer Commission (ACCC) is expected to scrutinize the transaction closely to ensure fair market competition.

If approved, the acquisition is anticipated to be completed during the first half of next year, marking another major step in Mohawk's international expansion strategy.



## Tarkett Hospitality Unveils Artisan Carpet Collection

**T**arkett Hospitality has announced the launch of its new Artisan Collection, a running line of broadloom carpet designed to bring a handcrafted aesthetic and sense of authenticity to hospitality interiors.

Inspired by traditional crafts and natural materials, the collection aims to evoke warmth, community, and belonging in modern spaces.

Kim Drautz, president of Tarkett Hospitality, emphasized the collection's design philosophy:

"The Artisan Collection is a testament

to the enduring power of handcrafted design and its ability to create spaces that feel authentic and welcoming.

By weaving a sense of heritage and artistry into our products, we can help clients tell a richer story within their properties. This collection is a celebration of authenticity and enduring design."

### **Inspiration from Traditional Crafts**

Drawing inspiration from woven textiles, woodblock prints, and carved pottery, the Artisan Collection reimagines organic forms with a contemporary, abstract flair.

The patterns range from delicate leafy stems

to bold geometric mark-making, while textures recall fibers such as linen and sisal.

Constructed with an all-cut Prestige build in a 36-ounce weight, the carpets deliver plush comfort and a strong tactile presence, with designs scaled for dramatic impact.

The color palette centers on earthy, neutral shades, offering versatility across a wide range of interior styles.

### **Amber Osiecki, creative director for Tarkett Hospitality, explained:**

“Our goal with the Artisan Collection was to create patterns that feel intentional and hand-touched, offering a visual rhythm that speaks to the artistry found in traditional crafts.

From the organic flow of leafy motifs to abstract mark-making, each design provides a deeply handcrafted feel that elevates the overall aesthetic of a space.”

### **Blending Craft with Performance**

The Artisan Collection combines handcraft-

ed-inspired design with advanced performance technology.

Made from 100% solution-dyed Lextron Enviro-Green fiber, the carpets are engineered for durability, fade resistance, and stain resistance—essential for high-traffic hospitality environments.

The fiber also incorporates 10% pre-consumer recycled content, supporting Tarkett’s broader sustainability and circular economy goals.

Additionally, the collection is recyclable at end of life through Tarkett’s ReStart flooring take-back and recycling program, part of the company’s “Proof in Every Step” commitment to responsible design and manufacturing.

With the Artisan Collection, Tarkett Hospitality continues to merge artistry, sustainability, and performance, reinforcing its role as a design leader in the hospitality flooring sector.





## Cocoon Fine Rugs Fuses Modern Design Thinking with India's Artisanal Weaving Heritage

**B**lending contemporary design sensibilities with centuries-old weaving traditions, Cocoon Fine Rugs has become one of India's most distinguished names in handcrafted carpets.

Founded in 2009 by Ayush Choudhary, the brand celebrates the artistry of hand-knotting while infusing it with the discipline of modern design.

### A Vision Born from Heritage

Growing up in Rajasthan, Ayush Choudhary was surrounded by the world of carpets — dye vats, skeins of wool, and the

rhythmic sound of looms.

After studying design abroad, he returned to India with a mission: to create a studio that would bring contemporary design thinking to India's ancient craft traditions.

"Cocoon began as an idea to merge design precision with the intuitive craftsmanship of India's master weavers," Choudhary explains. "Every rug tells a story of process, patience, and purpose."

The brand works closely with artisans in Rajasthan and Gujarat, communities renowned for their hand-knotting skills passed down through generations.



Each rug begins as a conceptual study — influenced by art, geometry, or architecture — before being meticulously translated onto the loom.

The materials, including highland wool, silk, and blended fibres, are chosen for their texture, durability, and tonal depth.

Through small-batch dyeing, subtle colour variations emerge, ensuring that every rug carries a unique surface character.

### The Evolution of a Contemporary Indian Brand

In 2018, Smriti Choudhary joined Cocoon as Marketing and Creative Director, helping refine the brand's visual language and broaden its reach within India's growing design community.

Under her guidance, Cocoon began collaborating with leading architects and designers such as Rooshad Shroff, JJ Valaya, Ashiesh Shah, and Puran Kumar

— each partnership adding a new dimension to the brand's narrative.

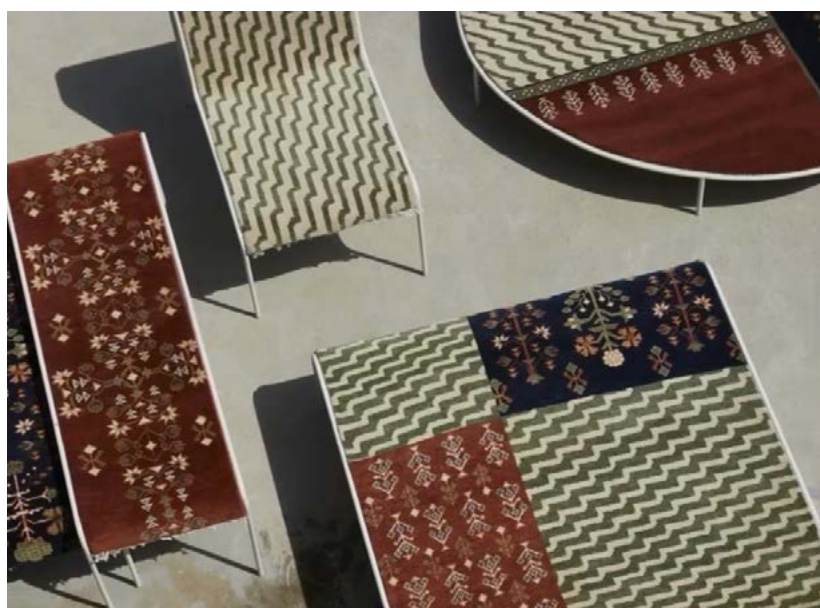
- Rooshad Shroff's "Tessellation" introduced sculptural modernism through intricate geometric arrangements.
- JJ Valaya's "Isfahan" explored regal Indian ornamentation and pattern work.
- Ashiesh Shah's "Chand LC" embraced controlled geometry and minimal form.

These collaborations helped Cocoon transition seamlessly between minimalist and ornate aesthetics, reflecting the brand's ability to innovate while maintaining coherence and craftsmanship.

### Two Collections, One Philosophy

Cocoon's creations are organised into two main lines:

- Cocoon Luxe – bespoke, collectible rugs that take several months to complete, hand-knotted from the finest natural materials.





. Cocoon Pret – accessible yet refined designs that translate the same artisanal depth into lighter, contemporary pieces for modern interiors.

In both, attention to process, longevity, and material integrity defines the brand’s ethos. From yarn sourcing to finishing, every detail reflects a commitment to excellence and authenticity.

### Sustainability and Social Responsibility

For Cocoon, sustainability is not a trend but a practice. The studio upholds fair labour standards, nurtures long-term partnerships with weaving communities, and uses environmentally responsible materials and methods.

Each rug undergoes multiple quality checks to ensure knot consistency, colour fastness, and finish perfection.

### Galleries Reflecting Calm and Craft

With flagship galleries in Mumbai, Delhi, Bengaluru, Hyderabad, and Jaipur, Cocoon curates serene, open spaces

that allow visitors to engage with each rug up close.

