



MENA CARPET NEWS



**HOW ICFE IS
BECOMING THE
WORLD'S NO. 1
CARPET & FLOORING
EXPO**

**ZIMMER SHOWCASES
COLARIS 96 THE NEXT
LEVEL OF DIGITAL
CARPET PRINTING**

**SAURER
TECHNOLOGIES
TWISTING
SOLUTIONS AT ICFE
2026**

The logo for the International Carpet & Flooring Expo (ICFE) features the letters 'ICFE' in large, bold, multi-colored font (purple, red, yellow, teal). To the right, the text 'international carpet & flooring expo' is written in a smaller, sans-serif font.

6-9 January 2026



How ICFE Is Becoming the World's No. 1 Carpet & Flooring Expo

As the global carpet and flooring industry prepares for another decisive year, the International Carpet & Flooring Expo (ICFE) continues its rapid rise as one of the sector's most influential business platforms.

Organized by Tüyap Fuarlar Yapım A.Ş. under the leadership of CEO İlhan Ersözlü, the 2026 edition is shaping up to be the event's most ambitious year yet—marked by record international demand, expanded exhibition space across 11 halls, and a powerful global marketing footprint reaching more than 120 countries.

In this exclusive interview, Ersözlü outlines the strategic goals behind ICFE's fast-growing global impact, the innovations introduced for the upcoming edition, and how the fair strengthens Türkiye's position as the world's leading machine-made carpet producer.

He also highlights the arrival of new markets including Japan, Kuwait, Kazakhstan, Tunisia, and Greece, underscoring ICFE's evolution into a truly international sourcing hub.

With strong participation from nearly 500 exhibitors and 50,000 professional visitors, ICFE 2026 is positioning itself as a must-attend destination for buyers, brands, and manufacturers seeking new opportunities in a rapidly expanding global market.

1. ICFE Has Quickly Become a Key Event in The Global Carpet Exhibition Calendar.

What Major Goals and Strategic Priorities Have you Set For This year's Edition?

ICFE owes its success to the extensive marketing activities it conducts across 6 continents and in more than 120 countries.

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

This global promotional network sets ICFE apart from its competitors, en-

abling it to make a significant impact in the industry.

2. What Improvements or Innovations Have Been Introduced This year in Terms Of Hall Layout, Segmentation, and Exhibitor Experience?

With the start of sales, ICFE has attracted strong interest from both domestic and international sector giants, standing out this year with record growth targets and high demand from six continents.

The fair distinguishes itself not only through its trade volume but also through its creative projects.

Within the scope of the Carpet Workshop, 400 designers will once again bring to life the project “My Art Piece,” creating special designs for the World’s Most Unique Carpet.

Positioned as the most influential platform of the global carpet sector, ICFE has expanded its goals for 2026 even further.

In line with the rising international exhibitor demand and the growing market potential, the fair will be held in 11 halls this year.

The strong profile of domestic and foreign participants further reinforces ICFE’s central position in the sector and strengthens its global prestige.

Global Designers Unite Carpet

The “My Art Piece” workshop, which garnered great attention last year, will also remain in the program this year.

These unique pieces—each a work of art—will be brought together during the fair to form “The Carpet Designed by the Most Designers in the World.”

Bringing together 400 different stories, visions, and talents, this remarkable project will stand as a powerful symbol of the collective creativity of the sector, at the point where traditional carpet craftsmanship intersects with modern design.

3. As Turkey Is one of The world’s leading Machine-made Carpet Producers,How Does ICFE Support The Industry’s Export Growth And International Branding Efforts?

CFE, 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.

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.

Türkiye is regarded as the world's largest carpet production hub, primarily with its machine-made carpet manufacturing capacity centered in Gaziantep, as well as in Kayseri, Istanbul, and several other production regions.

The country's advanced manufacturing infrastructure, design capabilities, and export performance are among the key factors that enhance ICFE's global appeal.

In addition to its strength in machine-made carpets, Türkiye is also one of the leading centers of handmade carpet tradition.

Hand-woven carpets—carrying centuries of cultural heritage—enrich the identity of ICFE with both their artistic value and cultural significance.



One of the most distinctive strengths of ICFE is its dual structure, bringing together both machine-made and handmade carpet segments.

This unique setup positions the fair as a platform where industrial production and artisanal craftsmanship coexist.

By uniting modern manufacturing technologies with traditional handcraft under one roof, ICFE offers a comprehensive meeting point for all stakeholders of the sector.

4. How Would You Describe The International Participation This Year, and Which New or Emerging Markets are Showing The Strongest Momentum?

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 Iran, Uzbekistan, Egypt, China, Pakistan, India, Afghanistan, the USA, Jordan, Belgium, and France, as well as around 50,000 professional visitors from 105 countries.

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

This year, marking a significant development that further strengthens the fair's international identity, several countries that have never participated in ICFE before will be joining the event.

The inclusion of new markets such as Japan, Kuwait, Kazakhstan, Tunisia, and Greece expands ICFE's global reach, making it an even more inclusive platform on an international scale.

This expansion indicates that ICFE 2026 will serve as a crucial meeting point for the industry not only in existing markets but also within newly emerging commercial channels.

5. What Message Would You Like to Share With Global Buyers, Brands, And Potential Exhibitors About Why ICFE Should Be a Must-attend Event?

Preparing to open its doors for the third time, ICFE is moving confidently toward becoming the world's number one carpet and flooring exhibition, thanks to its highly qualified and

broad exhibitor profile.

By bringing together buyers from 120 different countries with hundreds of major manufacturers from Türkiye and around the world under one roof, the fair creates an unprecedented volume of trade within the sector.

The wide range of products—from machine-made carpets to handmade rugs, from flooring materials to design-driven collections—enables ICFE to meet the full spectrum of visitor expectations.

Hosting such an extensive variety within a single exhibition area is one of the key elements that makes ICFE truly unique on a global scale.

To ensure that tens of thousands of visitors enjoy a flawless fair experience, TÜYAP's 46 years of reliable service, strong infrastructure, and professional expert team provide an excellent environment for both exhibitors and visitors.

Special experience zones, event programs, and workshops within the fair transform ICFE into not only a commercial platform, but also an enjoyable and inspiring meeting point.

In short, ICFE is an indispensable event for all brands looking to take their place on the global stage, connect with the right buyers, and gain a strong position in an expanding market.





Tarkett Expands Carpet Tile Portfolio With New “Engraved Traces” Collection

Tarkett has introduced Engraved Traces, a new texture-centric carpet tile collection designed to evoke the subtle, quiet energy that connects interior spaces.

The launch expands the company’s carpet tile portfolio with patterns that prioritize depth, movement and tactile experience.

“Texture is one of the subtle threads that unify the design experience, bringing depth to minimalism, warmth to modernity

and movement to stillness,” said Omoleye Simmons, vice president of design for Tarkett North America.

“In every brushed surface, woven detail or etched line, texture leaves a trace—a quiet imprint of intention that invites us to see and feel its impact in a space.”

Two Patterns Inspired by Rhythm, Movement and Connection

Tailored for workplace and educational environments, Engraved Traces introduces two distinct patterns that encourage users to experience spaces through texture and rhythm:

. **Etched Point** – A dynamic pattern inspired by motion and realignment. Etched Point captures shifting perspectives in texture, reflecting continuous transitions that remain visually connected.

. **Shift Print** – Defined by clarity emerging from complexity. Shift Print draws inspiration from grid structures—classic in form yet irregular in rhythm—creating a balance of focus and intricacy.

Each pattern expresses memory, movement and contrast, transforming surfaces into visually rich and resonant flooring solutions.

Both designs are available in 24 x 24 inch tiles and come in 10 deep, versatile hues.

A Sustainable, High-Performance Flooring Solution

Engraved Traces is produced with up to 79% recycled content and features Tarkett's non-PVC, fully circular Ethos® carpet tile backing, which holds Cradle to Cradle Certified® Bronze status.

Through the ReStart® take-back and recycling program, Ethos tiles can be fully recycled back into new backing material.

The collection is also offered with Flex-Aire® cushion carpet tile, designed for high-traffic areas that require durability, comfort underfoot, and improved acoustics.

With Engraved Traces, Tarkett continues its commitment to design innovation and circular, sustainable flooring solutions for modern commercial spaces.





Zimmer Showcases COLARIS 96

The Next Level of Digital Carpet Printing

Zimmer Austria, the global pioneer of digital carpet printing technologies, announced strong engagement and customer interest during ITMA ASIA + CITME Singapore 2025, reinforcing Singapore's position as a strategic hub for the carpet industry across Asia and the Middle East.

"Singapore has proven to be an excellent meeting point for carpet manufacturers not only from Asia but also from the Middle East," said Andreas Rass, Managing Director of Zimmer Austria Digital Printing Systems.

"We welcomed a high number of international visitors — all eager to see what's next in digital carpet innovation."

At the exhibition, Zimmer's main spotlight

was the COLARIS 96, one of the most advanced digital carpet printing systems in the market.

Equipped with:

- . 12 colors
- . 8 printheads per color
- . Over 50 installations worldwide

the COLARIS 96 enables unmatched flexibility, fine detailing, and industrial-scale productivity for carpet printing.

"Our COLARIS 96 installation base continues to expand globally," added Rass.

"With every new project, we gather

more experience in fixation, washing, and drying — allowing us to deliver complete, optimized carpet production lines.”

Advancing Sustainability: Less Water. Less Energy. Higher Efficiency.

Rass highlighted that the carpet industry continues to struggle with high water and energy consumption during the finishing process.

Zimmer Austria is actively tackling these challenges through chemical innovation, improved dye usage, and — most importantly — a new low-energy fixation system currently being rolled out.

“We are working on a new fixation technology that enables different steam environments, shorter steaming cycles, and reduced material consumption.

