



MENA CARPET NEWS



**ZIMMER AUSTRIA
UNVEILS NEW
IDENTITY IN
SINGAPORE**

**ROOM FOR MORE:
EXPERIENCE BRAND
DIVERSITY AT
HEIMTEXTIL 2026**

**AFGHAN CARPET
EXPORTS SURGE BY
OVER 70% IN 2025**



Zimmer Austria Returns to Singapore, Unveils New Corporate Identity and Renews Commitment to Asia

After 20 years, Zimmer Austria has officially returned to Singapore for ITMA ASIA + CITME 2025 — a comeback that marks not only the company’s renewed presence in the Asian market, but also a major milestone in the evolution of the brand.

Andreas Rass, Managing Director of Zimmer Austria Digital Printing Systems, described the moment as both historic and symbolic.

“Being back in Singapore after two decades is an exciting moment for me, and especially for everyone in our team who worked on this exhibition,” Rass said.

“ITMA Singapore 2025 was the perfect place to relaunch our brand identity and restart our strong presence in Asia.”

A New Era for a 150-Year Textile Technology Pioneer

Zimmer Austria celebrated 150 years of innovation in 2023, positioning itself among the world’s longest-standing leaders in textile printing machinery.



Building on this heritage, the company chose Singapore as the global stage to reveal:

- A new logo
- A new visual identity and color scheme
- A new, redesigned corporate website

The refreshed branding reflects the company's transformation into a modern, digital-first technology provider — while remaining rooted in its unmatched heritage in textile printing.

“We are now in a phase of restarting our presence in Asia,” Rass explained. “With the new logo, new colors, and a modern homepage, Zimmer is ready for the next chapter.”

Singapore: A Strategic Gateway to Asian Growth

Rass highlighted that Singapore was the ideal location for this relaunch due to its accessibility and international reach.

“We see many different faces here — customers, partners, and suppliers — including

people we have not seen at European ITMA shows or even Shanghai exhibitions,” he said.

With visa-free access for many nationalities and excellent connectivity, Singapore enabled stronger international participation, helping Zimmer reconnect with key markets including Southeast Asia, India, the Middle East, and Africa.

Digital Integration for a Seamless Customer Experience

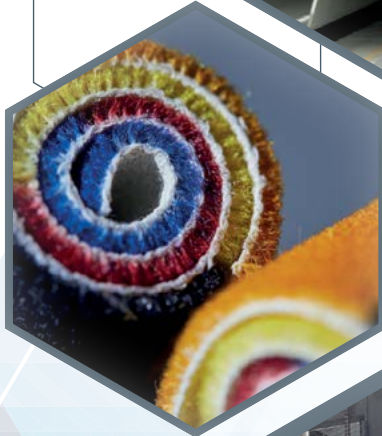
Zimmer's new digital platform is designed to simplify customer engagement.

“Everything we present here is digitally connected to our homepage,” said Rass. “It is now much easier for customers to interact with us and explore our products.”



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





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

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.

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Opening of Almas Kavir Carpet Showroom in Turkey: A New Step Toward Global Market Expansion

Almas Kavir Carpet Company, based in Kerman, Iran, is recognized as one of the leading manufacturers in the Middle East's machine-made carpet industry.

With more than 600 skilled specialists and an annual production capacity of over one million square meters of premium carpets, the company continues to strengthen its global presence.

In line with its international growth strategy, Almas Kavir Carpet has officially opened a new showroom in Gaziantep, Turkey.

This modern center serves as the company's official hub for showcasing its high-density silk, viscose, and silk-acrylic carpets, offering direct access to buyers, distributors, and interior design projects across Turkey and neighboring markets.

The showroom also functions as a strategic base for international clients seeking premium Persian carpets.



Almas Kavir seamlessly blends authentic Persian artistry, modern design trends, and state-of-the-art technology to create carpets distinguished by their fineness, durability, and superior raw materials.

To further support global customers, the company has developed advanced logistics infrastructure in Turkey, enabling fast and direct door-to-door delivery to international destinations.

This approach effectively reduces export barriers and circumvents sanctions-related limitations.

Key Advantages of Almas Kavir Carpet

- Full customization of design, size, and color for special projects and international clients
- Fast and direct shipping via Turkey and Dubai, ensuring easy access to regional and European markets
- Convenient international payment solutions, supported by banking and commercial networks operating in Turkey and Dubai

With the launch of its new showroom in Turkey, Almas Kavir Carpet has taken a significant step toward expanding exports, strengthening global partnerships, and introducing the elegance of Persian carpet artistry to international markets.





Ferreira de Sá Unveils “ALÉM TEJO” — A Rug Collection Inspired by the Soul of Alentejo

Ferreira de Sá, Portugal’s renowned luxury rug manufacturer, has unveiled its latest collection, ALÉM TEJO, a poetic tribute to the Alentejo region and its quiet landscapes.

Established in 1946, the company continues its legacy of merging craftsmanship and innovation through this new series of thirteen rugs — each capturing the textures, tones, and rhythms of southern Portugal’s vast plains.

A Dialogue Between Craft and Landscape

The ALÉM TEJO collection transforms

Alentejo’s natural and cultural essence into tactile design.

Using a combination of hand-knotting, hand-weaving, tufting, and flatweave techniques, Ferreira de Sá’s artisans reinterpret the region’s elements — from plowed fields and limewashed walls to cork oak textures and distant horizons.

Among the standout pieces, Solo is hand-knotted from natural wool and jute, preserving one of the oldest rug-making traditions while embodying the sculptural geometry of cultivated land.

Tufted rugs such as Sul, Alvorada, and Nisa create reliefs that play with light and shadow, while Brisa and Sobreo draw inspiration from cork and rural architecture.

Flatweave designs, including Cal and Bolotas, strip the craft to its essentials, recalling the tactile simplicity of natural surfaces.

A Sensory Connection to Nature

The collection moves fluidly between contemporary design and regional memory, using natural fibers like undyed wool, jute, and linen to emphasize authenticity and sustainability.

The earthy palette — emerging organically from the raw materials — lends warmth to modern interiors and serenity to traditional spaces.

More than decorative objects, these rugs act as sensory bridges between interior spaces and the natural world.

They embody a growing global appreciation for biophilic design, inviting tranquility, grounding, and connection to nature through craftsmanship.

With ALÉM TEJO, Ferreira de Sá continues to affirm its place as a leading voice in modern textile artistry — where heritage, material honesty, and design innovation meet in perfect harmony.



Are You Ready for the Biggest Meeting in the Carpet and Flooring Sector?

The world's most prestigious event in the carpet and flooring sector, ICFE – International Carpet and Flooring Expo, will open its doors at the Istanbul Expo Center from January 6-9, 2026!

Once again bringing together sector professionals, designers, and buyers, ICFE 2026 will make Istanbul the heart of the sector with its extensive product range — from handmade carpets to machine-made collections, and from kilims to textile floor coverings.