The displays encourage touch and observation — revealing the fine details, textures, and irregularities that distinguish hand-crafted work.

Fifteen years after its founding, Cocoon Fine Rugs continues to define a modern Indian aesthetic rooted in craftsmanship, balancing innovation with integrity — and proving that true luxury lies in the harmony between design and tradition.

# Furniture and Interior Hardware in Focus at 61st IHGF Delhi Fair, Delhi NCR, India



Leading Furniture Manufacturer Exporters from India and select debutants from renowned Production Clusters to bring together exclusive collections.

## Preview at Suites at Market Square during High Point Market

The 61st edition of India's IHGF Delhi Fair – Spring 2026 scheduled from 14th to 18th February 2026, will be a 'Special focus on Furniture', featuring expanded exhibition areas and dedicated halls exclusively for Indian furniture brands.

From established exporters to emerging innovators, the curated, theme-led showcase promises a sharper, more business-driven experience, positioning India's furniture industry in the global spotlight.

Sharing the business intent of this initiative for exhibitors as well as buyers, Dr. Neeraj Khanna, Chairman-EPCH, informed, "Furniture is a segment witnessing growing international demand as markets expand their sourcing of home and lifestyle products from India.

Each edition draws sourcing professionals and overseas buyers from over 100 countries, connecting them with more than 3,000 leading Indian manufacturer-exporters.

To meet the needs of this buyer segment and offer larger display formats to exhibitors, EPCH conceptualized the IHGF Delhi Fair – 'Special focus on Furniture'.

The objective is to create a single sourcing destination featuring furniture from across

India, including major manufacturing hubs and clusters.”

The Furniture and Interior segment will span 12 clearly defined categories, highlighting sustainability, innovation and entrepreneurial growth.

Buyers will discover signature collections alongside globally preferred hardwoods, cane, bamboo, reclaimed and recycled woods, driftwood, metals, alloys, stone, and material blends incorporating leather, glass, horn, bone, and more.

Premium materials such as teak, Indian rosewood alongside acacia, mango wood, neem, deodar, sal, walnut, cane, and bamboo will be showcased across collections for living spaces, hospitality, workplaces, and entertainment environments.

Additionally, visitors will find specialized offerings in up-cycled, restored, and industrial scrap-based furniture.

Recognized as one of the largest exhibitions of its kind worldwide, the IHGF Delhi Fair is a premier sourcing

platform for home décor, lifestyle, fashion, furniture, furnishings and interior products.

Organized across 16 expansive halls, the fair consolidates Home, Fashion, Lifestyle, Furnishing, Furniture and Interior Products into comprehensive product groups.

Key categories include: Home, Fashion, Lifestyle, Furnishing, Furniture and Interior Products, consolidated into 16 comprehensive categories.

The product assortment includes Home Decor and Accents; Home Furnishing, Carpets & Rugs; Textiles & Linen; Gifts & Premiums; Interiors; Furniture; Fashion Jewelry; Bags & Accessories; Lamps & Lighting Accessories; Outdoor and Garden; Aroma, Spa & Lifestyle; Christmas and Festive Décor; Kitchen and Dinnerware; Bathroom Accesso-

ries; Cane, Bamboo, Paper & Eco-Friendly Products; Kids & Babies Toys & Accessories.

Co-organized by the Export Promotion Council for Handicrafts (EPCH) and India Expo Centre & Mart Limited, the IHGF Delhi Fair – Spring 2026 will be hosted at the India Expo Centre, a world-class MICE venue with 900 permanent showrooms, located on the Delhi–Greater Noida Expressway.

Over the past two decades, it has earned its reputation as a premier international business destination. With a legacy of 39 years, EPCH continues to serve as the critical link between the Indian handicrafts sector and global markets.

It provides sector intelligence, builds marketing platforms, enables sourcing fairs like the IHGF Delhi Fair, and supports seamless business engagement between exporters and international buyers.



# Messe Frankfurt Promotes Heimtextil 2026 at Pakistan's Handmade Carpet Exhibition

**M**esse Frankfurt Pakistan participated in the 41st Pakistan International Handmade Carpet Exhibition, held from October 7–9, 2025, at the Lahore Expo Centre.

The participation was part of Messe Frankfurt's efforts to strengthen industry ties and build momentum ahead of Heimtextil 2026 in Frankfurt.

Organized by the Pakistan Carpet Manufacturers and Exporters Association (PCMEA) in collaboration with the Trade Development Authority of Pakistan (TDAP), the prestigious annual event brought together leading handmade carpet producers, exporters, and international buyers.

The exhibition once again underscored Pakistan's long-standing legacy in traditional carpet weaving and its growing role in the global handmade carpet market.

Representing Messe Frankfurt, the team engaged with key industry players and highlighted Heimtextil's expanding focus on carpets and rugs, inviting Pakistani manu-

facturers and exporters to showcase their craftsmanship on an international stage.

## Heimtextil 2026 Expands Carpet Showcase in Frankfurt

Set to take place in January 2026, Heimtextil Frankfurt remains the world's largest trade fair for home and contract textiles.

The upcoming edition will feature a significantly enhanced carpet segment, presenting a wide range of premium hand-knotted, tufted, and machine-made rugs from around the world.

Messe Frankfurt emphasized that Heimtextil continues to serve as a vital platform for global networking, trend discovery, and business expansion — offering unique opportunities for exhibitors and visitors to connect with the international textile and flooring community.





## UAE's ZUMA Elevates Bespoke Luxury Carpets from Dubai to the World

**F**rom royal palaces to world-renowned hotels, ZUMA has become a symbol of refined craftsmanship and luxury in the carpet and interior design industry.

The UAE-born brand, founded by Zubin Rao and Mallika Dewan, specializes in hand-tufted luxury carpets and rugs that blend artistic vision with exceptional technical precision.

### From Desert Inspiration to Palace Floors

The defining moment for ZUMA came when the Rulers of the UAE were photographed

at Mushrif Palace in Abu Dhabi during Eid Al Adha, standing on the company's elegant Dunes Crema carpet.

Designed and crafted in Dubai, the piece exemplified ZUMA's core philosophy — prestige through design excellence.

"Our products reaching the most prestigious palace in the country was a proud and humbling moment," says co-founder Zubin Rao.

### A UAE Brand with Global Reach

Founded in 2020, ZUMA quickly expanded beyond the UAE, providing bespoke carpet solutions for royal residences, luxury hotels, and elite institutions such as the Museum of the Future.

Today, the brand serves clients across London, New York, India, Egypt, Nairobi, Nigeria, and Europe, partnering with over 500 interior designers throughout the GCC.

At its Dubai Production City headquarters, a team of textile and product designers conceptualizes each piece before it is handcrafted in ZUMA's state-of-the-art facility with a monthly production capacity of 3,000 square meters.

### The Art and Technique of



### Hand-Tufting

ZUMA's expertise lies in hand-tufted carpets, a manufacturing technique that allows for artistic flexibility and faster delivery.

The brand is renowned for its large-scale, single-piece carpets — including a 3,000-square-metre creation for a hospitality project and a 600-square-metre custom piece produced in just 26 days.