Together, these upgrades deliver a more compact line, lower energy usage, and improved water efficiency,”

— **Andreas Rass**

Zimmer collaborates closely with leading global chemical and dye suppliers to minimize water consumption, while engineering teams focus on reducing energy usage through advanced thermal and steam technologies.

A Future Focused on Sustainability and Efficiency

By integrating technological innovation with environmental responsibility, Zimmer Austria continues to support the global carpet printing industry’s evolution toward smarter, cleaner, and more efficient production.



READY TO SUPPORT YOU
challenge us

- developing the idea
- building the process
- designing and manufacturing the printer and line components
- installing and commissioning the equipment
- implementing and transferring the process technology and know-how
- servicing the production line





COLARIS

chromoJET

COLARIS & CHROMOJET printing systems are the first choice when it comes to carpet and raschel blanket printing.

ZIMMER AUSTRIA digital printing systems - floor covering division is the expert in carpet printing machinery. Our experience covers a span of 6 decades in carpet printing. The digital printing era started when ZIMMER introduced the first computer-controlled, valve-based jet printer more than 45 years ago. This revolutionary development triggered the success of the CHROMOJET carpet printer generation, which is still available today for specific carpet and other products.

COLARIS carpet printing solution was introduced in 2015 and is the high-resolution printer for today's market needs. Ready-made solutions can be provided for a wide

range of flooring products, incl. contract and residential carpets, rugs, mats, tiles, made of tufted, nonwoven or even woven PA, PES, or viscose substrates. Additionally, we provide print lines for wool, acrylic and viscose flooring products.

Small to medium tile and mat production in 2.200 mm width or for wall-to-wall carpets up to 5.200 mm width at a capacity of 4 linear meters per minute – your goal is our challenge.

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

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

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

For any of your needs feel free to contact us. We will do our best to find the most economic solution for your project.




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DIGITAL PRINTING SYSTEMS



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Your competent partner for process development, engineering, manufacturing and implementation of industrial printing and coating systems.



Stacy Garcia and Brintons Unveil New Carpet Collection ‘Imperfect Opulence’ Marking 15 Years of Collaboration

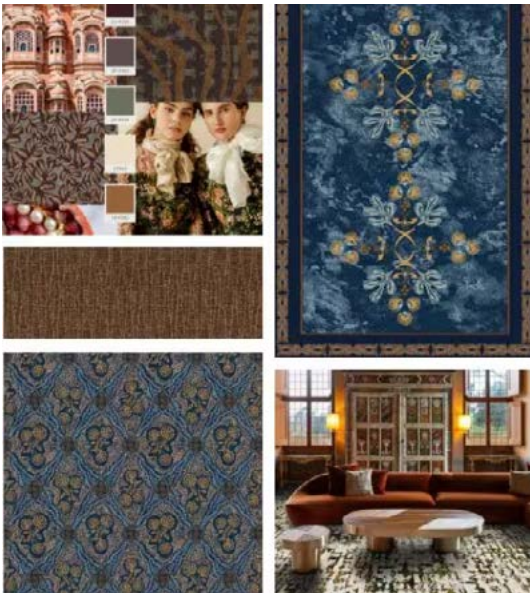
Stacy Garcia Design Studio and Brintons have launched Imperfect Opulence, their 12th exclusive carpet collection, celebrating a 15-year creative partnership between the globally recognized design house and the historic woven carpet manufacturer.

The new collection blends heritage craftsmanship with modern sensibilities and arrives at a time when nos-

talgic, character-rich aesthetics are gaining renewed traction in commercial and hospitality design.

A Modern Interpretation of Heritage Design

“Our goal with this collection was to bring back the warmth and storytelling of traditional design while giving it a modern sensibility,” said Stacy Garcia, CEO and Chief Inspiration Officer of Stacy Garcia Design Studio.



“There’s a quirky edge and sense of soul that sets Imperfect Opulence apart.”

Drawing inspiration from traditional textiles, vintage décor, and handcrafted details, the collection features layered textures, stylized motifs, and subtle imperfections—all intended to reflect the renewed industry appreciation for character, patina, and timeless expression.

Brintons: Honoring Tradition with a Contemporary Twist

“Stacy has a gift for capturing both artistry and functionality,” noted Johnny Massey, Vice President of Operations at Brintons USA.

“With Imperfect Opulence, we’re honoring the heritage of woven carpet while offering a collection that meets the needs of today’s hospitality and commercial designers.”

Crafted using Brintons’ premium Axminster weaving technology and high-performance wool blends, the collection is built for durability in high-traffic environments without compromising on luxury or aesthetic depth.

Bespoke Flexibility for Designers

Imperfect Opulence is fully customizable, allowing designers to tailor patterns, colors, and scale to match the needs of hospitality, corporate, and luxury commercial projects.

The collection continues the legacy of the Garcia–Brintons collaboration: a fusion of artistic storytelling, textile innovation, and design practicality.





Turkey Dominates Saudi Carpet Market as Iranian Exporters Face Major Challenges — Insights from Almas Kavir Carpet

In an exclusive interview with MENA Covering, Amir Entazari, Export Manager of Almas Kavir Carpet, shared a clear and candid assessment of the current carpet market in Saudi Arabia — a market he describes as “one of the largest and most attractive machine-made carpet markets in the world,” yet one where Iran’s presence has significantly declined.

Turkey Controls Over 90% of Saudi Arabia’s Carpet Market

According to Entazari, political tensions in past years created a vacuum that Turkey skillfully filled.

“Saudi Arabia is a massive and strategic market. But after political tensions between Iran and Saudi Arabia, Turkey captured more than 90% of the carpet market. They acted very strategically — building strong relationships, offering incentives, and maintaining an active presence.”

Turkish exporters, associations, and trade unions have consistently held events in Saudi Arabia, invited key buyers, and provided favorable commercial conditions — ensuring the market remains firmly in their hands.

Winning Back Market Share Will Require Serious Long-Term Strategy

Entazari believes that returning Iranian carpets to Saudi homes is possible — but only with consistent effort:

“Regaining market share won’t be easy, but it is not impossible. It requires professional planning, frequent presence, and long-term engagement with Saudi partners.”

He emphasized that Iranian companies must treat Saudi Arabia as a priority market driven by strong purchasing power, modern retail channels, and rapidly evolving design preferences.

Riyadh Exhibition: Small, Non-Specialized, and Poorly Promoted

Entazari also shared his experience at a recent exhibition in Riyadh, which he found far from the expectations set by its promotional materials.

“The exhibition consisted of a single hall divided into six unrelated sectors.

Only one-seventh of the space was allocated to carpets and flooring. The event was non-specialized and very small.”

He added that marketing for the

exhibition was extremely weak:

“Only residents of Riyadh seemed aware of the event. Visitors from other Saudi cities had no idea it was happening.”

According to Entazari, despite the strong potential of the Saudi market, exhibitors require well-organized and professionally promoted events to justify participation.

Visa and Travel Difficulties Still a Major Obstacle

In addition to market competition, logistical challenges also affect Iranian exporters:

“There are almost no direct flights unless through pilgrimage routes, which are unsuitable for business travel.

Obtaining a visa was very difficult. However, we are beginning to see signs of improvement, and we hope this will soon facilitate carpet exports.”

Saudi Arabia Remains a High-Potential, High-Value Market

Entazari concludes that despite current obstacles, Saudi Arabia remains one of the most promising markets for machine-made carpets in the Middle East.

With strategic planning, continuous market presence, and improved diplomatic conditions, Iranian manufacturers still have an opportunity to rebuild their position.



Saurer Technologies Twisting Solutions at ICFE 2026

Saurer Technologies Twisting Solutions, a global leader in textile machinery innovation, will be present at the International Carpet and Flooring Expo ICFE 2026.

Join us January 6–9 at the Istanbul Expo Center, Türkiye, as industry leaders, manufacturers, and innovators gather to explore the latest breakthroughs in carpet and flooring technology.

Let's meet at the new established global Center of the Carpet Sector in hall 3, booth 300!

Our team of experts will be on site to discuss the latest market trends, technological advances, and new developments designed specifically for the carpet industry.

Our intelligent solutions deliver efficiency, and innovation with every twist.

FilamentTwister FilamentCabler life in action

Participate in the event while we'll unveil our latest machine, the FilamentCabler FilamentTwister, life in action at the trade show.

Visit us in hall 3, booth 300 to experience its compelling performance and market-tailored solutions first-hand.

Innovation, efficiency, and market expansion for filament yarns

We have developed the FilamentTwister FilamentCabler to process FDY, DTY and ATY, enabling customers to unlock market opportunities.

This machine combines superior refining technology, high productivity,

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Unleash High Flexibility and Productivity.



CarpetCabler 1.12 CarpetTwister 1.12

Discover the next generation of our direct cabling and two-for-one twisting machines, engineered for exceptional flexibility and increased productivity. Combining advanced technology with decades of expertise, they produce high-quality yarns for premium carpets and textiles. With easy operation and optimized data connectivity, they are the ideal solution for efficient, cost-effective yarn production.

Contact us to elevate your manufacturing process!

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and low energy consumption, helping you to rapidly realize innovative and economical filament yarn solutions for carpets and apparel.

Fine filament yarns are the key driver for innovative textile products. Yarns, made from FDY, DTY, and ATY, unlock a wealth of possibilities across carpets and apparel textiles.

They pair exceptional technical performance with aesthetic appeal and near-limitless application potential.

These yarns blend strength, flexibility, and a pleasant texture, enabling products that are both functional and stylish.

Furthermore, the new machine also opens processing possibilities for synthetic staple fibre articles.

Our FilamentTwister FilamentCabler impresses with its big gauge, available in 345 or 414 mm, and feeding and take-up options for 6, 8, or 10 inches – these capabilities let you instantly unlock the filament yarn market.