Visitors will have the chance to discover the latest designs, color palettes, and material trends firsthand, while gaining insights from leading sector experts during the inspiring Carpet Talks panels focusing on sustainability, recycling, and eco-friendly production techniques.

They will also have the opportunity to meet professional designers and leading brands to discuss



future trends shaping the sector.

Don't miss the opportunity to explore the latest innovations, build new connections, and seize new business opportunities in the carpet and flooring world — mark ICFE 2026 on your calendar today!

The tradeshow is organized by TÜYAP Fairs and Exhibitions Organizations INC. in cooperation with Istanbul Carpet Exporters' Association (İHİB) and Southeast Anatolia Carpet Exporters' Association (GAHİB)

Taking place at the Istanbul Expo Center from January 6-9, 2026, ICFE 2026 will once again showcase Türkiye's strength in the carpet industry.

Türkiye stands among the world's leading countries in both traditional handwoven and machine-made carpet production.

This strong position offers brands valuable opportunities for global growth and brand building.

Discover the essential insights you need on your journey to becoming a global brand.

The mission of International Carpet and Flooring Expo is to create a platform to unite all stakeholders in the carpet and flooring industries and enable a convenient environment to build new business connections as well as new and profitable business opportunities.

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January 6-9, 2026

**ISTANBUL EXPO CENTER
TÜRKİYE**



Tarkett Unveils ‘Resonant Spaces’ – A Carpet Tile Collection Designed to Elevate Workplace Energy

Tarkett has officially launched its new Resonant Spaces carpet tile collection, a design concept inspired by emotional well-being and the rhythm of modern work environments.

First revealed during Design Days 2025, the collection aims to foster workplaces where people feel energized, focused, and emotionally connected to their surroundings.

“Something wonderful happens when

a space resonates with you,” said Omoleye Simmons, Vice President of Design at Tarkett.

“There’s an invisible flow of energy that harmonizes with your own—a magnetism that sparks creativity and deepens focus.

Resonant Spaces builds on these invisible dynamics to shape interiors that support the rhythm of work and life.”

Three Patterns, Nine Colorways — All on Circular Backing

The Resonant Spaces collection introduces three interconnected patterns, available in nine colorways, enabling designers to build layered, expressive environments:

Subtle Forces — A striated pattern with tonal shifts that bring depth and quiet intensity, designed to encourage exploration and creativity.

Beneath — A layered visual using negative space to suggest subtle movement, ideal for environments seeking calm energy with visual interest.

Intangible — A delicate tufted motif over neutral tones, offering refined elegance without overwhelming the space.

Sustainability at the Core

Resonant Spaces is available on Tarkett's ethos® carpet tile backing, a non-PVC, fully circular solution made with up to 79% recycled content.

The backing is Cradle to Cradle Certified® Bronze and can be recycled through Tarkett's Re-Start® take-back and recycling program, allowing old tiles to become new ones in a closed-loop process.

The collection is also offered with Flex-Aire™ cushion carpet tile backing, providing enhanced comfort and durability for high-traffic environments.

With Resonant Spaces, Tarkett blends aesthetics, emotional impact, and sustainability—reflecting the brand's continued movement toward circular flooring innovation.



India Showcases Handcrafted Excellence at Gifts & Lifestyle Middle East 2025 in Dubai



The Export Promotion Council for Handicrafts (EPCH), India's apex organization for the promotion of handicraft exports, has made a strong debut at the 4th edition of Gifts & Lifestyle Middle East, taking place from 12–14 November 2025 at the Dubai World Trade Centre.

Representing India's creative craftsmanship and sustainable design, the Indian pavilion — located in Za'abeel Hall 3 — features 10 leading exporters from across India, including Mumbai, Agra, Delhi, Maharashtra, and West Bengal.

Exhibitors are presenting a wide range of products such as cotton and jute bags, home décor, stone and marble crafts, interior accessories, and handmade furnishings.

Exploring New Markets and Strengthening Regional Partnerships

Speaking about India's participation, Mr. Neeraj Khanna, Chairman of EPCH, emphasized that the Council's goal is to help its members explore emerging markets beyond traditional destinations.

"We are here for the first time to evaluate the Middle Eastern market and understand its potential," said Mr. Singh.

"With 40% of India's handicraft exports currently going to the U.S., it's vital that we diversify — and the Middle East, with its booming hospitality and infrastructure sectors, presents a tremendous opportunity."

He added that the region serves as a gateway to the GCC and MENA markets, offering access to global buyers and investors.

"Dubai has become a hub for international sourcing. Many European companies are setting up their bases

here, which makes it a strategic platform for Indian exporters to build long-term partnerships,” he noted.

Sustainability, Authenticity, and Human Touch — The Strength of Indian Handicrafts

Mr. Rajesh Singh, Deputy Director of EPCH, highlighted what sets Indian craftsmanship apart in a competitive global market.

“Unlike mass-produced goods, Indian handicrafts carry the human touch — a reflection of our heritage, design excellence, and ethical manufacturing.

Our products are rooted in sustainability, handmade processes, and the use of natural raw materials available across India,” said Mr. Khanna.

He also noted that sustainability has become a defining factor in the global home décor and lifestyle industry:

“Consumers today want products that tell a story — made responsibly, using local resources.

This is where India’s strength lies, as we combine creativity with eco-conscious practices.”

Empowering Artisans Through Branding and Digital Innovation

EPCH is also working to strengthen the global presence of Indian artisans and exporters through branding, design development, and digital channels.

“We constantly guide our members to build their own brands,” explained Mr. Singh. “A strong brand creates identity and long-term visibility in international markets.

Our motto, ‘Magic of Gift and Hands’, celebrates the handmade essence of Indian products.”

Mr. Khanna further shared that EPCH’s sister concern, India Expo Centre & Mart, has launched an e-commerce platform called Expo Bazaar, connecting artisans directly to international consumers.





“Expo Bazaar allows exporters to sell on-line and even maintain warehouses abroad, such as in the U.S., to make global delivery easier,” he said. “It’s a major step in digitalizing the Indian handicraft export ecosystem.”

Looking Ahead: IHGF Delhi Fair Spring 2026

EPCH also used its presence in Dubai to promote the 61st edition of the IHGF Delhi Fair (Spring 2026), scheduled for 14–18 October 2026.

The upcoming edition will place a special focus on furniture and home décor, with over 700 Indian manufacturers expected to exhibit.

“We invite buyers from the Middle East to visit the IHGF Delhi Fair and explore India’s capabilities in design, furniture, and interior products,” said Mr. Singh.

“It’s one of the largest sourcing events in Asia for handcrafted and home décor items.”