“We're pushing the boundaries of design and innovation in modern hand-tufted carpets,” says Zubi

### Beyond Carpets: Complete Interior Solutions

Evolving from carpet design to a full interior design consultancy, ZUMA now



offers fit-out services, parquet flooring, and bespoke furniture.

The firm has delivered 14 turnkey projects, including residences at One Palm Jumeirah, Dorchester, One JBR, and luxury villas in Sobha Hartland and Arabian Ranches.

“Carpets and interiors don't compete — they harmonize to create incredible spaces,” says Mallika Dewan.

### A Legacy of Art, Heritage, and Design

Proudly UAE-born, ZUMA fuses Indian textile heritage with Dubai's multicultural design scene, embodying a new generation of luxury craftsmanship made in the Middle East — and admired across the world.



# The Countdown Begins as R+T Asia Prepares to Welcome Global Industry Leaders

**M**arking over two decades of industry leadership, R+T Asia is preparing for its 21st edition, which will gather the global sun shading and door industry from May 27–29, 2026, at the National Exhibition and Convention Center (NECC) in Shanghai.



Building on the success of its previous edition, which attracted over 750 brands, the upcoming show is expected to maintain the same high level of participation.

According to the organizers, R+T Asia 2026 will feature a strong mix of returning international leaders alongside new market entrants, who will be introduced through dedicated pre-show promotions across R+T Asia's communication channels.

## **A Comprehensive Showcase of the Industry**

Each edition of R+T Asia strengthens its position as the leading business and in-

novation platform for the sun shading, door, gate, and automation industries.

Bringing together the entire value chain — from raw materials and components to advanced systems and automation technologies — the show offers an unparalleled environment for sourcing, partnership, and product discovery.

At the 2026 edition, visitors can expect a comprehensive showcase featuring components, fittings, technical textiles, fabrics, automation solutions, and premium finished products.

Among the many exhibitors, leading Asian brands such as Yuma, MYT Shutters, YFA, Wintom, Raex, Zhejiang General Light Curtain, Zhejiang Xianfeng Machinery, and Zhejiang Joytech Electronics will present their latest innovations.

Exhibitors consistently highlight R+T Asia's unique ability to gather a high concentration of quality, export-oriented buyers and provide access to a truly international audience.

Companies such as A-OK\* emphasize that the event's comprehensive ecosystem — connecting suppliers, manufacturers, and tech-

nology providers — offers efficiency and exposure that are difficult to replicate elsewhere.

For global suppliers like Xidamen New Material\*, the Shanghai event has become a key driver for international growth.

The company reports that its participation in past editions led to valuable visibility and new partnerships across diverse markets, strengthening its position in the global sun shading supply chain.

Automation leader Dooya\* also recognizes the show's impact on international expansion.

The company attributes part of its growing export network to the quality of professional visitors at R+T Asia, particularly from Asia, Europe, and the Middle East.

The 2026 edition will once again allow Dooya to present its latest smart automation technologies to a forward-thinking professional audience.

Together, these perspectives underscore R+T Asia's defining strength — its capacity to connect technology, innovation, and market demand within one dynamic, international platform.

\*Full exhibitor testimonials from A-OK, Xidamen New Material Co., Ltd., and Ningbo Dooya Mechanic & Electronic Technology Co., Ltd. are available at <https://en.rtasia.net/exhibitor-experience/>

## **Last Chance to Enjoy Preferred Exhibiting Rates**

With preparations for the 2026 edition well underway, R+T Asia has announced a final opportunity for exhibitors to secure early registration discounts.

Companies confirming participation by November 10, 2025, will be eligible for a 3% discount for one-year participation or a 10% discount for a two-year commitment, covering both the 2026 and 2027 editions.

The initiative supports long-term cooperation and provides planning advantages for exhibitors. Early registration also ensures preferred booth locations and advance visibility in the show's international communication campaigns. Further details are available on the official R+T Asia website.

R+T Asia Buyer Club Returns in 2026 to Strengthen Global Business Connections  
The R+T Asia Buyer Club will return in 2026 as one of the show's most distinctive features, reinforcing its role as a hub for professional exchange and high-level sourcing in the sun shading and door/gate sectors.

Developed for senior professionals — including manufacturers, importers, distributors, and franchise buyers — the program facilitates direct connections with leading global suppliers through tailored matchmaking and curated networking opportunities.

Members also gain access to exclusive business lounges and events, designed to provide a focused and efficient environment for building partnerships.

Complementary accommodation and additional benefits further enhance the experience, offering participants an effective way to maximize their visit to Shanghai.

Applications for the R+T Asia 2026 Buyer Club are now open at <https://en.rtasia.net/buyer-club.html>.

**Policy Momentum and Market Growth Reinforce R+T Asia’s Leadership**

China’s building and home improvement industries are entering a new stage of growth, supported by government initiatives that stimulate consumer demand and promote energy-efficient upgrades.

National programs such as the Consumer Goods Trade-in Plan and Green Building Materials to the Countryside campaign, combined with local incentives in cities like Shanghai and Guangzhou, are accelerating renovation projects and encouraging the adoption of sustainable building materials.

These policies are creating strong opportunities for manufacturers of sun-shading systems, doors, and intelligent façades, reinforcing China’s role as a vital sourcing hub in Asia.

Reflecting this momentum, R+T Asia continues to serve as the leading large-scale event in the Asia-Pacific region for sun shading, roller shutters, doors, gates, and automation — connecting technology, innovation, and sustainability under one roof.

**Each edition of R+T Asia sets new benchmarks in attendance and international**

engagement, demonstrating the event’s resilience and its ability to adapt to shifting market dynamics.

The 2025 edition, held in May, hosted over 750 exhibitors and welcomed 55,200+ visitors from 115 countries — a 10% increase year-on-year.

With this continued growth, R+T Asia 2026 reaffirms its position as the key meeting point for sourcing, innovation, and collaboration across the global sun shading and door sectors.



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# Iranian and Turkish Imports Dominate Iraq's Growing Furniture and Carpet Market



Iraq's furniture and carpet market has experienced significant growth in imports from Iran and Turkiye, fueled by rising consumer demand and a growing interest in home aesthetics across major cities.

As household purchasing power improves, imported products have become increasingly attractive to Iraqi buyers seeking quality and style.

According to preliminary data from the Iraqi Ministry of Trade, the country imported over 400,000 pieces of carpets and furniture from Iran and Turkiye in 2023, valued at more than \$180 million — representing a 30% increase compared to 2022.

## Local Production in Decline

Despite the booming market, industry experts warn that Iraq's domestic furniture and carpet production has nearly vanished in provinces such as Hilla, Najaf, and al-Sulaymaniyah, once known for their craftsmanship.

Mohammed Al-Jubouri, a member of the Iraqi Chambers of Commerce, told Shafaq News that Iraq has become one of the largest markets for carpets and furniture in the Middle East, largely dominated by Iranian and Turkish products.

"Iran holds about 60% of Iraq's carpet market, while Turkiye accounts for roughly 35%.

The rest comes from China and Southeast Asia," Al-Jubouri explained.

He added that Iranian carpets, especially handmade varieties from Kashan, Tabriz, and Qom, continue to enjoy a long-standing reputation for luxury and artistry, maintaining their status as some of the world's most prestigious products.

## Iranian Carpets: Tradition and Luxury

In Baghdad's historic markets, Iranian carpets remain

symbols of prestige and artistry.