Leading the way in innovation

At Saurer, we are proud to set the standards for twisting and cabling machines across various industries, including tire cord, carpet, staple fibre, glass filament, and industrial yarns.

With our advanced machinery and decades of experience, we provide intelligent and cost-effective solutions that enable our customers to navigate the dynamic market with confidence.

Our commitment to continuous innovation drives our pioneering spirit ensuring our customers remain at the forefront of technology in the textile sector.



Arshin Baft Textile Industries to Showcase Premium Machine-Made Carpets at Saudi Carpet & Flooring Expo 2025



Arshin Baft Textile Industries, one of Iran's leading manufacturers of high-quality machine-made carpets, has officially announced its participation in the Saudi Carpet & Flooring Expo 2025, taking place from 17–19 November 2025 at the Riyadh International Convention & Exhibition Center, Kingdom of Saudi Arabia.

The Saudi Carpet & Flooring Expo—recognized as the region's fastest-growing platform dedicated to carpets, flooring solutions, and interior design—attracts leading manufacturers, distributors, traders, and buyers from across the Middle East, Africa, and beyond.

Hosted in the heart of Riyadh, this premier trade event continues to strengthen the Kingdom's position as a regional hub for construction, real estate, and home décor industries.

A Major Presence from Iran's Carpet Hub

Founded in 2003, Arshin Baft Textile Industries has grown from its roots in the Soleiman Sabahi Bidgol Industrial Zone of Aran & Bidgol—one of Iran's most important machine-made carpet clusters—into a respected global brand in the carpet industry.

The company was established by a team of experienced founders and managers who combined expert craftsmanship with strong technical knowledge to build a state-of-the-art carpet manufacturing operation.

Over the years, Arshin Baft has distinguished itself through:

- Extensive investment in advanced machinery and weaving technologies
- A highly skilled team across weaving, design, commercial, and production departments

- A wide portfolio of classic, modern, and luxury silk carpets
- Consistent commitment to product quality, innovation, and finishing excellence

By focusing on silk-based carpets and utilizing the best raw materials, Arshin Baft has earned a strong reputation both in domestic markets and the international arena.

Expanding Global Footprint Through Riyadh

Participation in the Saudi Carpet & Flooring Expo 2025 reflects Arshin Baft's continuous strategy to expand its international reach.

With Saudi Arabia's rapidly growing construction and interior market—and rising demand for premium flooring solutions—the event provides an ideal platform for Arshin Baft to showcase its latest collections to importers, distributors, designers, retailers, and project buyers.

The company aims to introduce its latest innovations in design, weaving precision, and finishing quality, while also building

new partnerships across the GCC and broader Middle East region.

Commitment to Excellence and Skilled Workforce

A key factor in Arshin Baft's success is the company's strong belief in the capabilities of its human capital. The company continuously invests in training programs related to workplace safety, machinery operation, quality control, and modern production techniques.

This focus on education and professional development has enabled Arshin Baft to maintain stable growth and continuously upgrade its production units.

Today, the company stands as a symbol of Iranian expertise in machine-made carpet production—combining technical precision, artistic creativity, and global competitiveness.



Modulyss Unveils Haelo: A Biophilic Carpet Tile Collection Inspired by Light, Water and Natural Rhythm



Modulyss has introduced Haelo, an immersive carpet tile collection that brings the organic rhythm of nature into contemporary interiors.

Inspired by the shimmering movement of water and shifting light patterns, Haelo is composed of two complementary ranges — Ray and Lume — each designed to express a unique form of biophilic energy.

Soft tonal gradients, multi-level textures and an elegant palette of warm and cool hues allow both collections to create seamless visual transitions across the floor, enhancing wellbeing and spatial flow.

Low-Carbon Carpet Innovation

Haelo stands out not only for its aesthetic appeal, but also for its strong sustainability credentials. Both Ray and Lume are tufted with Thrive® matter, a low-carbon nylon 6 fibre developed by Universal Fibers.

Key environmental features include:

- 90% certified recycled content

- Full third-party traceability
- ecoBACK PLUS backing with minimal Global Warming Potential
- No fillers or greenwashing claims — genuine circular fibre technology
- Cradle to Cradle Certified® Silver (Version 4.0) for both collections

This positions Haelo as a responsible choice for architects, designers and specifiers seeking high-performance flooring with a significantly reduced carbon footprint.

Lume: Iridescent Movement and Layered Texture

Lume is a multi-level loop pile carpet tile crafted to attract the eye with its subtle shifts in colour and texture.

Its layered construction blends multiple yarn tones, creating a soft, iridescent effect reminiscent of dappled light on moving water.

Features of Lume:

- . Visual depth created through tonal layering
- . Tactile, multi-level loop pile texture
- . Gentle, organic movement across the floor
- . Made with low-carbon Thrive® matter
- . ecoBACK PLUS backing for durability and sustainability
- . Cradle to Cradle Certified® Silver

Lume adds comforting energy and biophilic harmony to workplaces, hospitality spaces and modern interiors seeking warmth and sensory engagement.

Ray: Organic Lines and Soft Directionality

Ray offers a more directional aesthetic, featuring a multi-level loop pile construction with linear and dotted organic patterns. Seamless tonal gradients create a natural visual rhythm across the floor.



Designed for dynamic environments, Ray supports:

- . Subtle wayfinding
- . Zoning and spatial definition
- . Organic flow and movement
- . Calm, nature-inspired transitions

Like Lume, Ray is produced using Thrive® matter recycled nylon and finished with ecoBACK PLUS, achieving Cradle to Cradle Certified® Silver under version 4.0.

Biophilic Flooring for Modern Spaces

With Haelo, Modulyss blends the calming influence of nature-inspired design with the highest standards of sustainable manufacturing.

Ray and Lume offer designers a flexible, low-impact solution that transforms interiors with soothing colour blends, tactile textures and a rhythm that mirrors the natural world.

Haelo brings elemental reflection and unrivalled visual harmony underfoot — redefining the future of premium, eco-conscious carpet tile design.



InHouse and Plesner Patterns Launch “Grounded” – A Nature-Inspired Hand- Tufted Rug Collection



Rug manufacturer InHouse has partnered with Norwegian designer Kiki Plesner Löfroth of Plesner Patterns to unveil Grounded, a new hand-tufted rug collection inspired by the colors, shapes and peaceful rhythms of nature.

Each rug is meticulously handcrafted, blending traditional textile artistry with contemporary Scandinavian design.

The collection encourages moments of calm, inviting users to slow down, relax their shoulders, and walk barefoot to connect with the soft, tactile surface.

Nature at the Heart of Every Design

Plesner Patterns, known for its lush and expressive nature motifs, brought a sense of childhood nostalgia and outdoor freedom to the series.

The Grounded collection features three main designs:

Wild Meadow

Inspired by the richness of wildflowers and grasses swaying freely in open fields.

Forest Ground

Designed to evoke the refreshing joy of walking barefoot in the forest and feeling

the earth beneath your feet.

Leaf (two versions: Leaf Play & Leaf Nature)

Featuring playful, naive expressions that recall child-like wonder.

Soft beige tones and textured surfaces add depth while maintaining a refined, minimalist aesthetic.

Crafted with Care

Made from 100% wool and hand-tufted in India, each rug reflects the warmth, texture and organic beauty of natural landscapes.

According to Plesner Patterns:

“Each rug captures a unique experience of being outdoors, and the soft, hand-tufted qualities provide warmth, texture and a sense of balance.

The result is calm and sensual surroundings in tune with the rhythms of nature.”



Zhee Showroom: Preserving the Art of Persian Carpets in a Modern World

For centuries, Persian carpets have stood as one of Iran's most powerful cultural signatures—objects where craftsmanship, storytelling, and identity intersect.

Today, Zhee Showroom is among the few contemporary platforms that not only preserve this heritage but reinterpret it for a global audience.

By curating vintage and antique

pieces from across Iran's diverse weaving regions, the showroom bridges tradition with modern appreciation.

In this exclusive interview, Zhee Showroom shares insights into the history behind its collection, the artistic value of Persian carpets, the evolving global market, and the future of this timeless craft.

Zhee Showroom: Heritage, Growth, and Product Excellence

At Zhee Showroom, we curate a wide collection

of vintage and antique Persian carpets sourced from different regions across Iran. Our selection covers an extensive spectrum of styles—from refined urban weaving to village and tribal pieces.

Iran is home to many ethnic groups and cultural traditions, and each community has shaped its own weaving language. This cultural diversity is reflected directly in our collection.

As an expert in traditional Persian carpets, what makes these carpets so valuable and culturally significant?

Persian carpets are, in fact, artworks. Although most weavers remain anonymous, each carpet carries a personal narrative—an interpretation of the weaver’s memory, environment, and cultural background.

At Zhee Showroom, we focus especially on carpets woven without pre-designed templates, created entirely from memory.

These pieces hold the strongest artistic imprint of the weaver, where colors, motifs, and knots come together through a single creative vision.

This human, unrepeatable quality is what makes Persian carpets profoundly valuable.

You are very active on social media in

promoting Persian carpets.

How important is social media in supporting your business and introducing Persian carpets to a global audience?

Persian carpets have long been recognized internationally for their quality.

Today, social media amplifies this presence by giving us access to audiences who were once out of reach.

Part of our mission is to expand global awareness of Persian carpets, and naturally this aligns with the branding of our showroom.

We see ourselves as caretakers of a millennia-old tradition, and social platforms allow us to share this heritage with a new generation around the world.



In recent years, due to international economic and political challenges, the global market for handmade carpets has declined.

Do you agree with this observation? How do you see the future of this industry?

It's true that younger generations have taken some distance from traditions such as using carpets strictly as floor coverings.