Participant List – Indian Companies

1. Ecoline Exim Ltd
2. Fuleswar Bags LLP
3. Green Bridge Exports
4. Halos Creations Pvt. Ltd.
5. Indus Valley
6. Jobelle
7. Jobelle Home & Hospitality Pvt. Ltd.
8. Krafts Palace
9. Ondesk Ventures Pvt. Ltd.
10. Stitchman Inc

Forbo Flooring Systems and Dezeen Highlight Flotex Vision in New Design Collaboration



Forbo Flooring Systems has once again partnered with leading design platform Dezeen to spotlight its innovative Flotex Vision collection — a digitally printed flooring range that merges creativity, technology, and durability.

Inspired by the “Natural World” theme from Forbo’s 2025 Trend Report, the company’s design team developed a series of visually captivating and environmentally inspired patterns, celebrating the beauty and diversity of nature through digital print precision.

A Canvas for Creativity

The Flotex Vision range exemplifies Forbo’s commitment to design freedom.

Thanks to advanced flocking technology, which makes the surface particularly receptive to high-definition digital printing, Flotex flooring serves as a true blank canvas for designers to bring their visions to life.

From subtle organic textures to bold, nature-inspired motifs, the collection can be customized to suit diverse interiors — from hospitality and retail to education and healthcare environments.

Durability Meets Design

Beyond its aesthetic flex-

ibility, Flotex offers the practical advantages of resilience, comfort, and longevity.

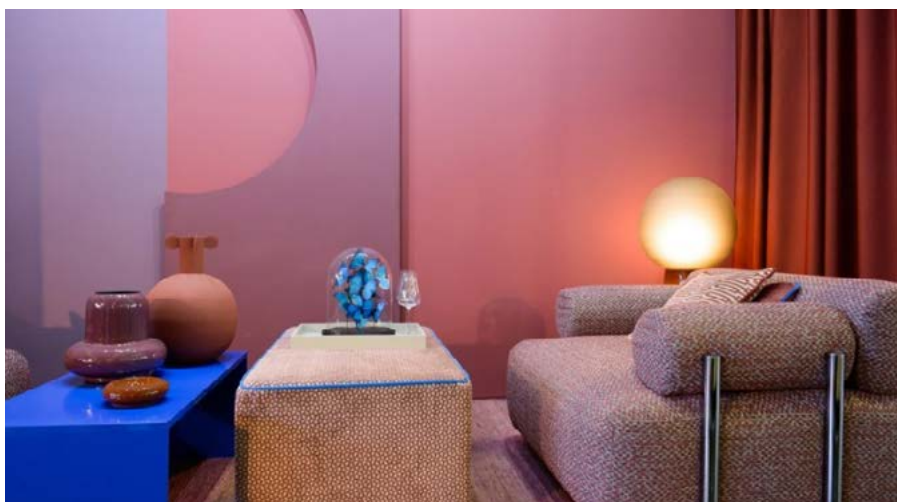
The product combines the warmth and acoustic performance of textile flooring with the ease of maintenance and durability of resilient materials.

“Flotex flooring is both a blank canvas for creative expression and a guarantee of long-term performance,” noted Forbo’s design team.

Through this renewed collaboration with Dezeen, Forbo Flooring Systems continues to push the boundaries of what’s possible in digitally printed flooring, blending innovation, artistry, and sustainability for the spaces of tomorrow.



Room for more: experience brand diversity at Heimtextil 2026



Interior designers are planners, craftspeople, consultants and designers all at once. Many of them work alone or in small teams – under high time pressure, with a clear goal: to design rooms that are harmonious down to the last detail.

This makes it all the more important to have offerings that provide guidance, open up new perspectives and support the development of holistic solutions.

Heimtextil 2026, taking place from 13 to 16 January in Frankfurt, offers exactly that: a newly structured hall concept that enables targeted comparisons, saves time and provides

valuable inspiration for consulting practice.

In Halls 3.0, 3.1 and 4.1, interior designers will find all the components they need for well-thought-out room solutions – clearly structured, high-quality staged and practice-orientated presented.

Designing spaces means thinking in holistic contexts – and this is precisely what the new hall structure at Heimtextil is based on.

Products are presented according to their use in the room: from wallpaper and window decorations to decorative and upholstery fabrics and floor coverings.

This enables interior de-

signers to find suitable combinations more quickly and experience materials in a holistic context. The trade fair tour becomes a real tool for everyday work.

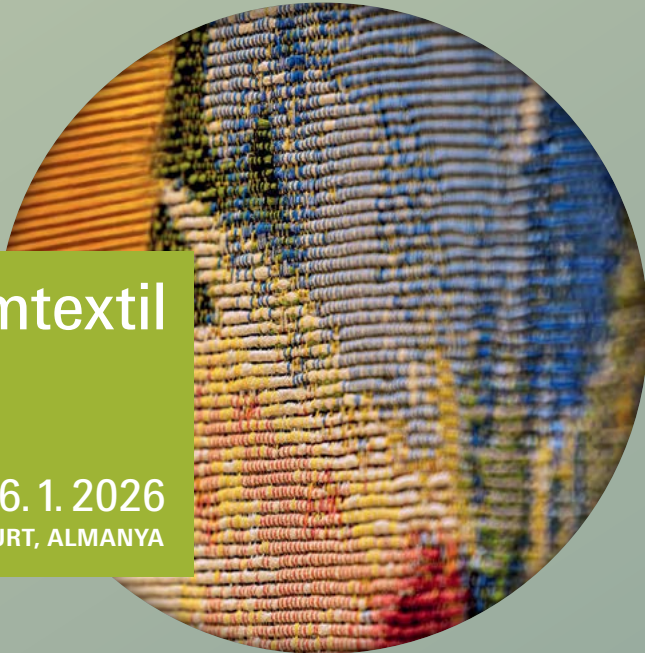
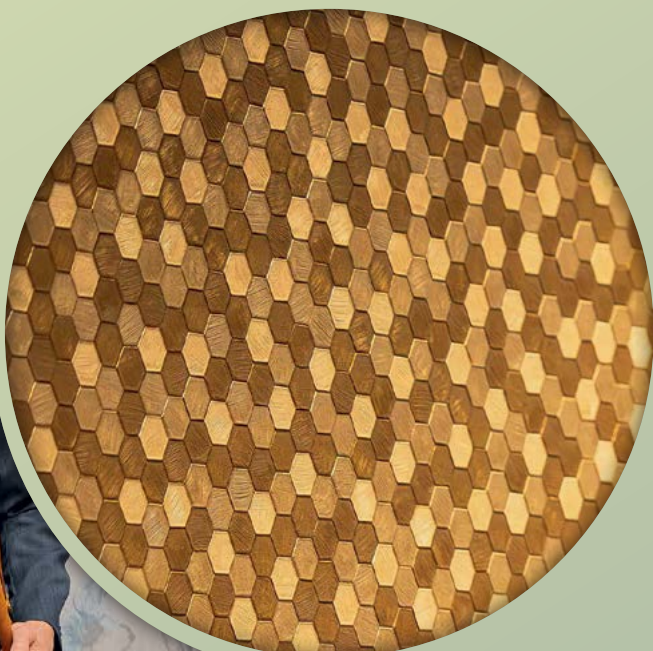
DecoTeam sets impulses for the interior design trade

A central meeting place for the industry is the DecoTeam in Hall 3.0: Under the motto "Happy up your Home", leading suppliers such as Alfred Apelt, Erfal, Höpke Möbelstoffe, Infloor-Girloon, Karl F.