Hussein Al-Rubaie, a carpet and furniture trader in Baghdad, described Kashan carpets as “the most expensive and sought-after” among high-income clients.

Handmade carpets are sold for \$400 to \$700 per square meter, with full-sized pieces reaching up to \$10,000, depending on materials, thread quality, and knot density.

“Owners of luxury homes and hotels often purchase these carpets as both aesthetic and financial investments,” Al-Rubaie noted.

He added that religious seasons and social occasions — particularly in Najaf and Karbala — drive additional demand for carpets featuring Islamic motifs and calligraphy.

**Turkish Competition and Modern Appeal**  
While Iran dominates the high-end segment, Turkish carpets and furniture continue to expand their presence in Iraq, appealing to younger buyers with modern designs and affordable pricing.

Prominent brands such as Hereke, Ipek, and Merinos offer a blend of industrial precision and aesthetic versatility, with prices ranging from \$100 to \$500 per piece, according to trader Khalid, who operates in Baghdad.

“Hereke is the most expensive Turkish brand and the closest competitor to Irani-

an handmade carpets,” Khalid said.

“Turkish products dominate markets in Erbil, al-Sulaymaniyah, and Duhok due to proximity and trade ties with the Kurdistan Region, while southern Iraq prefers Iranian goods imported through Diyala, Wasit, and Maysan.”

### **Shifting Consumer Preferences**

In Kirkuk, carpet trader Ali Ahmed observed that Iraqi consumers have become more discerning, focusing on quality and craftsmanship rather than price alone.

“Turkish carpets offer a modern look and good quality at lower prices, but when a premium Iranian handmade carpet is available, it always wins the competition,” Ahmed said.

### **A Market of Opportunity and Challenge**

While imports from Iran and Turkiye continue to satisfy Iraq’s growing demand for high-quality home furnishings, the decline of domestic production remains a concern.

Without investment in local craftsmanship and manufacturing, experts warn that Iraq could become permanently dependent on imports, losing a part of its cultural and economic identity tied to traditional carpet weaving and furniture making.

# FMCEX 2025: Iran Hosts 17th Machine-Made Carpet and Flooring Exhibition

## Iran's Largest Event for Machine-Made Carpet and Flooring Industry



**T**he 17th International Floor Covering, Moquette, Machine-Made Carpet and Related Industries Exhibition (FMCEX 2025) has been successfully held in Tehran, marking the country's largest and most influential event in the field of machine-made carpets and flooring.

Recognized as a premier platform for introducing the latest products, technologies, and innovations in the carpet and flooring industry, the exhibition attracted a wide range of participants — including manufacturers, distributors, exporters, and

professionals from across Iran and abroad.

Organized by Eurasianavid Company in cooperation with the Kashan Chamber of Commerce as the exhibition's strategic advisor, FMCEX 2025 took place from October 13 to 16 at the Tehran International Permanent Fairground, located on Chamran Highway, Seoul Street.

### **More Than 110 Exhibitors in 29,000 Square Meters**

This year's edition brought together over 110 leading companies showcasing their newest innovations across a vast exhibition area exceeding 29,000 square meters.



The event featured a comprehensive display of machine-made carpets, moquettes, floor coverings, parquet, yarn production units, carpet design studios, raw materials, production line machinery, components, and related equipment.

Innovations in manufacturing technologies, recycling solutions, and modern design concepts were also central highlights of the show, reflecting the industry's strong focus on sustainability and modernization.

### **Workshops, Forums, and International Delegations**

Alongside the main exhibition, FMCEX 2025 hosted a variety of educational workshops and expert sessions on topics such as carpet design, recycling of carpets and floor coverings, yarn and raw materials, and industrial innovation.

The event also featured panel discussions with union heads, as well as business meetings with two foreign trade delegations, aiming to promote cross-border collaboration and export expansion.

### **Strengthening Iran's Position in the Global Carpet Industry**

Organizers highlighted several key objectives of FMCEX 2025, including:

- Increasing production efficiency and technological advancement
- Developing export markets and expanding foreign trade



- Creating employment opportunities and attracting investment
- Enhancing technical and scientific knowledge among professionals

Iran's machine-made carpet industry remains one of the most significant segments of the national textile sector.

The Kashan–Aran–Bidgol region alone hosts over 1,000 production units, making it the hub of carpet manufacturing in the country and one of the most active centers in the Middle East.

The sector accounts for nearly 50% of Iran's total textile export value, generating around USD 350 million in annual

foreign exchange earnings, while also providing substantial employment opportunities nationwide.

### **FMCEX: A Gateway to the Future of Carpet and Flooring**

FMCEX 2025 once again reaffirmed Tehran's status as the leading meeting point for the region's carpet and flooring industries, serving as a bridge between Iranian manufacturers and international markets.

The event demonstrated how Iran's machine-made carpet producers continue to innovate, modernize, and expand globally, reinforcing their reputation for quality craftsmanship, design excellence, and industrial strength.





## 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



## Jaipur Living Unveils Designer Rug Collaboration with Bradley Odom

**G**lobal lifestyle brand Jaipur Living has announced its newest designer partnership with acclaimed interior designer Bradley Odom, founder of Atlanta-based Dixon Rye.

The exclusive Bradley Odom x Jaipur Living Collection debuts with six handmade wool rugs across two designs — Avis and Solum — blending craftsmanship, emotion, and timeless design.

The collaboration reflects Odom's signature philosophy of finding

beauty in contrasts — merging the raw with the refined, the humble with the luxurious, and tradition with forward-thinking aesthetics.

Inspired by nature and Southern heritage, each rug embodies a balance of form and feeling, echoing Odom's belief in "conceptual livability" — design that tells a story through material and craft.

Crafted entirely by hand from premium wool, the collection aligns with Jaipur Living's long-standing commitment to quality and artisan craftsmanship.

Every piece is designed to age gracefully, in-

viting touch, and adding soulful depth to any space.

“Bradley is not only a friend, but someone I deeply admire for his impeccable eye and distinctive point of view,” said Asha Chaudhary, CEO of Jaipur Living.

“His work at Dixon Rye strikes a beautiful balance between refined design and approachable warmth—values we share at Jaipur Living. Partnering with him felt completely natural and effortless.”

The Avis rugs feature abstract avian motifs in muted, nature-inspired tones, while Solum explores geometric compositions and earthy palettes.

Both designs play with texture and tone, celebrating the imperfections and patina that come with time and life.