This is largely a reaction to the preferences of previous generations, and handmade carpets may feel old-fashioned to some.

But this period is transitional. With fewer weavers and a decline in mass production, the future of Persian carpets will shift toward single-edition, artist-driven pieces.

Weavers and designers will be recognized as artists, and handmade carpets will increasingly be appreciated as cultural and artistic objects—not just home décor.

Simultaneously, the global move toward sustainable, environmentally conscious living aligns perfectly with handmade carpets.

Do you currently export your carpets? If so, which countries are your main markets?

Yes, we export our pieces internationally. Our primary markets are Europe and

the Gulf region, where collectors and design-oriented buyers show strong interest in handmade Persian textiles.

What are the biggest challenges and opportunities facing the Persian carpet industry today?

The main challenge is the production gap. Many weavers have left the profession, and even if demand increases, production capacity remains limited.

This requires a fundamental shift in how the industry views itself. The old model of wide-scale production is no longer sustainable.

At the same time, the opportunity is significant: a long, powerful cultural heritage forms a foundation that can elevate Persian carpets as unique artistic creations.

If the industry embraces this transformation, the global standing of Persian carpets will strengthen even further.



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World's Carpet Leader Unveils 2026 Creations at Oriental Weavers Egypt Market Week

Oriental Weavers, the world's leading manufacturer of woven carpets, successfully concluded its annual flagship event, OW Egypt Market Week, held this year under the theme "Innovation Rooted in Heritage – Royal Egypt."

The event reflected the company's strategic vision of merging Egypt's rich cultural legacy with cutting-edge design and technology, unveiling its 2026 collections distinguished by advanced craftsmanship, material innovation, and production excellence.

This year's edition featured a unified showcase of Oriental Weavers, MAC, and EFCO, demonstrating the group's industrial integration and the strength of its manufacturing capabilities.

The event also reaffirmed Oriental Weavers' pivotal role in boosting Egyptian exports and attracting foreign direct investment, supporting Egypt's Vision 2030 through industrial localization and sustainable economic growth.

Commenting on the event, Ms. Yasmine Khamis, Chair of Oriental Weavers Carpets, said: "OW Egypt Market Week reflects our unwavering commitment to elevating the Egyptian carpet industry and expanding our global footprint.

Our heritage continues to be the source of our creativity, and when fused with modern technologies, it becomes a powerful engine for innovation.



This year, we introduced a breakthrough wool line that authentically replicates handmade craftsmanship — a top performer among our visiting partners.

We also expanded our recyclable, eco-friendly collections and strengthened our leadership in the indoor-outdoor category with innovative textures and sophisticated designs.

These collections embody our strategy of combining sustainability, advanced materials, and timeless aesthetic excellence.”

Throughout the week, Oriental Weavers welcomed 33 partners and clients from the USA, KSA, Japan, Germany, Finland, the Philippines, Jordan, Portugal, the UK, Kenya, and Italy.

The experience blended business exchanges with curated cultural activities, strengthening global partnerships while showcasing the beauty and enduring legacy of Royal Egypt.

A key achievement was the company’s partnership with Al Jawhara, which now commands the majority market share in Jordan — marking a major milestone in Oriental Weavers’ regional expansion strategy.

Moreover, guests explored Egypt through a comprehensive cultural and tourism program, which included a royal dinner at Abdeen Palace, an interactive team-building experience at a premier entertainment destination in New Cairo, and a two-day trip to Alexandria.

These experiences added a cultural and human dimension to the event, reflecting Oriental Weavers’ vision of blending innovation with the spirit of Egypt’s royal heritage that inspired its new collections.





Interface Unveils “Mirrored Heights” – A New Carpet Tile Collection Inspired by Architectural Light and Movement

Interface has introduced Mirrored Heights™, a striking new carpet tile collection that blends architectural structure with organic fluidity.

Inspired by city skylines reflected in water and the shifting glow of sunlight on glass, the collection brings a sense of movement, intrigue and dimensionality to modern interiors.

Architecture Reimagined Through Pattern and Light

At the core of Mirrored Heights™ is a visual

interplay between rigidity and softness. Geometric grids soften into natural rhythms, while subtle color accents reveal unexpected depth.

Neutrals are enlivened with quiet hints of cranberry, sage, and gold—tones that shift with the light and transform the perception of a space throughout the day.

Two Styles, Infinite Possibilities

The Mirrored Heights™ collection introduces two complementary styles:

Skylights™ captures the moment when sharp architectural lines appear to blur and flow. Its clean, precise patterning makes it ideal as a foundational surface across large spaces.

Designers can use Skylights™ on its own for a minimal, sophisticated statement or pair it with Reflective Sky™ to create zoning and wayfinding in open-plan layouts.

Reflective Sky™ enriches interiors with multi-color accents layered over neutral base tones.

With more texture and visual depth, it is suited for focal areas such as lounges, collaboration zones, and hospitality-inspired workplaces.

When combined with Skylights™, it creates seamless transitions between high-activity and quiet

zones.

Designed for Versatile Environments

From corporate offices to healthcare facilities and multi-family residential spaces, Mirrored Heights™ reinterprets architectural form from the floor up.

The collection allows designers to create fluid pathways, defined zones, and immersive visual narratives while maintaining Interface's signature performance standards.

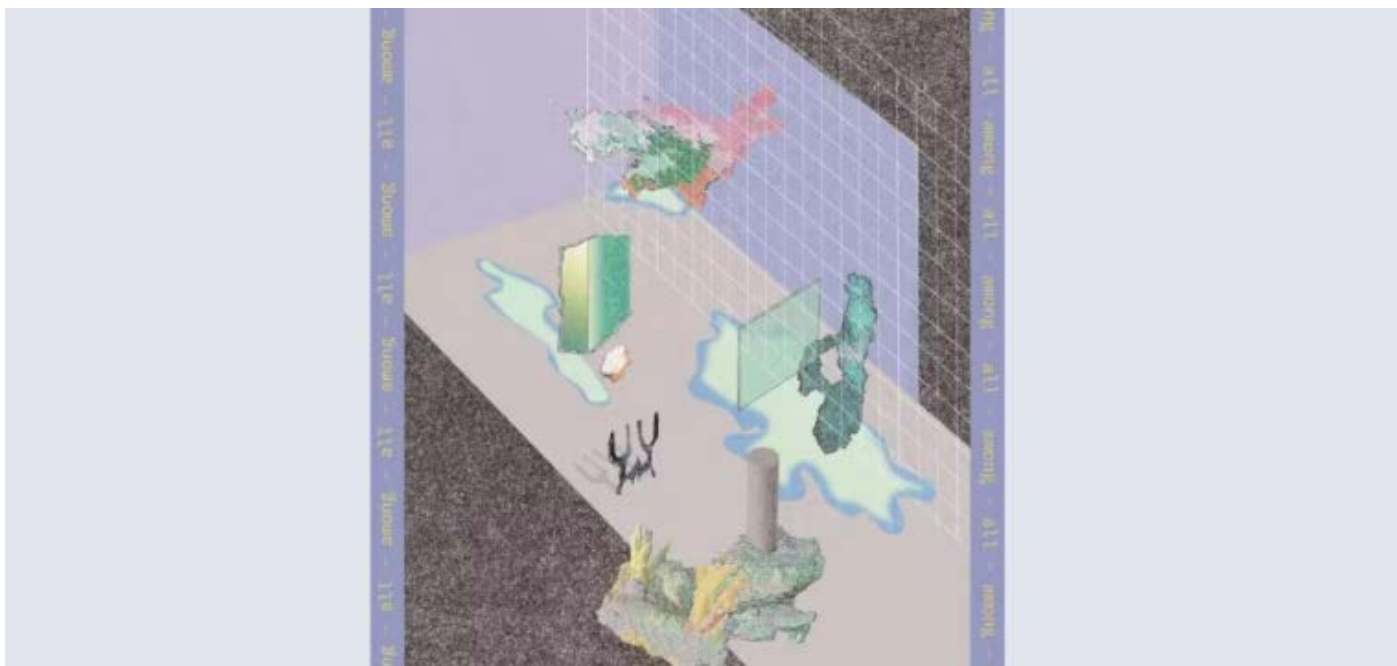
Backings Simplified for Performance and Sustainability

With the launch of Mirrored Heights™, Interface also introduces an updated portfolio of streamlined carpet backings.

Each option has been curated to meet performance needs, sustainability objectives, and end-of-life circularity—ensuring no compromise between durability and environmental responsibility.



AI, Material Innovations and Sustainable Design: Patricia Urquiola's 'among-all' at Heimtextil 2026



Patricia Urquiola creates a completely new design experience for Heimtextil 2026. 'among-all' uses artificial intelligence to make visitors part of the installation.

Sustainable and traditional materials meet new technologies and developments. Futuristic spatial elements such as hybrid sculptures, inflated figures and hanging grid structures showcase the interior design of tomorrow.

With 'among-all', Patricia Urquiola presents a new design installation in Hall 3.0 at Heimtextil 2026. Visitors actively shape the space. Their movements become part of the installation through AI.

Patricia Urquiola demonstrates how tex-

tiles function as transformative and intelligent materials.

They combine craftsmanship, technology, texture and structure. Textiles thus form the interface between people, materials and machinery.

'among-all' showcases the many possibilities of textiles, from soft, fluid surfaces to structural and rigid forms, revealing how fabric can shape space, gestures and interaction.

It is the second chapter in an ongoing exploration of textile thinking. At its core, the installation reflects Patricia Urquiola's research into material innovation and sustainability.

It demonstrates how the life cycle of ma-

materials can be embedded in the design process from the very beginning, leading to more circular and responsible forms of creation.

“I’m very happy to return to Heimtextil in 2026 with ‘among-all’, the second chapter of our ongoing exploration into textile thinking.