Buchheister, MHZ Hachtel and Paulig Teppichweberei will be presenting coordinated solutions for holistic interior design.

On Wednesday, 14 January 2026, the focus will traditionally be on the interior design trade. On this day, the DecoTeam invites visitors to a varied programme with inspiration from practice and design.

The event will kick off with a lecture on "Design to be happy – InternationalInte-



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rior Trends" by Corinna Kretschmar-Joehnk, followed by a short AI workshop with Axel Ligowski.

He will show how interior designers can implement their creative ideas using digital tools.

The adjoining Design Lounge powered by DecoTeam presents an impressive range of brands:

Brink & Campmann with the top brands Harlequin, Morris & Co, Ted Baker and Wedgwood Home, as well as Designers Guild with the exclusive brands Christian Lacroix and Ralph Lauren, are showcasing their latest collections here.

The diverse range is complemented by renowned exhibitors such as Haro Carpets, Kadeco Sun Protection Systems, Kobe Fabrics, Otto Golze and Somfy.

Also represented are Stoeckel & Grimmeler with the renowned brands JOOP!

Living, Schöner Wohnen and Esprit home, the wallpaper manufacturer Hembus, Theo Keller / Theko – with the brands Sansibar Sylt, Tom Tailor and Natur Pur – Tisca, and Unland with Pierre Cardin.

"Anyone who designs textile spaces in their everyday work needs quick orientation rather than time-consuming research.

The impressive number of exhibitors and brands at Heimtextil 2026 offers interior designers' quick access to suitable materials, design ideas and reliable partners.

Everything in one place, carefully structured and tailored to their way of working," explains Bettina Bär, Director Heimtextil.

"I am particularly pleased that the DecoTeam and the Design Lounge present such a strong variety of brands and exhibitors. This mix of inspiration, quality and design expertise is unique – and anyone visiting Heimtextil should definitely stop by."

The widest variety of decorative and upholstery fabrics

In Halls 3.1 and 4.1, quality is the common thread running through the entire range: leading manufacturers and weaving mills present the world's largest selection of furniture, decorative and upholstery fabrics, as well as genuine and imitation leather.

Exhibitors include international brands such as Dickson Constant with Sunbrella (France), Edmund Bell (Great Britain), Manuel Revert and Nova Tapiceria (Spain), Vanelli Tekstil (Turkey) and Vescom Velvets (Netherlands).

The Fibres & Yarns range combines the areas of fibre production, weaving and design. Angles Textil (Spain), Filtrading (Italy), Hoftex Färberei (Germany), Ilcat (Italy), Indorama Ventures Fibers (Germany), Korteks Mensucat (Turkey), Tintoria Sala and Torcitura Lei Tsu (Italy) present innovative materials and solutions for the textile value chain.

Iran Exports Hand-Woven Carpets Despite Market Challenges

Iran continues to export its world-famous hand-woven carpets to select markets despite ongoing sanctions and global economic pressures.

According to industry representative Morteza Aqamiri, Iranian carpets have reached six key destinations in recent years, including the United Arab Emirates, Japan, Britain, Germany, Pakistan, and several other countries.

Aqamiri told ANA News Agency that despite sanctions and market fluctuations, Iran's handmade carpet industry still produces some of the finest carpets in the world.

He emphasized that ongoing efforts aim to preserve and strengthen this cultural heritage in international markets.

A Symbol of Iranian Art

Persian carpets—renowned for their intricate designs,



rich colors, and durability—have long been considered a symbol of Iranian artistic identity.

For generations, they have decorated homes, palaces and museums around the globe.

Iran once dominated the global hand-woven carpet market, with exports exceeding \$1 billion in the 1990s and remaining strong until the early 2010s.

Decline Under Sanctions

In recent years, exports have dropped significantly due to U.S. sanctions and strict domestic policies requiring exporters to

repatriate foreign currency earnings.

These restrictions have disrupted traditional trade routes and reduced profitability.

Despite these challenges, many Iranian artisans and exporters are working to keep the country's carpet tradition alive by exploring new markets and using digital platforms to reach global buyers.

As efforts continue to revive production and expand international connections, the enduring appeal of Persian carpets remains a testament to Iran's cultural resilience and artistic excellence.

Iranian Carpet: A Global Heritage Waiting for Strategic Rebirth

By Naser Seraji — Strategic Branding & Export Consultant



The Beauty the World Has Yet to See

For centuries, Persian carpets have carried the story of a civilization — threads of patience, imagination, and soul woven into art. Yet in today's global market, beauty alone no longer sells.

The world no longer buys products; it buys perceptions. While the global handicraft and cultural luxury market exceeded \$120 billion in 2024, Iran's share remains below 2%. This gap is not due to lack of quality — it is the direct result of a lack of branding strategy.

More Than a Product — A Cultural Language

A Persian carpet is not just a decorative object. It is a visual poem, a dialogue between heaven and earth, order and imagination.

Every pattern carries philosophy; every color speaks emotion.

But today's global audience looks for more than craftsmanship — they seek identity they can feel.

Successful nations like Japan and Italy have redefined their traditional crafts as global experiences without losing authenticity. It's time we did the same.

What the Data Tells Us

The evidence is clear and urgent:

- Global demand for cultural and identity-based products has grown over 40% in the past five years.
- Younger luxury consumers (under 40) value meaning, authenticity, and narrative more than price.
- Brands that invest in cultural storytelling and experience design achieve 3.2x higher export growth on average.

Despite this, most Persian carpet exporters still operate in a transactional model — selling products without brand, emotion, or story.

The result is predictable: short-term sales, no long-term legacy.

The Real Challenge: Translating Authenticity into a Global Language

The Persian carpet industry's strength has always been authenticity. Its weakness is communication.

We have mastered the art of weaving, but not the art of telling our story.

Strategic branding is not about changing a logo or packaging.

It is about redefining how the world feels when it hears the name “Persian Carpet.”

Global success requires three strategic shifts:

1. Reposition the story — Explain why you exist, not only what you sell.

2. Design emotional value — Let your audience feel something: pride, calm, connection.

3. Sell culture, not commodity — Every sale should communicate heritage, not just material.

The Future Belongs to Strategy and Synergy

The next chapter of the Persian carpet will not be written by artisans alone, but by the alliance of art and strategy.

This industry now needs brand architects, experience designers, and strategic thinkers who can connect the depth of Persian culture to the expectations of global luxury

markets.

International branding is no longer a luxury; it is the foundation of survival.

The Persian carpet must evolve from being a historical treasure to becoming a modern symbol of Iranian innovation and cultural intelligence.