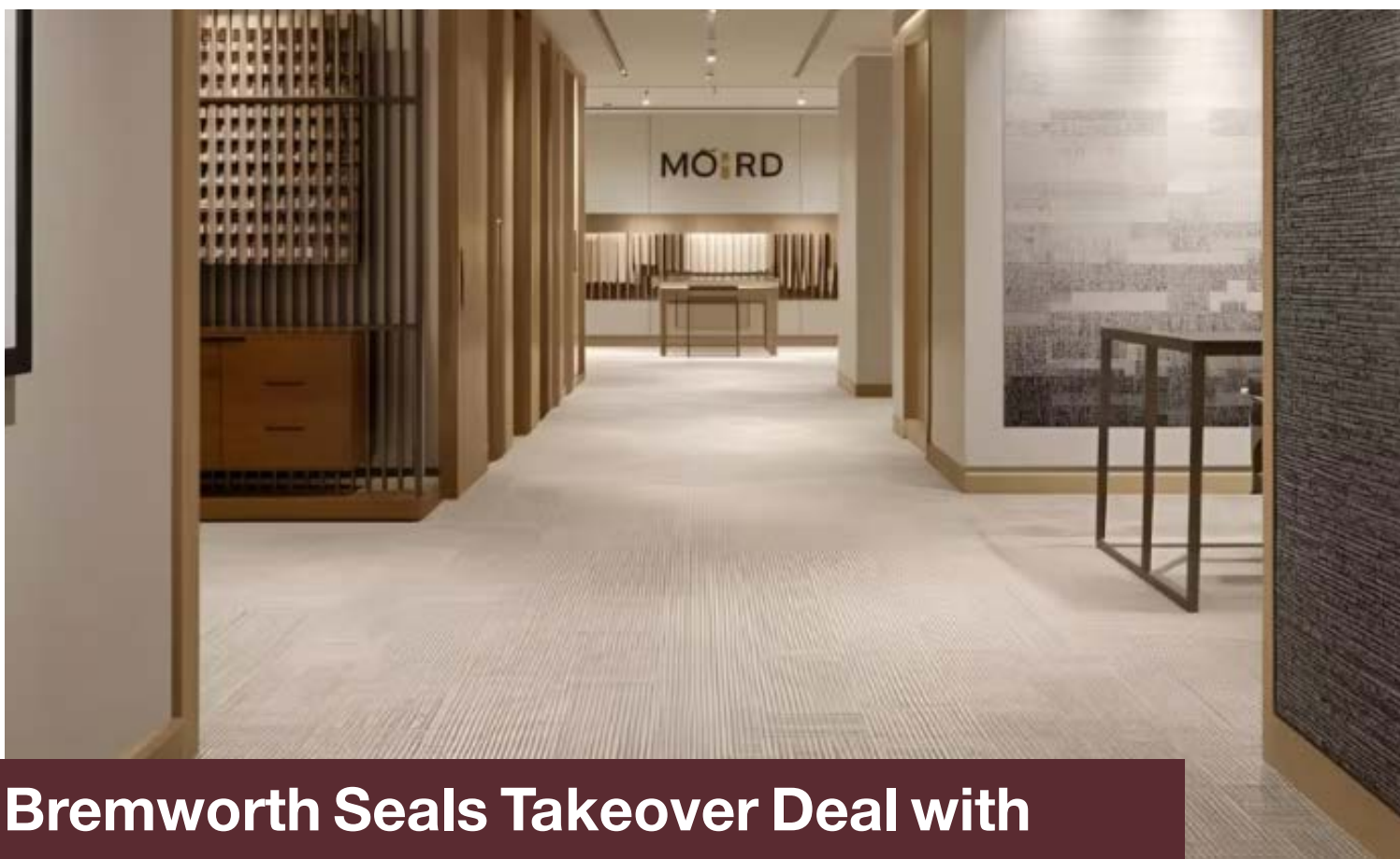
**Reflecting on the partnership, Odom described it as a meeting of minds:**

“From the beginning, this collaboration with Jaipur Living felt like a conversation between kindred spirits. We both believe in the power of craftsmanship to tell stories—stories that are felt, not just seen.

These rugs are more than just design elements; they’re soulful foundations for how we live,” said Bradley Odom, Founder & Principal of Bradley Odom Interiors.

With the launch of Avis and Solum, Jaipur Living and Bradley Odom bring together artistry and authenticity, offering rugs that transcend trend to become lasting pieces of living art.





## Bremworth Seals Takeover Deal with Mohawk Industries

**B**remworth, the New Zealand-based carpet manufacturer, has agreed to be acquired by Mohawk Industries, the world's largest flooring company, in a move set to reshape the Australasian carpet market.

The agreement, reached through Mohawk's local subsidiary Floorscape, would consolidate major New Zealand brands under a single global owner. Floorscape already con-

trols leading local carpet makers Godfrey Hirst and Feltex.

### Deal Terms and Shareholder Value

Under the proposal, Bremworth shareholders will receive between NZ\$1.05 and NZ\$1.15 per share, valuing the company at NZ\$70–77 million. This includes a cash payment of 75 cents per share, alongside a distribution of 30–40 cents per share from excess cash on Bremworth's balance sheet.

The offer represents an 85% premium to Bremworth's last closing price.

The transaction will proceed as a scheme of arrangement, which requires a lower threshold of shareholder approval, though it must also undergo an independent valuation and win clearance from regulators in both New Zealand and Australia.

Bremworth's board has unanimously recommended the offer.

Chairperson Rob Hewett described the deal as the best possible outcome after the company's strategic review and leadership changes earlier this year.

"It is a positive outcome for shareholders who have stood by the company through some very challenging years," Hewett said. "The offer provides certainty of value at a meaningful premium."

### Strategic Benefits and Market Impact

Hewett noted that Mohawk's global scale and resources will allow Bremworth to better compete against imported carpets in New Zealand and Australia, while also opening international opportunities.

"In this way, a sale to Mohawk should strengthen demand for New Zealand strong wool, supporting farmgate returns and regional economies," he added.

However, the deal is expected to come under close scrutiny from the New Zealand Commerce Commission and its Australian counterpart, given Mohawk's existing dominance in the local market through Godfrey Hirst and Feltex.

Regulators will assess whether the acquisition reduces competition in the carpet sector.

### Timeline

The companies aim to finalize the takeover during the first half of 2026, subject to shareholder and regulatory approvals.

**If successful, the acquisition will mark another step in Mohawk's expansion strategy, further consolidating its position as the global leader in flooring solutions.**





## Tarkett Expands VCT II Collection With 12 Vibrant New Colors

**T**arkett has expanded its popular VCT II collection by introducing 12 new accent colors designed to inspire playful creativity in schools, retail spaces, and other high-traffic environments.

The fresh hues—ranging from bold primaries to lively greens and blues—include Limoncello, Golden Maize, Orange Tango, Red Rose, Bold Crimson, Imperial, Bright Blue, Mariner, Very Navy, Teal Royale, Groovin Green, and Hunt Club.

“VCT II has been a long-trusted solution for

its merging of great design and outstanding value,” said Jason McKee, senior director of commercial resilient at Tarkett.

“With the addition of these new colors, customers can enjoy the same durability and reliability they’ve counted on for years, while also unlocking new ways to elevate their everyday spaces.”

The expanded palette now offers 57 colors in total, giving designers more flexibility to create dynamic layouts. For added customization, Tarkett’s Imaginations Custom Floor Design program allows unique shapes and

patterns that support way-finding, branding, and spatial division.

Made with 85% limestone, VCT II is engineered for durability under heavy traffic and rolling loads. The collection is ortho-phthalate-free, FloorScore certified, and fully eligible for Tarkett’s Restart take-back and recycling program at the end of its life cycle.

With this update, Tarkett continues to position VCT II as a resilient flooring choice that balances design versatility, environmental responsibility, and long-term performance.

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# Interzum Forum Italy: The Theme of The 2026 Edition Has Been Announced as ‘Beyond the Furniture, Towards the Future’

The second edition of Interzum Forum Italy, entitled ‘Beyond the Furniture Towards the Future’, will provide industry professionals with a key platform for networking and knowledge exchange, offering a comprehensive overview of the design world.