This new landscape listens and responds, inviting visitors to gently activate the space through their presence”, says Patricia Urquiola.

AI places human interaction at the centre

A 3D-printed portal by Caracol produced with its robotic platform Heron AM and made from ECONYL® chips by Aquafil welcomes visitors into a future-facing design world.

A large LED wall with motion sensors detects movement and uses AI to morph visitors into hybrid beings, merging body and technology in an immersive experience.

Sustainable design with circular materials

In addition, a hybrid sculpture introduces a material contrast with the synthetic fibres and highlights the project’s circular approach: it is made with Ohoskin, the Italian textile material derived from orange

by-products and designed to offer a sustainable, high-performance alternative to leather.

Spread-out carpets rugs describe organic fields of texture and colour on the floor.

They consist of woven selvages and production remnants from 13RUGS by rohi.

The carpets from 13RUGS by rohi are made of woolen selvages, which are production remnants from the weaving mill of rohi textiles.

From these woven fabric edges selvages (cimosà), two hanging grid structures are also created. They are connected to form open, tactile frameworks.

‘among-all’ is an entirely new installation. At the same time, it is a further development of ‘among-us’ from the previous edition of Heimtextil.

In addition to new elements, Patricia Urquiola also transforms existing designs. The ‘Giano’ upholstered sculpture, for example, is given a new cover made from ECONYL® yarns by cc-tapis.

And digital elements evolve into physical objects. The design presentation looks to the future, combining materials, technology and interaction.

Visitors become activators who actively change the space. In Hall 3.0 of Heimtextil, ‘among-all’ is a unique interactive experience.

Visitors have the opportunity to learn about the design process from Patricia Urquiola herself in the Architonic LIVE TALK. Guided tours of the space also provide background information on the materials and design elements.

Anatolia Marks 30 Years of Design, Innovation, and Global Leadership



Anatolia proudly celebrates its 30th anniversary, commemorating three decades of design excellence, innovation, and remarkable international growth.

What began in 1995 as a small 4,300 sq ft distribution operation in Markham, Ontario, has evolved into a global brand shaping architectural and interior spaces across multiple continents.

Founded by Cengiz Elmaagacli and now led by Cengiz, Bekir, and Berrin, Anatolia has remained deeply rooted in the core values that defined its earliest days—honesty, integrity, respect, and a strong sense of family.

Today, the company operates close to 5 million sq ft of facilities worldwide, reflecting a powerful journey built on dedication and vision.

A Global Network Shaping Modern Architecture

Over the years, Anatolia has expanded its global presence with:

- Headquarters and design studios in Toronto, Canada
- A strategic distribution hub in Savannah, United States
- A two-million-square-foot manufacturing and design center in Izmir, Turkiye
- Sourcing teams in China, India, and Turkiye

This extensive internation-

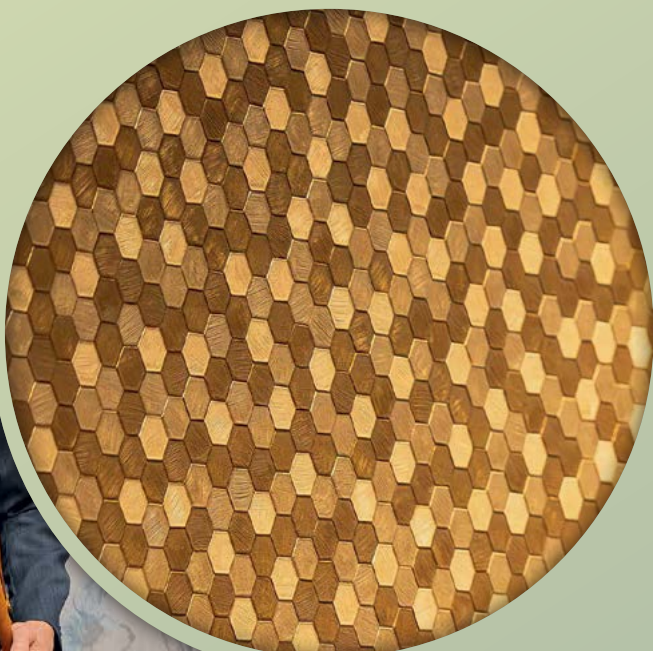
al network allows Anatolia to remain agile, connected, and closely aligned with the evolution of architecture and interior design trends.

Design-Driven Innovation at the Core

Design has always been central to Anatolia's identity. The company's in-house teams explore emerging ideas in materials, textures, and aesthetics, supported by significant investments in research and development.

This approach results in surfaces that are not only visually compelling but engineered with exceptional precision—trusted by architects, designers, builders, and retailers around the world.

Beyond creative excellence, Anatolia's operations integrate advanced automation, data-driven logistics, and technology-enabled manufacturing, ensuring consistency, efficiency, and high-performance output.



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A Culture of Sustainability, Creativity, and Collaboration

As a family-led global company, Anatolia continues to foster a culture where innovation thrives.

Sustainability is embedded into its operational philosophy, evident through:

- Energy-efficient manufacturing
- Water recycling initiatives
- Ethical sourcing practices
- Solar energy investments

These commitments guide Anatolia as it looks toward its next chapter of growth.

“Thirty years marks the evolution of our craft and the shared dedication that defines Anatolia.

We celebrate this milestone with gratitude and look ahead with a renewed commitment to design, innovation, and excellence.”

Three Decades of Milestones

Anatolia’s journey has been defined by key developments that transformed a small Canadian operation into a global force:

- 1995: Founded in Markham, Ontario
- 1996: First containers arrive in Canada, introducing glass products

• 2019: Launch of Anatolia’s first U.S.-owned facility in Savannah, Georgia

• 2002: Global trade show debut, expanding international reach

• 2018: Opening of a 400,000 sq ft facility in Izmir, Turkiye, enhancing production and design capacity

• 2023: Unveiling of a state-of-the-art 2,267,450 sq ft manufacturing center in Izmir—one of the world’s most advanced

• 2025: Introduction of Aeterna, a next-generation surface merging timeless design with cutting-edge material innovation

Looking Ahead: The Next Generation of Surfaces

As Anatolia celebrates three decades of achievements, the company remains ambitious about the future.

Its philosophy—centered on continuous improvement, innovation, design leadership, and customer excellence—continues to shape its path forward.

With a strengthened global network, expanding partnerships, and a commitment to redefining architectural surfaces, Anatolia is poised to lead the next generation of material innovation and design.



Illulian Unveils New Artistic Rug Collections at Dubai Design Week 2025



Illulian, the renowned Italian luxury rug brand celebrated for its bespoke handmade creations since 1959, made a striking impact at Downtown Design 2025 in Dubai with the debut of several new collections that blend artistic vision, heritage craftsmanship, and contemporary design.

This year's showcase placed a strong spotlight on the Quantum Dance Collection, a collaboration with artist Jessica Moritz.

The two centerpiece rugs, Supernova and Serendipity, explore perception through movement, light, and time—translating Moritz's conceptual artistry into intricate textile forms.

Beyond this highlight, Illulian presented an immersive selection of works spanning its four signature collections:

- Limited Edition Collection, created with acclaimed international designers and artists
- Design Collection, featuring original in-house motifs
- Essential Collection, honoring minimalist craftsmanship
- Palace Collection, inspired by classical decorative traditions reinterpreted for modern interiors

The presentation reaffirmed Illulian's role as a bridge between art, tradition, and innovation—showcasing pieces that merge ancient Himalayan weaving mastery with high-end contemporary aesthetics.

Collection Highlights

SERENDIPITY – Limited Edition (Jessica Moritz)

Rooted in the sacred geometry of the torus, Seren-

dipity symbolizes energy flow, inner harmony, and mental balance through three interwoven rings.

The design evokes tranquility and a poetic sense of movement.

SUPERNOVA – Limited Edition (Jessica Moritz)

A visual tribute to life’s unpredictable paths, Supernova features turning circles, shifting lines, and evolving shapes.

The rug celebrates the beauty of detours and transformation.

FLORALIA YARD VOL. II – Limited Edition (Paula Cademartori)

An explosion of vibrant colors and exquisite detailing, Floralia Yard draws from ornamental lines, floral motifs, and fluid geometries—immersing viewers in Cademartori’s expressive artistic world.

TARAXACUM – Limited Edition (Fondazione Achille Castiglioni)

Inspired by Achille Castiglioni’s iconic lamp, Taraxacum captures the luminous elegance and sculptural energy of one of Italy’s greatest design masters.

CREEK – Design Collection
With its irregular fluid form and shimmering gold veins, Creek echoes the Japanese art of kintsugi—turning imperfections into refined beauty.

DUNE – Essential Collection

A serene interpretation of desert landscapes, Dune recreates sand dune formations with high-low pile textures, offering a sophisticated, calming aesthetic in soft neutral tones.

EDRA CUT OUT – Essential Collection

A delicate arrangement of overlapping leaves creates a rhythmic, nature-inspired pattern with a refined graphic sensibility.

BALTHAZAR DÉGRADÉ – Palace Collection

This rug blends classical arabesques with an elegant gradient from deep blue to ivory, creating striking depth and three-dimensionality.

ETOILE – Palace Collection
Inspired by Renaissance grandeur, Etoile features a floral medallion framed by ornamental scrolls—an opulent centerpiece for timeless interiors.

With its latest presentation at Dubai Design Week, Illulian once again demonstrates its ability to reinterpret tradition through contemporary artistry, solidifying its influence in the global world of luxury textile design.



Create a Healthy Home with Hypoallergenic Carpet



Carpet has made a strong comeback as a top flooring choice for families seeking a healthier and more comfortable home environment.

Thanks to major advancements in modern carpet technology, today's hypoallergenic carpets are more effective than ever at supporting indoor air quality and reducing common allergens in the home.