A Call for Strategic Rebirth

The Persian carpet stands on the edge of a new era — one that demands clarity, creativity, and courage.

The world is ready to rediscover it, but only if we speak in a new language: the language of brand, strategy, and global vision.



50% Surplus in Iran's Machine-Made Carpet Industry; Exports Hindered by Currency Obligations

Iran's machine-made carpet industry is facing a critical challenge.

Despite a relative decline in production compared to previous years, the sector currently operates with nearly 50% surplus output that can only be absorbed through exports.

However, the main obstacle lies in restrictive currency repatriation regulations, which have disrupted export activities since 2018.

According to current rules, exporters are required to return foreign exchange earnings to the Central Bank at a fixed rate — often below actual production costs — while receiving no export incentives in return.

This policy has forced many manufacturers to sell directly to foreign buyers at factory gates rather than through official export channels.

As a result, carpets are ex-



ported via one-time-use trade cards and border markets, a mechanism that undermines both producers' rights and government revenues.

The consequences are severe. Modern weaving machinery, imported with significant investment and foreign exchange outflow, remains underutilized due to export restrictions.

This comes at a time when the machine-made carpet industry is one of Iran's most job-generating sectors.

Each weaving machine provides direct employment for about 15 workers and at least double that number indirectly.

The industry has the potential to act as a strong driver of employment and production.

Yet without the removal of export barriers and reform of currency regulations, the vast capacity of Iran's machine-made carpet sector will remain underexploited, threatening the sustainability and growth of one of the nation's most valuable industries.

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GH Commercial Continues Partnership with the 2025 Sustainability Awards

GH Commercial proudly announces its continued partnership with the Architecture and Design Sustainability Awards 2025, marking the company's fourth consecutive year of sponsorship in the Interior Design category as a Gold Partner.

For GH Commercial, sustainability goes beyond a guiding principle — it is a long-term commitment to responsible design, innovation, and environmental stewardship.

The partnership underscores the company's dedication to supporting initiatives that celebrate leadership in sustainable architecture and interior design across Australia.

Celebrating Sustainable Design Excellence

The Sustainability Awards remain Australia's longest-running and most prestigious recognition program, cele-

brating excellence in sustainable design and architecture across commercial, educational, and public spaces.

The Interior Design category, proudly supported by GH Commercial, honors projects that successfully merge aesthetics with environmental responsibility — through sustainable material choices, adaptive reuse, and efficient spatial planning that reduce waste and energy consumption.

Sustainability Summit 2025

The Sustainability Summit 2025 will take place on 19 November at the Fullerton Hotel, Sydney, offering both in-person and live-streamed attendance.

This year's summit will feature ten expert-led panels tackling the most urgent sustainability challenges shaping the built environment.

GH Commercial's Chief

Sustainability Officer, Lachlan McMurtrie, will participate in the discussion titled “The Embodied Carbon Dilemma for Commercial Buildings: Demolish, Retrofit or Rebuild?”, highlighting pathways toward carbon-conscious decision-making in construction and renovation.

Finalists Announced

The shortlist for the 2025 Sustainability Awards has been revealed, showcasing the creativity and forward-thinking spirit driving Australia’s design industry.

GH Commercial extends heartfelt congratulations to all finalists in the Interior Design category:

- Boot Factory & Mill Hill Centre Precinct – Archer Office
- Arup Brisbane Workplace – Arup
- Greenhouse Grove – Envirotecture
- Subtle Shift – Steffen Welsch Architects
- Perpetual – Gray Puksand
- LCI Melbourne Workplace – Concept Black

These projects exemplify the transformative power of sustainable design — proving that innovation and environmental responsibility can coexist beautifully within Australia’s evolving architectural landscape.

Indian Consulate in Istanbul Launches “Woven Legacies” Program



India’s Consulate in Istanbul has unveiled the upcoming cultural programme Woven Legacies — spotlighting India’s rich textile heritage — with an exhibition and seminar scheduled for November 27–29, 2025.

The three-day event will showcase over 50 antique and collectible textile pieces from across India, bringing together textile collectors, contemporary designers, cultural historians, and craft specialists from both Türkiye and India.

In addition to the exhibition, a seminar on November 28 will explore how traditional weaving techniques can be preserved, modernized, and re-imagined to inform contemporary design and sustainable craftsmanship.

U.S. Carpet Market to Reach \$32.97 Billion by 2033 Amid Renovation Growth and Eco-Friendly Trends



The U.S. carpet market is projected to grow steadily from US\$ 21.33 billion in 2024 to US\$ 32.97 billion by 2033, expanding at a CAGR of 4.96%, according to the newly released United States Carpet Market Report & Forecast 2025–2033 by ResearchAndMarkets.com.

Residential Renovations and Commercial Growth Fuel Demand

The report highlights home renovation, commercial infrastructure expansion, and rising interest in sustainable materials as the key drivers of market growth.

Home improvement investments, estimated at \$472 billion in 2022 by Harvard University’s Joint Center for Housing Studies, continue to propel demand for soft, comfortable flooring in American homes.

Carpet remains one of the most popular flooring choices for bedrooms, living spaces, hotels, offices, and educa-

tional institutions — valued for its comfort, sound insulation, and design versatility.

States such as California, New York, and New Jersey lead national demand due to strong real estate activity and urban development.

Eco-Friendly and Technological Advancements

Innovation continues to redefine the carpet sector, with manufacturers introducing stain-resistant, antimicrobial, and recyclable materials.

Consumers increasingly favor carpets certified by Green Label Plus and compatible with LEED standards.

Companies like OBJECT CARPET have pioneered mono-material polyester carpets and new DUO technology, enabling fully recyclable production by 2026.

Meanwhile, digital design systems and modular carpet tiles enhance customization and sustainability.

Commercial Real Estate and Hospitality Expansion

The commercial and hospitality sectors play a vital role in sustaining market growth.

Carpets are preferred for their aesthetic appeal and acoustic benefits, particularly in high-traffic venues such as hotels and offices.

According to CBRE's 2025 Hotel Investor Intentions Survey, 94% of respondents plan to maintain or increase hospitality investments — a strong indicator of continued carpet demand in the luxury and urban hotel segment.

Market Challenges: Hard Flooring Competition and Maintenance

Despite its resilience, the U.S. carpet industry faces headwinds from the growing preference for hard-surface flooring like vinyl, laminate, and hardwood. These alternatives are seen as easier to clean and longer-lasting.

Carpets' maintenance requirements and shorter lifespan may discourage some consumers, especially in rental properties.