The event will highlight the latest trends and innovations across the entire supply chain, with a special focus on the sectors Function & Components, Materials & Nature, and Textiles & Machinery.

The event will take place on 4 and 5 June 2026 at the Bergamo Exhibition Center.

Interior design will be taking centre stage at the event, driving a rich narrative supported by strategic partners, leading design media, and internationally renowned speakers.

## Event highlights



The event will offer in-depth explorations of key issues in contemporary living, adopting a cross-sectional approach that also extends to related sectors increasingly connected to interior design and of growing relevance to subcontractors—such as recreational vehicles (caravans and motorhomes) and boating—where design, concepts, components, and accessories are becoming part of a shared language.

Surfaces remain in the spotlight, undergoing a profound transformation in both design and pro-

duction, driven by emerging technologies such as artificial intelligence and digital printing.

While the virtual dimension is becoming increasingly central, the sensory and textural aspects of materials remain essential.

It is precisely at the intersection of the physical and digital that new pathways are emerging in interior design and manufacturing, opening up unprecedented opportunities for applied innovation.

These themes and many other will be explored and

debated over the two-day trade fair through a rich program of events, including short talks led by renowned national and international speakers.

#### Partnership with Architects' Associations

The presence of qualified architects and designers, ensured through partnerships with the Professional Architects' Associations of Milan and Bergamo, represents a strategic asset for both exhibiting companies and the sector as a whole.

To maximize this synergy, the associations will bring a large number of their members to the fair, who will be involved in preparations for the event and updated on its progress thanks to two introductory webinars.

#### Schedule of conferences

Industry experts will present new require-

ments, innovative applications and yet unexplored market opportunities through a rich program of conferences, talks, and discussions.

The spotlight will once again be on sustainability across the entire production chain, as well as on digitalisation, which is an essential driver for both design and manufacturing processes.

#### Overview of the topics covered by the talks:

- . The outlook of the national market and the dynamics of international markets one year on from the introduction of new trade tariffs;
- . Interior design trends: the evolution of lifestyles in residential spaces, boats and yachts, planes, trains and RVs;





- Surface textures, colors, and components: a long-term view of megatrends and the strategic initiatives of global companies
- The low-impact design supply chain: from the Ecodesign Directive to sustainability reporting
- Innovation in materials and production processes;
- AI and digitalization as enablers of design and production

### Knowledge Partners

interzum forum italy will also benefit from extensive collaboration with a series of Partners, some of whom will offer contributions by

holding talks on specific topics.

These include APII (Associazione Italiana Professionisti Interior Designers), EBIA (European Bedding Industries Association), NBF (the British National Bed Federation), EFIC (European Furniture Industries Confederation), CSIL, CATAS, the AHK research centre (German-Italian Chamber of Commerce), the Digital Innovation Observatories from the School of Management at the Politecnico di Milano, and the POLI.Design consortium company.

The 2026 edition will also see the presentation of the interzum forum italy award, which is reserved for the

companies that have excelled more than any other in two categories: Innovation and ESG & Sustainability.

### Matchmaking

One of the key elements of the second edition of interzum forum italy is a structured programme of individual business meetings, intended to facilitate direct dialogue between the exhibiting companies and the visiting industry professionals.

Matchmaking tables will bring together buyers and purchasing managers from the furniture, yachting, shipbuilding, and transportation sectors, alongside contractors from interior design and hospitality.

By bringing together the exceptional manufacturing expertise of companies with the design vision of professionals, interzum forum italy has established itself as a strategic platform in the trade fair landscape for design, furnishings, and components.

In an economic climate marked by uncertainty, the event stands out as a driving force—transforming skills, innovation, and connections into tangible market opportunities.

All relevant information can be found on the website: [www.interzum-forum.com](http://www.interzum-forum.com)

### **Koelnmesse – Global Inspiration for Living, Contract and Public Spaces**

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

Alongside the trade fair duo imm cologne and idd cologne (interior design days cologne), other formats hosted at the trade fair hub of Cologne such as ORGATEC, interzum, FSB, spoga+gafa and aquanale are among the most internationally renowned and established industry gatherings.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and

leisure facilities, along with saunas, pools and wellness centres.

Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets.

The imm brand family now includes imm india and La Feria De Diseño Medellín – powered by imm cologne in Colombia.

The ORGATEC brand has established a global footprint with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia.

The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and the interzum forum italy.

The FSB brand is also internationally active, with the FSB Sports Show Riyadh and the FSB Forum Italy in Bergamo.





## 41st International Handmade Carpet Exhibition Opens in Lahore

**T**he 41st International Handmade Carpet Exhibition opened in Lahore under the auspices of the Pakistan Carpet Manufacturers and Exporters Association (PCMEA), bringing together a large number of foreign buyers, exporters, and industry leaders to celebrate Pakistan's world-renowned carpet craftsmanship.

The three-day event was inaugurated by Fauzia Parveen Chaudhry, Senior Director General of the Trade Development Authority of Pakistan (TDAP), at a local hotel.

The ceremony was attended by prominent figures from the trade and textile sectors,

including Director Textile and Leather Mehwish Khadim, Deputy Director Farukh Humayun, Patron-in-Chief PCMEA Abdul Latif Malik, Chairman Mian Atiq-ur-Rehman, Exhibition Chairman Riaz Ahmed, Chairperson Carpet Training Institute Ijaz-ur-Rehman, and senior members Usman Ashraf, Major Akhtar Nazir (Retd.), Saeed Khan, and Secretary Muhammad Riaz.

### **Showcasing Pakistan's Timeless Craft**

Following the inauguration, Ms. Chaudhry toured the exhibition booths, viewing an impressive collection of

handmade carpets that reflected the intricate artistry and heritage of Pakistani weavers.

She praised the exhibitors for their fine craftsmanship, elegant designs, and exceptional quality, emphasizing that Pakistan's handmade carpets continue to command strong demand in international markets.

"Pakistani handmade carpets are admired worldwide for their artistic excellence and durability," she said.

"This industry holds immense potential to enhance the country's exports, and TDAP remains committed to providing every possible support to the sector."

### **Strong Global Participation**

PCMEA Chairman Mian Atiq-ur-Rehman and Exhibition Chairman Riaz Ahmed highlighted the participation of numerous international buyers and company representatives, expressing optimism that the exhibition would lead to significant export orders and new partnerships.

"The overwhelming interest shown by foreign buyers is a clear testament to the enduring global appeal of Pakistan's handmade carpets," they noted.

### **Innovation Meets Tradition**

In addition to displays from leading carpet manufacturers, the exhibition also features a special section showcasing carpets woven by inmates in Punjab's prisons — part of an initiative to promote skill development and rehabilitation.

Another highlight is the creative carpet designs from students of the National College of Arts (NCA), reflecting the fusion of innovation and traditional craftsmanship that defines Pakistan's evolving carpet industry.

The International Handmade Carpet Exhibition continues to serve as a vital platform for connecting artisans with global buyers, reinforcing Pakistan's reputation as a center of heritage, creativity, and excellence in hand-woven carpets.



# Groz-Beckert and Tretford Carpet Explore Innovations in Premium Carpet Production

**G**roz-Beckert has announced a new collaboration with Tretford Carpet | Weseler Teppich GmbH & Co. KG, aimed at optimizing the production of premium carpets through advanced nonwoven technologies.