If you have avoided carpet because of dust, pollen, pet dander, or allergy concerns, the newest innovations in carpet manufacturing may completely change your mind.

Whether you're preparing a nursery, choosing eco-friendly flooring, or simply upgrading your home with a soft and stylish surface, hypoallergenic carpets now offer an exceptional combination of beauty, wellness benefits, and advanced performance.

What Is a Hypoallergenic Carpet?

Modern hypoallergenic carpets are engineered with specialized fibers designed to resist allergen buildup and significantly reduce irritants that often trigger reactions indoors.

These carpets typically feature:

- Low-pile heights
- Tightly woven structures
- Fibers treated to resist dust, mold, and bacteria

These innovations help block or neutralize biological contaminants such as dust mites, bacteria, mildew, animal dander, and pollen—identified by the U.S.

Environmental Protection Agency (EPA) as major contributors to poor indoor air quality.

Many of these carpets also incorporate moisture-resistant fibers that help prevent mold growth and maintain a cleaner, healthier environment.

The Best Hypoallergenic Carpet Fibers

Advanced Synthetic Fibers

Next-generation nylon, olefin, and polypropylene blends offer strong allergen resistance and excellent durability.

These synthetic fibers often include antimicrobial treatments and mois-

ture-wicking technology that did not exist in earlier carpet generations.

Premium Natural Fibers

Wool remains the luxury choice for homeowners who want natural hypoallergenic performance. Modern processing techniques enhance wool's ability to filter airborne pollutants and naturally resist dust mites—making it both eco-friendly and health-conscious.

Smart Fiber Technology

Some manufacturers now use fibers that repel allergens and neutralize odors at a molecular level—representing the newest frontier in carpet science.

VOCs and Indoor Air Quality

Volatile Organic Compounds (VOCs) are an important consideration when choosing any new flooring.

VOCs are chemicals released as gases from certain materials, and some may cause health prob-

lems over time.

To address these concerns, today's leading carpet manufacturers produce ultra-low-VOC carpets using:

- Plant-based backing materials
- Water-based adhesives
- Greener finishing processes

To ensure safer indoor air quality, look for carpets certified by Green Label Plus or similar standards that verify minimal emissions.

Wool Carpets: The Ultimate Hypoallergenic Choice

Wool is widely considered the premium hypoallergenic carpet fiber.

Its natural lanolin coating repels dust mites and allergens, while the fiber structure absorbs indoor pollutants such as:

- Cooking fumes
- Cleaning chemicals
- Environmental toxins

Modern wool carpets also feature eco-friendly stain

protection and enhanced durability.

Advanced Nylon Carpets: Comfort Meets Technology

Today's nylon carpets use cutting-edge technology to support cleaner air and healthier living spaces. Key benefits include:

- Superior moisture control
- Antimicrobial protection
- Dense, low-pile construction to limit allergen buildup

These carpets perform exceptionally well in busy households and high-traffic areas.

Hypoallergenic Area Rugs: A Healthy Option for Hard Floors

If your home features hard surfaces like hardwood, tile, or laminate, hypoallergenic area rugs can add comfort while reducing allergens.

Many modern rugs are made with high-quality, solution-dyed fibers that resist stains, moisture, and bacterial growth—making them ideal for health-focused households.

How to Maintain Your Hy-

poallergenic Carpet

1. Use a HEPA Vacuum

- Choose a vacuum with a HEPA filter and rotating brushes
- Vacuum high-traffic areas 3–4 times per week
- Use slow, overlapping strokes for maximum effectiveness

2. Schedule Professional Cleaning

Deep-clean your carpet every 12–18 months using low-moisture, eco-friendly cleaning methods.

Many cleaning companies now offer treatments specifically formulated to reduce allergens.

3. Follow Preventive Care

- Clean spills immediately
- Keep indoor humidity between 30–50%
- Use entryway mats to reduce tracked-in dust and pollen

The American Foundation for Allergy, Asthma & Immunology emphasizes that indoor allergen control begins at home—making proper carpet maintenance essential.

Creating a Healthier Home Starts with the Right Carpet

With impressive advancements in fiber technology and eco-friendly production, hypoallergenic carpets offer a powerful way to improve indoor air quality, reduce allergens,

and create a more comfortable living environment.

Whether you choose synthetic, wool, or smart-fiber carpet, you can enjoy a healthier home while still embracing warmth, softness, and style.

If you're ready to experience the benefits of modern hypoallergenic flooring, explore available samples, speak with a flooring specialist, and discover how today's innovative carpet solutions can transform your home into a cleaner, safer, and more welcoming space.

»

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THE GREEN COLLECTION



DOMOTEX 2026: Shaping the Future with Innovations and Setting New Impulses for Flooring & Interior Finishing

The world's leading trade fair for flooring and interior finishing returns to Hannover from 19–22 January 2026, bringing together innovation, sustainability, and design excellence under one roof.

DOMOTEX 2026, the global hub for flooring and interior finishing, is gearing up to welcome architects, interior designers, distributors, and traders from across the world, including the Middle East, to experience the latest trends and technologies shaping the future of interior spaces.

Held under the theme “Creating Rooms. Transforming Spaces.”,

the fair runs from 19 to 22 January 2026 at the Hannover Exhibition Grounds.

With an expanded concept that now includes flooring, wall and ceiling systems, acoustic solutions, paints, wallpapers, and sun-shading systems, DOMOTEX 2026 offers a holistic view of interior design and construction solutions.

For GCC professionals, the show serves as an unparalleled platform to explore sustainable materials, connect with global manufacturers, and discover technologies driving future-ready developments across hospitality, retail, real estate, and public infrastructure projects.

Sonia Wedell-Castellano, Global Director of DOMOTEX, said: “DOMOTEX 2026 is where the global flooring and interior finishing community comes together to set trends, exchange ideas, and explore

innovations that redefine spaces,” She continued: “We look forward to welcoming professionals from the Gulf region, where creativity and development are accelerating at an incredible pace.

DOMOTEX provides a world-class platform to inspire and enable their next wave of projects.”

Global Brands, New Segments, and Design Inspiration

This year’s edition is already seeing robust participation from leading international brands such as Kronospan, Egger, Lanxess, Unilin, Classen, Gerflor, ter Hürne, Swiss Krono, Project Floors, Bostik, and Saint-Gobain,

among others.

New exhibitors in wall décor, coatings, and acoustic solutions underscore the show’s evolution into a full-spectrum interior design platform.

The Architects Space will be a key attraction, offering a curated experience for design professionals with guided Architects Runs, interactive workshops, and networking sessions.

Visitors will also find immersive experiences at the Innovation Area, where digital tools and materials science come together to demonstrate the future of craftsmanship.

A Gateway to Innovation

and Partnerships

For visitors from the GCC, DOMOTEX 2026 is not just a trade fair; it serves as a gateway to partnerships, sourcing opportunities, and insights from the world’s most advanced markets in flooring and interior technologies.

The show’s digital innovations and sustainability showcases align closely with the region’s ongoing drive toward smart, green building solutions.

From large developers and distributors to boutique design studios, GCC participants can leverage DOMOTEX to identify partners, explore supply chain opportunities, and integrate global best practices into regional projects.





Wool Struggles to Compete as Artificial Flooring Widens the Price Gap in Europe

Wool carpet manufacturers across Europe are facing growing pressure as synthetic flooring products continue to dominate the market with significantly lower prices.

According to Portuguese carpet producer Lusotufo, a long-time Wools of New Zealand partner, cost remains the decisive factor for many consumers — despite rising awareness around the environmental impacts of plastic-based carpets.

Duarte Oliveira, executive manager of Lusotufo, says the European floor-covering market has become increasingly competitive, tightening margins even for established manufacturers.

While wool continues to be valued for

its natural quality and durability, its higher price point keeps it in a niche category.

Synthetic vs. Wool: A widening price gap

Oliveira notes that in major markets such as the United Kingdom, customers face a stark choice:

- €2/m² for polyester, versus
- €5–€6/m² for wool.

“It’s always a balance between price and demand,” he said. “There is a lot of talk from people aware of the problems with plastic, but at the end of the day you are seeing more and more plastic products in both carpets and garments.”

Lusotufo — Europe’s second-largest carpet producer and one of the region’s major wool yarn manufacturers — sources wool from Europe, the UK, and New Zealand.



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



But Oliveira says all growers are struggling with low incomes. Merino producers in Spain and Portugal who received €1.90/kg three years ago are now getting €0.60/kg.

China's influence on global wool pricing

The dominance of Chinese wool buyers remains a major force in price fluctuations.

“Every time China gets busy, prices go up. When China goes quiet, prices go down,” Oliveira said.

Lusotufo buys scoured New Zealand wool — already the most expensive in the world — and even a small increase of €0.50–€1 per kg significantly affects retail prices.

As a result, manufacturers become reluctant to introduce new products, and consumers resist higher costs.

Demand for wool remains — but stays niche

Oliveira believes wool carpets will always have a customer base thanks to their superior quality and performance.

Each square metre of Lusotufo carpet uses 1.5–2kg of wool, blending New Zealand and British fibres for added resilience.

However, he warns farmers not to rely on wool as a primary income source.

“Sheep farmers should not count on wool to drive their business,” he said.

He also urged New Zealand growers to maintain strict quality standards, particularly around minimising black fibres and vegetable matter.

“The day NZ quality declines to the quality of other wool, then NZ loses its advantage.”

Push to reduce the cost gap between wool and synthetics

Wools of NZ chief executive John McWhirter says Chinese demand is currently strong and prices have doubled since the post-pandemic period.

He acknowledged that the cost gap between wool and synthetic flooring — estimated at \$2000 to \$4500 to carpet a home — remains a major barrier.