Key Industry Players

Prominent market participants include:

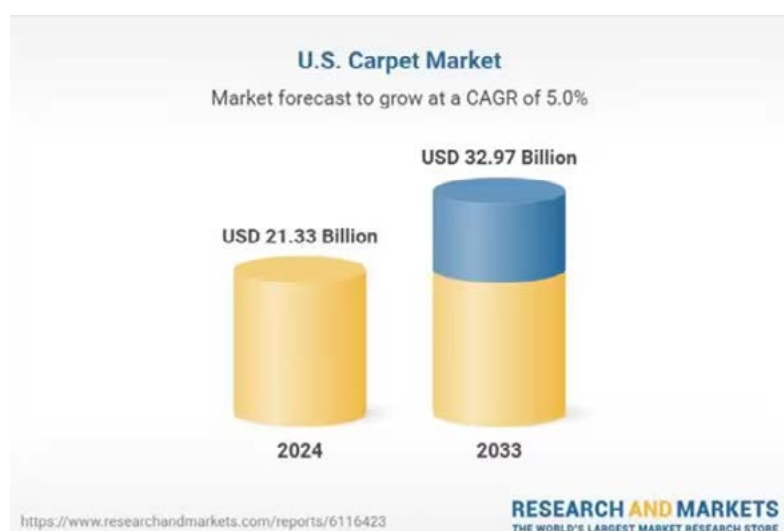
- . Honeywell International Inc.
- . Munters Group
- . Phoenix Manufacturing Inc.
- . Condair Group AG
- . Celsius Design Limited
- . Colt Group Limited

These companies are driving the development of energy-efficient, sustainable, and design-oriented carpet solutions to meet evolving consumer and commercial needs.

Market Outlook

With strong demand from both residential and commercial sectors, continuous material innovation, and sustainability at the forefront, the U.S. carpet market is set for steady expansion through 2033.

While challenges persist, carpet remains an integral part of American interiors — combining comfort, performance, and evolving eco-conscious design.



Tradition as Inspiration, Not Limitation: The New Vision of Iran's Young Carpet Leaders

The Persian carpet industry has always been deeply rooted in tradition, artistry, and authenticity — values that define Iran's cultural identity. But as the world changes, so must we.

I believe tradition is not a limitation; it is our greatest asset. Yet if we cling to it without innovation, it risks becoming nothing more than nostalgia.

To ensure our heritage remains alive, we must preserve its spirit, not necessarily its form.

In design, for example, we can be inspired by classical Persian motifs yet reinterpret them through modern colors, patterns, and textures.

In production, advanced technologies can help us maintain the craftsmanship that gives Persian carpets their soul, while improving efficiency and sustainability.

True progress happens when we combine respect for the past with the courage to shape the future.



Redefining Persian Carpets for a New Generation

Today's customers — especially the younger generation — no longer look at carpets merely as decorative items.

They seek meaning, experience, and connection. They discover brands on social media, engage with them through storytelling, and value authenticity as much as beauty.

For that reason, the Persian carpet industry must evolve beyond the traditional boundaries of production and sales. We are no longer just creating carpets; we are creating cultural experiences.

This generational shift has

already begun. Young Iranian entrepreneurs are reshaping how Persian carpets are presented to the world.

From exhibition design and digital branding to packaging and communication, every detail now tells a story — a story that blends heritage with innovation.

Our mission as the new generation of carpet leaders is clear:

to ensure that Persian carpets remain not only symbols of art and history but also reflections of modern creativity, sustainability, and global identity.

Because we are a generation that designs carpets — not just for the floor, but for the mind.



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



Pakistan's Carpet Industry Faces Disruption Amid Torkham Border Closure

Pakistan's renowned handmade carpet industry is facing severe supply chain disruptions following the closure of the Torkham border, a critical trade route connecting Pakistan and Afghanistan.

The suspension has created shortages of essential raw materials, leaving carpet manufacturers struggling to maintain production schedules and meet export commitments.

Material Shortages Threaten Export Orders

A significant portion of Pakistan's carpet exports relies on semi-finished handmade carpets imported from Afghanistan, which are then washed, dyed, and finished in Pakistan before being shipped to international markets.

With the border sealed, local exporters report growing difficulties in sourcing key materials and compo-



nents needed for ongoing orders.

Industry representatives warn that if the border remains closed, Pakistan could begin losing export orders within weeks.

"If the situation continues indefinitely, goods simply won't arrive," said Malik Abdul Latif, Patron-in-Chief of the Pakistan Carpet Manufacturers and Exporters Association, in an interview with Wealth Pakistan.

"Some items come exclusively from Afghanistan, including Khurjin and Sultani designs — high-quality products that are integral to our ex-

ports."

Latif emphasized that both nations have rich and inter-linked weaving traditions. "Every region has its own distinctive patterns and culture. Pakistan's designs — such as Mohri, Jaaldar, and Sutri — are unique and highly valued abroad," he added.

Trade Interdependence and Logistical Barriers

According to Latif, Afghan buyers frequently travel to Pakistan for sourcing, since Pakistan offers a complete range of carpet materials under one roof.

He noted that international

buyers avoid traveling to Afghanistan due to security concerns and that Afghanistan lacks a robust banking infrastructure, making direct exports challenging.

“Only shipments to Turkey via Iran are somewhat feasible,” he said. “Sending containers directly from Afghanistan to the U.S. or Europe takes longer and costs significantly more in freight and logistics.”

Latif underlined that Pakistan and Afghanistan’s carpet trades are deeply intertwined through tradition and commerce. “We hope the situation improves soon,” he remarked. “Pakistan comes first.

If Pakistan stands strong, our businesses will survive. We will not trade with anyone harming our country, no matter the cost.”

Impact on Local Manufacturing and Exports

Latif clarified that the domestic carpet segment remains largely unaffected.

“We are using locally sourced materials for our own production, so there’s no immediate disruption.

However, Afghan manufacturing inputs are currently on hold,” he said, noting that most essential materials had arrived before the border closure.

He expressed optimism that once trade resumes, the situation would normalize quickly.

“So far, there hasn’t been any serious impact on production,” he added.

However, other exporters are less confident.

Muhammad Ashraf, another leading carpet exporter, warned that Pakistan’s overall carpet exports could fall by as much as 30% if the standoff drags on.

“Even if the border opens by the end of November, we will be fine — our products don’t spoil,” Ashraf explained.

“We are largely self-sufficient. The wool comes directly from Siberia, and all dyeing, washing, and finishing are done here in Pakistan.

The real loss is on Afghanistan’s side, where many weavers and laborers are now idle.

But if the situation persists, it will start affecting us too.”

A Waiting Game for Resolution

While exporters remain hopeful for a swift reopening of the Torkham crossing, uncertainty continues to cloud Pakistan’s carpet trade outlook.

The industry — a vital source of export revenue and employment — now faces growing pressure to adapt to an unpredictable geopolitical and logistical landscape.



Afghan Carpet Exports Surge by Over 70% in 2025

Afghanistan's centuries-old carpet industry is witnessing a remarkable revival, with exports soaring by more than 70% this year, according to the Herat Chamber of Commerce and Investment.

Officials attribute the surge to the return of Afghan refugees from Pakistan, which has significantly boosted domestic production.

Carpets that were previously woven by Afghan artisans in Pakistan are now being produced and exported directly from Afghanistan under the country's own name.