## **Trials at Groz-Beckert's Technical Center Nonwovens**

As part of the initiative, trials were conducted at Groz-Beckert's Technical Center Nonwovens at its headquarters in Albstadt.

The tests focused on identifying innovative solutions to enhance the manufacturing process of high-quality goat hair carpets, a hallmark of Tretford's product portfolio.

Tretford carpets are distinguished by their unique structure: goat hair fibers are processed into a nonwoven fabric and pressed into a ribbed design, which binds and stabilizes the fibers. A backing of jute or glass fleece is then applied to complete the product.

**Key Challenges and Areas of Focus**  
The collaborative trials aim to address two central challenges in car-

pet manufacturing:

## **Achieving consistent fiber distribution Ensuring the desired uniformity of the material**

By refining these processes, Groz-Beckert and Tretford seek to improve both efficiency and quality in premium carpet production.

## **Innovation Through Partnership**

This project represents Groz-Beckert's ongoing commitment to supporting its partners with cutting-edge technological expertise.

By working closely with Tretford Carpet, the company aims to open new avenues for innovation while maintaining the high standards of durability and comfort that customers expect.

"We are confident that these improvements will further strengthen Tretford's ability to deliver premium carpets while creating opportunities for future advancements," Groz-Beckert stated.





## Groz-Beckert is your everyday companion

Our precision tools serve the textile world. With the help of our around 70,000 products and comprehensive services that support the knitting, weaving, nonwovens, tufting, sewing and spinning industries, textiles are created that are indispensable for our daily life: from clothing or carpets to technical textiles for vehicles or the medical sector.

170 years after its founding, Groz-Beckert is based on the Swabian Alb and yet at home everywhere in the world. At our headquarters in Albstadt, we currently employ over 2,200 of our approximately 9,500 employees.

Sharing challenges and making progress together.

[www.groz-beckert.com](http://www.groz-beckert.com)

**GROZ-BECKERT**

# DOMOTEX asia/CHINAFLOOR 2026 Opens Exhibitor Bookings with Early-Bird Discount



**D**OMOTEX asia/CHINAFLOOR, the largest B2B floorcovering trade show in the Asia-Pacific region, has officially launched exhibitor bookings for its 28th edition, taking place from 27–29 May 2026 at the National Exhibition and Convention Center (NECC) in Shanghai.

Organizers announced an early-bird incentive offering exhibitors a 5% booth fee discount and priority location selection for companies applying before 7 November 2025.

## Record International Attendance in 2025

The 2025 edition concluded with strong performance metrics:

- 83,056 trade visitors from 124 countries — the highest country participation since the show began
- 18,121 overseas attendees, confirming a continued surge in post-pandemic international engagement

The results reinforce China's and Asia's position as global hubs for flooring innovation, sourcing, and manufacturing.



## Gateway to Fast-Growing Asian Markets

As the premier international meeting point for flooring professionals in Asia, DOMOTEX asia/CHINAFLOOR 2026 will spotlight:

- Cutting-edge product innovations
- Sustainable materials and technologies
- Latest design trends
- Expanding regional export opportunities

The event's robust global presence highlights its critical role in connecting businesses to emerging market demand and new supply partnerships.

## Powered by the Build Asia Mega Show

The upcoming edition will once again be a key part of the Build Asia Mega Show, a co-located ecosystem of major

construction and interior events that:

- Encourages cross-industry collaboration
- Expands visitor profiles
- Opens new business channels
- Drives knowledge exchange across the built-environment sector

This synergy offers exhibitors and attendees a multidimensional platform for growth across construction, building materials, and interior design.

## Secure Your Participation

Industry leaders, manufacturers, and global buyers are encouraged to reserve their space early to take advantage of the exclusive 5% discount and preferred booth placement.

Don't miss your chance to showcase products to one of the world's fastest-expanding flooring markets.

Apply before November 7, 2025 to claim the early-bird benefits.





Book your stand now to secure a preferred location and exhibiting rate

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- PVC Roll Flooring
- Rubber Flooring
- Outdoor Decking
- Sports Flooring
- Surface Decoration Materials
- Business & Industry Flooring
- Special Flooring

**Hall 5.1 / 6.1**

Carpet / Mats / Carpet Tech

- Hand Made Carpets & Tapestry
- Rugs
- Mats & Table Cloth
- Textile Floor Coverings (Wall-to-Wall)
- Printed Carpet
- Carpet Tiles
- Pelt and Leather Carpets
- Natural Materials Carpet
- Non-woven Carpet
- PE-Foamed Mat
- Soft Wall Decoration
- Carpet Machinery & Raw Materials

**Hall 8.1**

FLOORTECH asia

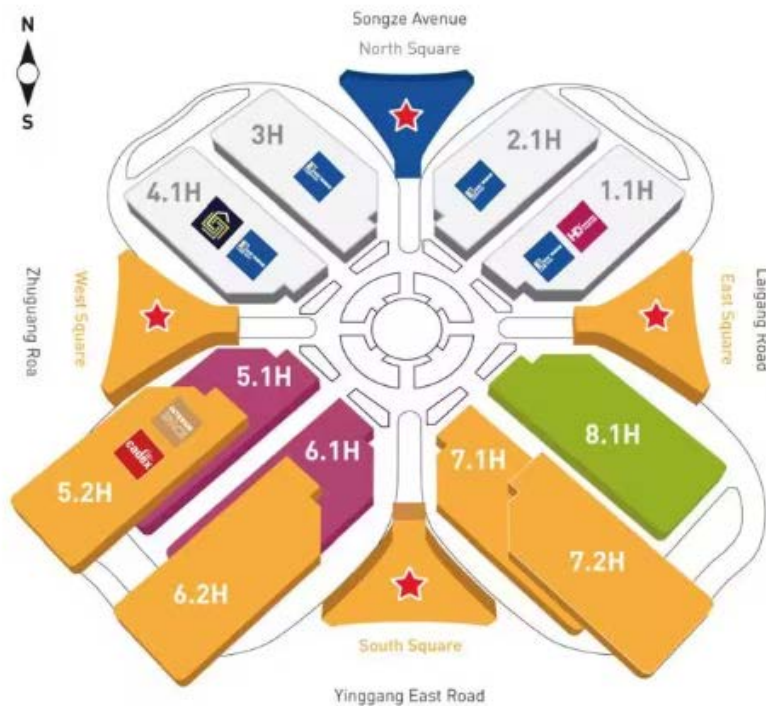
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- Testing & Certification

★ Visitor Entrance



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- INTERIOR SPACE SHOW 2026
- R+T ASIA 2026
- HD+ asia 2026
- BIC 2026
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# Fars Province Expands Iran's Rug and Handicraft Exports with Sustainable Growth



**T**he southern Iranian province of Fars, known for its rich cultural legacy and vibrant tribal traditions, is fast emerging as a powerhouse in Iran's rug and handicraft sector.

Hosting 120 of Iran's 370 active handicraft disciplines, Fars has become a vital hub for preserving heritage crafts while driving export growth and sustainable employment.

## **Qashqai Carpets: The Heartbeat of Fars's Weaving Tradition**

At the core of Fars's identity lies its world-renowned Qashqai carpets, masterpieces of craftsmanship and storytelling.