Efforts to improve supply-chain efficiency have reduced the difference in some markets to around \$1000, with a long-term target of \$500–\$700, still preserving wool's premium status.

“It should be more expensive because it's better,” McWhirter said.

He added that the strong wool sector is paying the price for failing to promote the fibre for more than two decades — a legacy challenge the industry must now address as synthetics continue gaining ground.



Art & History in Every Knot”: Iranian Handwoven Carpet Art Shines in Berlin

In a celebration of Iran’s rich artistic heritage and the dedication of its master carpet weavers, the cultural event “Art & History in Every Knot” was held at the Embassy of the Islamic Republic of Iran in Berlin.

Organized in collaboration with the Tehran Carpet Designers Association, the event showcased the exceptional artistry, symbolism, and craftsmanship embedded in Iranian handwoven carpets — a tradition recognized world-

wide for its cultural and historical depth.

Held on November 5, 2025, the event brought together diplomats, cultural delegates, designers, and admirers of Persian art.

Guests explored a curated selection of exquisite carpet designs, each reflecting centuries of tradition, innovation, and storytelling.

The initiative aimed to strengthen cultural bridges, promote Iranian handmade carpets in international markets, and honor the invaluable work of Iranian artisans whose creativity and precision continue to inspire global appreciation.

Tarkett Expands Masquerade Printed Wall Base Collection with New Digitally Printed Designs



Tarkett has expanded its popular Masquerade printed wall base collection, introducing a fresh range of visuals that leverage the company's advanced digital printing capabilities.

Part of the Johnsonite family of wall base systems, the Masquerade line is known for delivering exceptional design flexibility for commercial interiors.

According to Omoleye Simmons, Vice President of Design for Tarkett North America, the expanded collection responds directly to current commercial design trends.

"The refreshed Masquerade collection aligns with today's commercial design aesthetics, especially in luxury vinyl tile and heterogeneous sheet," Simmons said.

"The customization options are ideal for renovation projects that require precise color matching."

Broader Visual Range with High-Detail Digital Printing

The extended collection introduces:

- 14 terrazzo-inspired patterns
- 16 wood visuals
- Two concrete visuals
- One painterly abstract design

Tarkett's digital printing technology ensures sharp detailing, longer pattern repeats, and the ability to replicate the look of natural materials without the complexity and cost of wood or stone installations.

Masquerade designs are available across 12 Johnsonite Millwork and Traditional Base profiles, all engineered to bend easily around curves and uneven surfaces.

The system requires no priming, painting, grout-

ing, or finishing, minimizing labor and long-term maintenance.

Full Customization for Designers

Johnsonite's advanced digital printing capabilities enable complete customization:

- Recolor existing patterns to match project-specific palettes
- Submit original artwork, textiles, or imagery for unique, one-of-a-kind visuals

This flexibility makes Masquerade particularly attractive for commercial projects seeking highly tailored design solutions.

Sustainable, U.S.-Made Wall Base Solutions

All Johnsonite products are made in the USA and feature:

- FloorScore® Certification for indoor air quality
- Ortho-phthalate-free formulations
- Participation in Tarkett's ReStart® take-back and recycling program

The expanded Masquerade collection reinforces Tarkett's commitment to combining design innovation, practical performance, and sustainable flooring and wall base solutions for today's commercial environments.

Vandewiele Group: Innovation Across The Textile Value Chain At ICFE Istanbul 2026



At the 2026 Istanbul Carpet & Flooring Expo (ICFE), Vandewiele Group proudly presents its latest advancements spanning the entire textile value chain.

From spinning and weaving to tufting, carpet manufacturing and digital finishing, Vandewiele demonstrates how integrated innovation can drive performance, efficiency and sustainability across all stages of textile production.

As a global technology leader, Vandewiele continues to develop solutions that empower customers worldwide — strengthening processes, improving product quality and enabling smarter, greener manufacturing.

Guided by the philosophy “Textile Innovations Together,” the Group unites its companies and technologies to deliver end-to-end value, offering manufacturers a seamless path from yarn to finished carpet.

Boost Carpet Production With RCF – High-Speed Carpet Weaving With Fast Creel

Experience uncompromised efficiency with the RCF high-speed carpet weaving machine, now delivering weaving speeds of up to 225 RPM.

Equipped with the innovative Fast Creel, RCF transforms carpet manufacturing by enabling bobbin changes during production, eliminating downtime and maximizing output.

Forget traditional pile droppers and weights — Fast Creel ensures faster creel changes and full bobbin utilization, supporting continuous, stable production.

Automatic threading and improved bobbin handling reduce operator workload, while Vandewiele’s tight-end detection system protects yarn quality and prevents breakage.

The Result?

- Less waste
- Superior carpet quality
- Higher production speed
- Unmatched operational flexibility

Choose RCF with Fast Creel for smarter, faster and more flexible weaving — where innovation meets performance to deliver the highest quality at the highest speed.

Carpet Weaving With HCE3+1500 – Advanced Hand look Performance & Efficiency

Vandewiele introduces the HCE3+1500, setting a new benchmark for creativity and performance in carpet manufacturing.

Designed for today’s hand look market, this advanced solution delivers:

- Unmatched Design Freedom – New binding options and seamless pole transitions
- Creative Precision – Write directly in the carpet without mirror effect
- Cost & Material Savings – Reduce yarn consumption through ground effects
- Enhanced Productivity – Improved efficiency for pointing cors in pile surface

The HCE3+1500 combines proven reliability with cutting-edge features, ena-

bling manufacturers to achieve handlook designs.

Achieve Maximum Speed & Precision With HST – HIGH-SPEED Tufting Technology

Vandewiele continues to redefine tufting with its High Speed Tuft (HST) platform, first introduced at ITMA 2023.

The HST is the fastest and most advanced tufting machine available, delivering up to 2500 RPM for loop pile and 2000 RPM for cut pile carpets.

What makes the HST unique is its fully digital motion control. Servo-driven components store machine settings as design parameters, enabling instant, automated adjustments for each pattern, reducing changeover time and ensuring consistent quality.

Features like the Individual Looper/Hook Drive and optional sliding needlebars offer unmatched flexibility, precision and design possibilities. To boost efficiency, Vandewiele integrates its Vandewiele Tufting Sensor (VTS) for real-time yarn break detection.

Built in-house with piezoelectric technology, the VTS combines high accuracy with modular design and full integration into the machine’s HMI on Vandewiele tufting machines, so no extra hardware required.



.AIR-JET Excellence With Savio LYBRA Smart spinner® – Where Spinning Performance Meets Carpet Innovation

At the 2026 Istanbul Carpet & Flooring Expo (ICFE), Savio Macchine Tessili reaffirms its role as a pioneer in spinning technology with the presentation of the Lybra Smart-spinner® air-jet spinning machine.

Designed for flexibility, efficiency, and superior yarn quality, Lybra represents a new benchmark in air-jet spinning, enabling textile producers to meet the growing demand for performance and sustainability in yarn production.

But Savio's presence at ICFE goes beyond a single innovation. As part of the Vandewiele Group, Savio contributes to a unique synergy that spans the entire textile value chain – from yarn to carpet.

Vandewiele's integrated portfolio brings together leading expertise in spinning, weaving, tufting, and finishing technologies, offering customers a seamless pathway from yarn to carpet and flooring solutions.

This collaboration highlights how innovation and integration can empower the textile industry to re-

spond to global challenges:

Efficiency and quality: Savio's Lybra Smartspinner® ensures consistent yarn properties, supporting downstream processes in weaving and carpet manufacturing.

Sustainability: Air-jet spinning reduces energy consumption and optimizes resource use, aligning with the industry's drive toward greener production.

Value chain synergy: Vandewiele's ecosystem connects spinning excellence with advanced carpet technologies, creating a holistic approach to textile manufacturing.

By showcasing Lybra Smartspinner® within the Vandewiele framework, Savio demonstrates how technological innovation and group collaboration can shape the future of textiles.

ICFE visitors will experience firsthand how this synergy delivers not only cutting-edge machinery but also a vision of a connected, sustainable, and competitive textile industry.





CFE carpet & flooring expo

(January 6–9, 2026) Hall 10, Stand 133A

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YEŞİLKÖY - TÜRKİYE

Mandegar Carpet Brings High-Density Silk Carpets to ICFE Istanbul

Mandegar Carpet, as one of Iran's leading machine-made carpet manufacturers, has taken a major step forward by introducing 1200 reeds machine-made carpets produced with natural silk and wool fibers—a remarkable achievement that represents a true breakthrough in Iran's machine-made carpet industry.

This new generation of carpets is produced using natural silk and wool fibers and features 16 refined colors, deliver-

ing exceptional clarity, depth, and visual elegance. Supported by cutting-edge weaving technology, these carpets offer a unique and visually striking appearance tailored for premium interior spaces.

Advanced Technology and International Standards

All primary raw materials used by Mandegar Carpet are directly imported from Türkiye, ensuring consistent quality and adherence to international standards.

With more than 27 years of manufacturing experience, the company remains firmly committed to global production benchmarks and continuous innovation.

Mandegar Carpet benefits from the expertise of over 200 skilled specialists and carpet professionals, whose technical knowledge supports all stages of production, from design and weaving to finishing and quality control.

The company operates with advanced, high-performance weaving machinery, recognized among the most modern and sophisticated in Iran's machine-made carpet sector.

Strong Export Presence in the Middle East

Mandegar Carpet has built a strong export-oriented presence across the region, supplying machine-made carpets to Iraq, Afghanistan, Pakistan, the UAE, and Oman.

The company enjoys a particularly solid market position in the Persian Gulf and wider Middle East, backed by reliable supply capacity and consistent product quality.