"With the return of Afghan refugees from Pakistan, the export of Afghan carpets, previously woven by Afghans in Pakistan, has decreased there and instead increased within Afghanistan, now being exported under Afghanistan's name,"

said Mohammad Yousuf Amin, Executive Officer of the Herat Chamber of Commerce and Investment.

Currently, 99% of Afghan carpets—entirely handwoven—are exported abroad, while only about 1% remain for domestic use.

For years, a large portion of Afghan carpets reached global markets under the labels of Iran and Pakistan, but that trend is shifting as Afghan producers gain more direct access to international trade routes and customs facilities.

Mohammad Rafi Nadery, a member of the Afghan Carpet Producers and Exporters Association, noted that Afghan carpets are now recognized globally for their fine craftsmanship.

“Most of these carpets are made specifically for international markets and are showcased in global exhibitions,” he said.

Local business owners have called on the government to further support the sector by easing participation in international fairs and improving ex-

port logistics.

Noor Ahmad Faizi, a veteran carpet trader in Herat with over 50 years of experience, said:

“The government should help us participate in exhibitions and support carpet exports.”

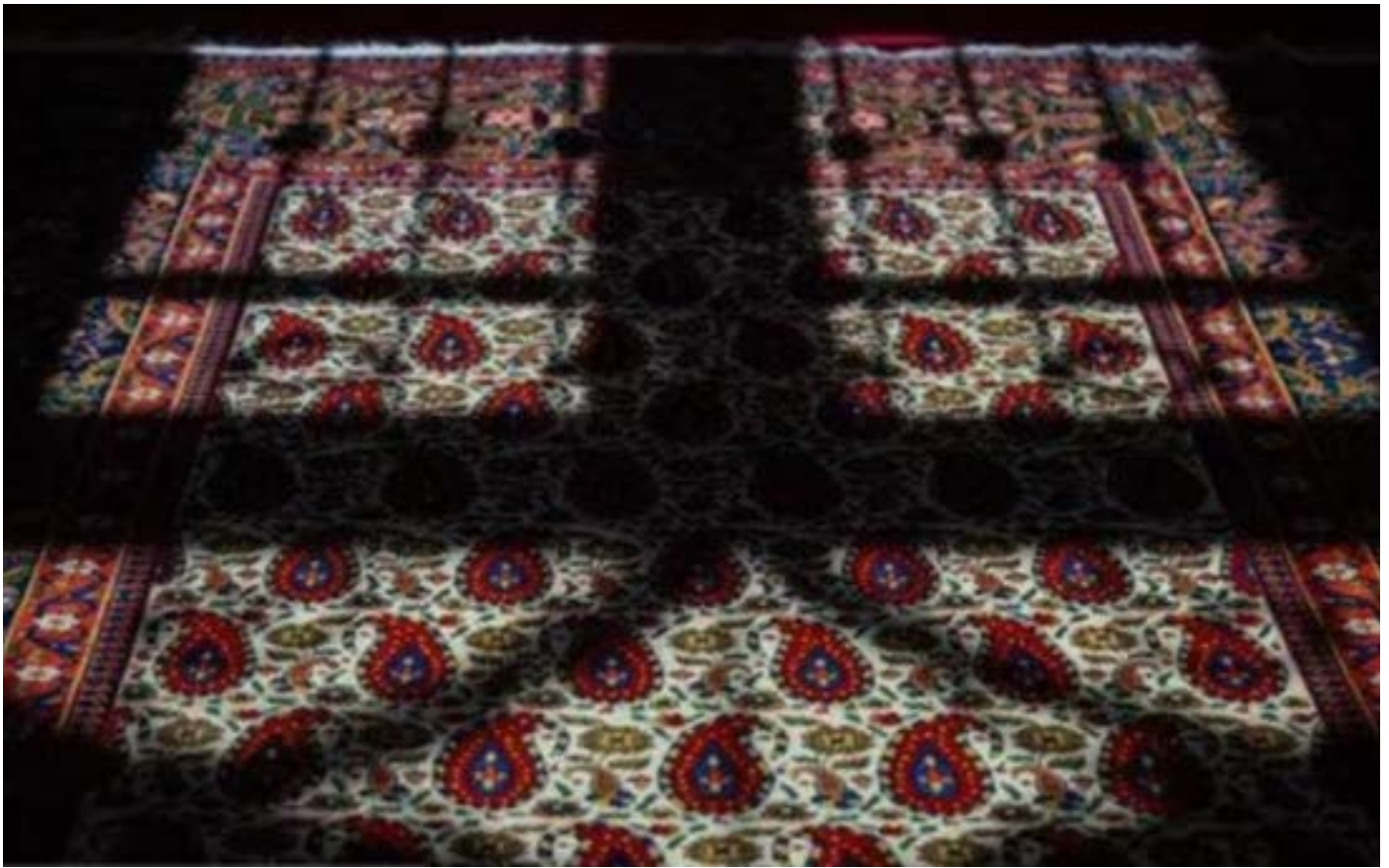
Basheer Ahmad Yarzada, another carpet seller in Herat, echoed the sentiment, urging the authorities to facilitate global promotion opportunities.

Afghan carpets are world-renowned for their intricate designs, rich colors, and durable weaves—particularly those produced in the northern and western regions of the country.

According to the Afghan Carpet Producers and Exporters Association, over 400,000 people are currently employed in the carpet industry in western Afghanistan, highlighting its vital role in the national economy and rural livelihoods.



Historic Qajar-Era Persian Carpet Unveiled in Tehran



A rare Qajar-era Persian carpet, woven more than a century ago by schoolgirls in Tehran, was unveiled this week at the Tehran Carpet Museum as part of the celebrations marking Tehran Week.

The unveiling drew widespread attention from art historians, cultural enthusiasts, and media outlets for its exceptional craftsmanship and historical significance.

According to Mohammad Javad In-

anlou, Director of the Tehran Carpet Museum, the masterpiece was woven in 1344 AH (around 1925 CE) by a group of young students at a girls' school during the Qajar dynasty.

"This carpet is not only a unique work of art but also a living document of Tehran's cultural and social history," Inanlou said.

A Symbol of Heritage and Identity

Experts describe the piece as one of the most significant historical carpets preserved in Iran — both for its intricate design and for the rare fact that it was created by students during a

period when women's participation in arts and crafts was limited.

The motifs and color palette reflect the Qajar artistic style, characterized by elaborate floral arrangements, symmetrical geometry, and influences from both Persian and European aesthetics of the time.

The unveiling highlights the museum's ongoing efforts to preserve and promote Iran's carpet-making heritage, particularly those works that shed light on the country's educational and artistic evolution.

Persian Carpets: Weaving the Story of a Nation

For centuries, Persian carpets have been more than decorative art — they are woven stories of culture, spirituality, and craftsmanship.

Each hand-woven masterpiece reflects Iran's rich artistic legacy, from intricate knotting traditions passed

down through generations to designs inspired by mythology, poetry, and nature.