Produced in cities such as Shiraz, Abadeh, Firouzabad, and Neyriz, these handwoven rugs embody tribal artistry through bold geometric motifs and vibrant natural dyes derived from madder, indigo, and pomegranate peel.

Every Qashqai carpet is woven entirely from memory, passed down through generations of women artisans.

The result is a one-of-a-kind creation that preserves cultural narratives of nomadic life.

The Kashkuli variety remains particularly prized—so much so that a Qashqai rug once adorned Sigmund Freud's consulting couch, a testament to its international prestige.

Today, Fars's carpets are showcased in leading global museums, including the Hermitage Museum in Russia, the Victoria and Albert Museum in London, the Metropolitan Museum of Art in New York, and Iran's own National Carpet Museum.

In recognition of this heritage, the "Traditional Skills of Carpet Weaving in Fars" were inscribed on the UNESCO Representative List of Intangible Cultural Heritage of Humanity in 2010—an acknowledgment of both the technical mastery and cultural depth behind every handwoven piece.

According to the Fars Industry, Mining and Trade Organization, nearly 20% of Iran's handwoven carpets are produced by 174,000 artisans in the province, and 80% of these carpets are exported.

The historic Vakil Bazaar in Shiraz remains one of the oldest and most vibrant trading centers for these woven treasures.

**Expanding Export Horizons**  
Despite external economic pressures and global market challenges, Fars continues to strengthen its export capacity.

The Fars Cultural Heritage, Tourism and Handicrafts Organization reports that handicraft and jewelry exports reached \$3.7 million between 2021 and 2023, with primary destinations including Qatar, Italy, Germany, and Russia.

In the first eight months of 2024 alone, Fars exported over \$587,000 worth of handicrafts, while 1,500 new jobs were created in the sector.

These figures underline how traditional arts—particular-

ly rug weaving—are helping diversify Iran's non-oil economy and empower rural and tribal communities.

### **Global Recognition for Artistic Excellence**

Fars's creative excellence has earned international acclaim, positioning it as one of the world's foremost craft regions.

In 2019, Shiraz was named the World City of Handicrafts by the World Crafts Council, while Abadeh was designated the World City

of Woodcarving in 2018.

The province has also distinguished itself through the UNESCO Award of Excellence for Handicrafts, granted to outstanding artisans for their craftsmanship and innovation.

Between 2021 and 2023, 23 artisans from Fars received the prestigious UNESCO Seal of Excellence, further boosting the global reputation of the region's handmade carpets and crafts.

### **Sustainability and Cultural Economy**





Beyond artistry, Fars's rug and handicraft sectors are increasingly recognized for their sustainability and socio-economic value.

Local artisans favor natural materials, plant-based dyes, and eco-conscious production techniques, while cultural authorities support fair labor practices and long-term community engagement.

Handicrafts now form a strategic pillar in Fars's economic development, blending tradition with innovation.

Carpets, kilims, jajims, and other woven textiles from the province not

only preserve Iran's cultural heritage but also generate vital income, employment, and export revenue.

### **Outlook: From Heritage to Global Brand**

Experts believe that with continued investment in quality enhancement, modern design, branding, and digital marketing, Fars's carpets and textiles could gain even greater traction in international markets.

As the world rediscovers the beauty of handmade craftsmanship, Fars stands as a living workshop of Iranian artistry—where heritage, creativity, and economic vitality are woven together into every rug that carries the story of its people across the globe.



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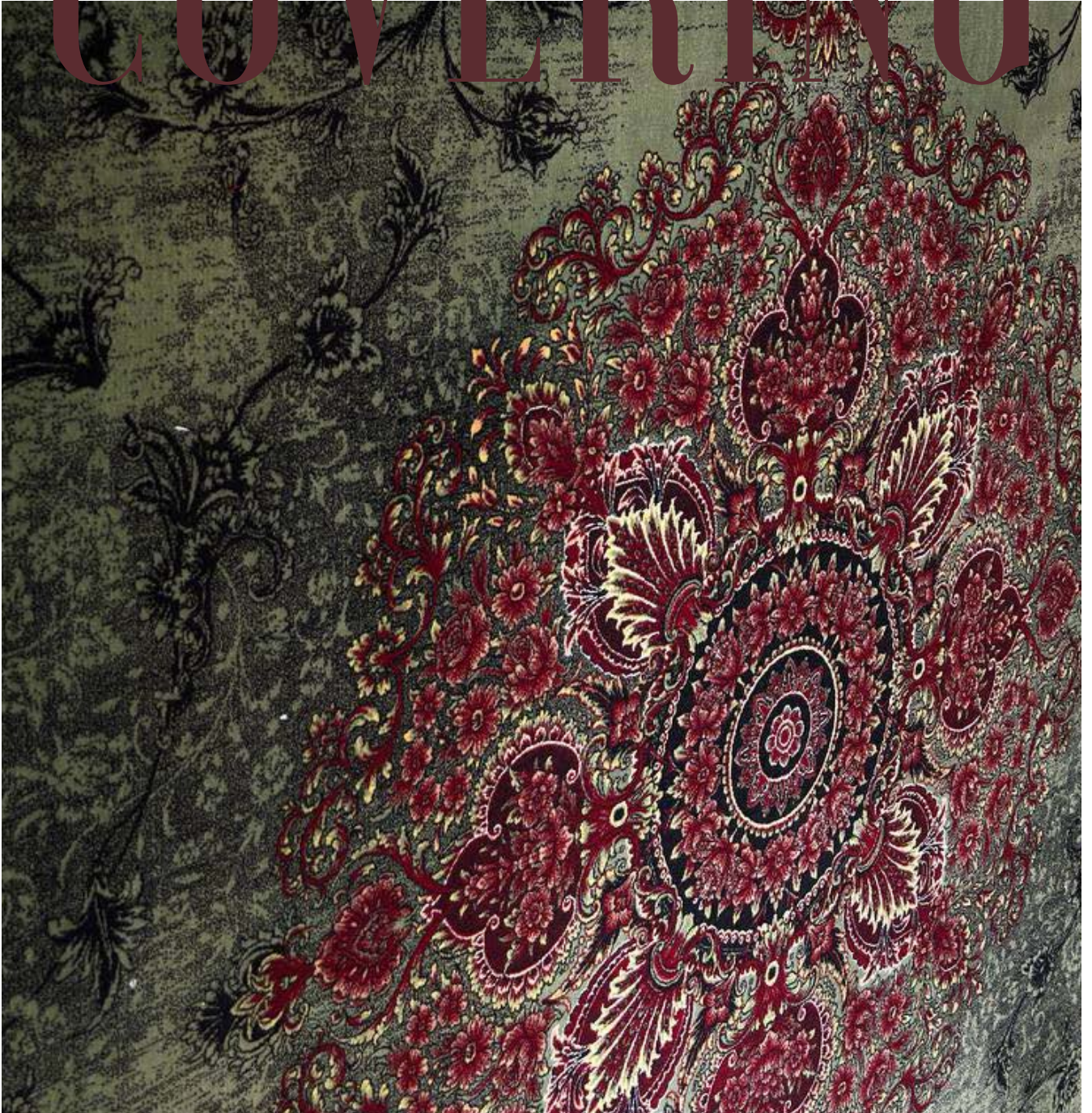
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