In recognition of its industrial performance and commitment to excel-

lence, Mandegar Carpet was officially recognized and awarded as one of Iran's top carpet manufacturers in 2021, 2022, and 2023, receiving multiple commendations for quality, innovation, and manufacturing standards.

Manufacturing Excellence in Kashan

Mandegar Carpet's production facility is located in Kashan, widely regarded as the heart of Iran's machine-made carpet industry—where tradition and industrial expertise converge.

The factory is based in Amir Kabir Industrial Town, Kashan, covering an area of approximately 10,000 square meters, and operates with high efficiency and scalable production capacity.

Meet Mandegar Carpet at ICE Istanbul

Mandegar Carpet will present its latest collections and technological innovations at ICE Istanbul.

. Hall 10 | Booth 133A

Visitors, buyers, and industry professionals are invited to visit the stand and discover the future of machine-made carpets, defined by precision, innovation, and timeless design.

Beheshti Carpet to Strengthen Regional Presence at ICFE Istanbul 2026



form for strengthening commercial ties and showcasing Iranian manufacturing capabilities to a broader audience.

At ICFE Istanbul 2026, Beheshti Carpet will highlight its ability to merge Persian-inspired design heritage with modern production standards, offering collections that respond to diverse market demands—from classic motifs rooted in tradition to contemporary designs aligned with current interior trends.

The company's focus remains on consistent quality, refined aesthetics, and adaptability to international market preferences.

With years of experience in the machine-made carpet sector, Beheshti Carpet has built a solid reputation through continuous investment in design development, material selection, and manufacturing precision.

Its participation at ICFE reflects a broader vision: not only to expand exports, but also to reinforce the global presence of Iranian carpets as a competitive and culturally rich product category.

ICFE Istanbul 2026 is expected to attract a wide spectrum of international visitors, distributors, and decision-makers from key flooring markets.

For Beheshti Carpet, the exhibition serves as both a business-driven opportunity and a platform for dialogue—connecting tradition, innovation, and market-driven strategy under one roof.

Visitors are invited to meet Beheshti Carpet at Hall 1, Stand 124 A, and explore new perspectives in machine-made carpet design and production.

Beheshti Carpet will take part in ICFE Istanbul 2026, one of the region's key international exhibitions for carpets and flooring, to be held from January 6 to 9, 2026 at the Istanbul Expo Center.

The company will welcome industry professionals, buyers, and partners at Hall 1, Stand 124 A, presenting a refined selection of its latest machine-made carpet collections.

Beheshti Carpet Highlights Design & Quality

The participation marks another strategic step in Beheshti Carpet's ongoing expansion across regional and international markets, following its growing engagement in major global exhibitions.

Positioned at the crossroads of Europe, the Middle East, and Central Asia, Istanbul provides an ideal plat-

The World's Biggest Carpet Fair: ICFE 2026

Combines Commerce with Design and Art

ICFE (International Carpet & Flooring Expo) -the global meeting point of the carpet industry- is preparing to open its doors for the third time at the Istanbul Fair Center on January 6-9, 2026.

Organized by Tüyap Exhibitions Group in collaboration with the Southeastern Anatolia Carpet Exporters' Association (GAHİB) and the Istanbul Carpet Exporters' Association (İHİB), the fair, in addition to achieving record growth targets and attracting intense interest from six continents, will once again host the Carpet Workshop project, where 400 designers will present their special designs to win the World's Most Distinctive Carpet award under the theme "My Work."

The prominent platform of the global carpet industry, ICFE has set ambitious targets for the 2026 event. Expanding as a result of increased demand from foreign exhibitors and growing market potential, ICFE



will be held across 11 halls this year.

The fair offers a strong exhibitor profile thanks to the great interest from local and international actors of the industry. This further reinforces the fair's central position in the industry and its global reputation.

Inspirational creativity and design events

Visitors will be able explore various exhibitions showcasing the creative power of the industry during the fair.

Exhibitors will display their newest collections in the

design competition, and the designs that make it to the finals will be exhibited in the fair area.

Additionally, special exhibitions presenting modern interpretations of traditional motifs and an event program bringing together industry professionals will also add value to the fair.

Carpet Talks will offer a comprehensive program structured around four main themes that shape the future of carpet design.

During the first sessions, design trends and changing design methodologies will be addressed, discussing the differences in crea-

tive approaches in the industry.

Traditional craftsmanship will meet with modern aesthetics, and we will take a deep dive into the bond between the heritage of handmade works and contemporary design and the new values that this synthesis adds to the industry.

There will also a section focused on the role of design in branding processes. During this section, discussions will be made to answer the question: Is brand identity more strongly shaped by trends or the spirit of design?

Trends in the industry will also be addressed within a professional framework. As part of another theme of the program, silk Hereke carpets will be examined by focusing on the history, technical mastery and cultural heritage involved in these carpets, and the meaning of this tradition in today's design world.

Carpet Talks aims to offer a holistic perspective into the sector by bringing together topics such as the direction of design, the transformation

of craftsmanship, brand strategies and current interpretations of cultural heritage on a single platform.

The "My Work" workshop, which attracted great attention last year, will be included in the program this year as well.

This creative workshop will bring together designers from Turkey and many countries around the world around a common theme, allowing them to express their personal interpretations through their authentic works.

The event will offer a collective creation space that merge designers' different perspectives as parts of a single whole.

These pieces, each a work of art, will be combined during the fair to form "The Carpet Designed by the Highest Number of Designers."

This unique work, which will bring together 400 different stories, visions, and talents, will reveal the collective creative power

of the industry at this event where traditional carpet art meets modern design.

These activities and events aim to transform the fair from a mere trading platform into a living and continuously productive design workshop for visitors.

50,000 professional visitors expected

ICFE takes its success to a global scale with extensive marketing activities in more than 80 countries across 6 continents. Ambitious targets have been set for the 2026 fair.

The fair is expected to host nearly 500 participating companies from 25 countries, particularly from China, Iran, Pakistan, India, USA, Belgium and France, as well as around 50,000 professional visitors from 105 countries.

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.



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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.

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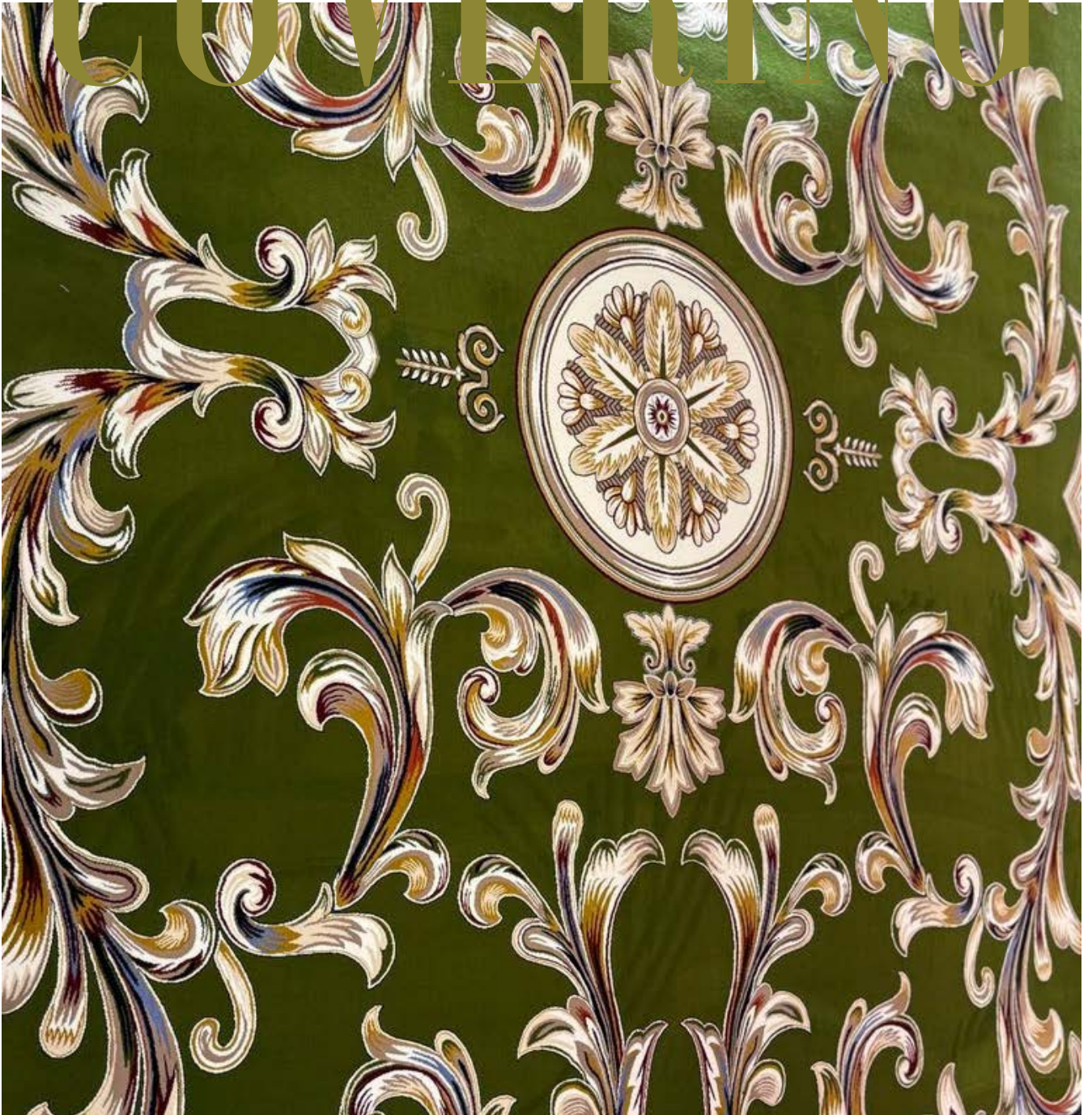
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