The newly unveiled Qajar-era piece serves as a tangible reminder of Tehran's artistic past, offering visitors a glimpse into a period when education, art, and national identity were intricately interwoven — quite literally — through the timeless beauty of the Persian carpet.





Object Carpet Named Among “The Major German Brands 2026” by German Design Council

Object Carpet has been officially recognized as one of “The Major German Brands 2026” by the German Design Council, highlighting the company’s long-standing commitment to design excellence, innovation, and responsible production under the “Made in Germany” standard.

The award was presented at Soho House Berlin, accompanied by event photography released publicly this week.

The distinction under-

scores Object Carpet’s leadership in circular design, advanced material innovation, and the creation of interior environments the company describes as “feel-good spaces.”

The brand’s design philosophy focuses on pushing boundaries in sustainable development while delivering aesthetic and functional value to modern commercial interiors.

Object Carpet emphasized that the recognition serves as a meaningful reminder of its mission to

pursue purpose-driven, responsible design.

The company also expressed gratitude to the German Design Council and to the teams whose work contributes to its ongoing innovation.

Being featured in the 2026 edition of The Major German Brands places Object Carpet among the most influential companies shaping the future of German design—brands celebrated for their quality, forward-thinking creativity, and long-term commitment to sustainability.



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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.

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Sharing challenges and making progress together.

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New Study Reveals Path to Turning Used Carpet into High-Performance Composites



A groundbreaking research article published in ACS Sustainable Chemistry & Engineering explores how postconsumer polypropylene carpet can be transformed into high-performance composite materials, shedding light on more sustainable end-of-life strategies for the carpet industry.

From Waste to Value: Tackling a Growing Problem

Each year, an enormous volume of carpets and rugs is sent to landfill in the U.S., primarily because recycling them presents serious technical challenges.

The study addresses this pressing issue by investigating ways to reclaim and repur-

pose the polypropylene content of used carpets rather than discarding them.

Key Findings and Methods

The authors outline a process to separate, purify, and reinforce the polypropylene fibers recovered from used carpets, then integrate them into composite materials.

By optimizing formulations and processing techniques, they demonstrate that the resulting composites maintain robust mechanical properties suitable for various applications.

The work suggests that such composites could find use in structural, building, or industrial components — giving carpets

a second life beyond waste.

Sustainability Implications

This research highlights a promising circular-economy model for the carpet industry.

By diverting used carpet materials into new composite products, manufacturers and waste managers could reduce landfill pressure, lower raw material consumption, and cut the environmental footprint of carpet disposal.

Meanwhile, the approach delivers tangible value through functional, engineered end-products.

Challenges and Next Steps

While the results are encouraging, scaling such recycling to industrial levels is not without challenges:

Contamination and mixed materials: Real-world used carpets often include other fibers, adhesives, or backing layers that must be efficiently separated.

Processing costs and energy use: The economic viability depends on refining separation, purification, and composite fabrication to be cost-effective and energy efficient.

Standardization and performance assurance: To win market acceptance, recycled composites must meet industry standards for strength, durability, and safety.

The authors call for further development in process optimization, pilot-scale trials, and life-cycle assessments to fully understand the environmental and economic tradeoffs.





Turkish Carpet Delegation Strengthens Commercial Ties in Jeddah With High-Impact B2B Meetings

The B2B meetings organized within the scope of the Saudi Arabia (Jeddah) Carpet Sectoral Trade Delegation concluded with remarkable success, demonstrating the growing interest of the Jeddah market in the Turkish carpet industry.

Participating companies effectively showcased their innovative designs, seasonal collections, and high-quality product lines, establishing strong and promising

business connections with potential buyers across the region.

During the meetings, the delegation engaged in comprehensive discussions on Saudi Arabia's shifting consumer expectations, emerging trends, and long-term opportunities to further strengthen Turkey's export capacity in the medium and long term.

The constructive dialogues highlighted substantial potential for expanding Turkish carpet exports to one of the region's most dynamic markets.



The program was significantly supported by the participation of:

- Salahattin Kaplan, Chairman of the Carpet Sector Board
- Zeynal Abidin Kaplan, Chairman of the Board
- Members of the Board of Directors
- Mustafa Ünal, Consul General of Türkiye in Jeddah
- Onur Şahin and Ahmet Güneş, Commercial Attachés in Jeddah

Their presence provided valuable diplomatic and institutional back-

ing, enabling participating companies to communicate more effectively with local business networks and fostering the foundation for new commercial partnerships.

Following the successful completion of the B2B sessions, the delegation will continue its program with an extensive market visit, aimed at further deepening sectoral insight and exploring additional opportunities for collaboration in Saudi Arabia's rapidly growing carpet and home furnishing market.



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Coverings 2026 Opens Registration and Announces Gary Sinise as Keynote Speaker

Coverings, North America's largest tile and stone exhibition, has officially opened registration for its 2026 edition, taking place March 30–April 2, 2026, at the Las Vegas Convention Center (LVCC).

This highly anticipated event will feature more than 1,000 exhibitors from 40 countries, spanning over 400,000 square feet across the North and Central Halls, and is expected to draw nearly 25,000 industry professionals from around the world.

Registration Now Open

Tile, stone, and design professionals are encouraged to register early for complimentary, all-inclusive passes available until February 1, 2026.

From February 2–March 29, an advance registration fee of \$49 will apply, while on-site registration during show days will be \$49 online or \$99 in person. Non-exhibiting manufacturers may register anytime at a flat rate of \$299.

Early registrants will receive

exclusive access to event updates, exhibitor previews, and trend insights.

The four-day exhibition will once again serve as a key business hub for manufacturers, distributors, designers, and contractors to discover new innovations, materials, and tools shaping the global tile and stone industry.

Gary Sinise to Headline Keynote Session

A major highlight of Coverings 2026 will be the keynote presentation by

award-winning actor and humanitarian Gary Sinise, founder of the Gary Sinise Foundation.

Scheduled for April 1, 2026 (8:30–9:15 a.m. PDT), the session will feature Sinise in conversation with industry leaders, discussing themes of service, craftsmanship, and community building.

The keynote is presented with the support of MAPEI Corporation as headline sponsor and PROFLEX Products, Inc. as supporting sponsor.

“We’re honored to welcome Gary Sinise to Coverings 2026,” said Jamie Rich, Managing Director of Coverings.

“His keynote participation—and the incredible work of the Gary Sinise Foundation—will deeply resonate with the Coverings community.

The foundation’s commitment to building and retrofitting homes for veterans and first responders mirrors the spirit of craftsmanship and collaboration that defines our industry.”

Sinise, best known for his Oscar-nominated role as Lt. Dan Taylor in *Forrest Gump* and acclaimed performances in *Apollo*

13, *The Green Mile*, and *CSI: NY*, founded his namesake foundation in 2011.

The organization provides mortgage-free, specially adapted smart homes for severely wounded veterans and supports first responders and their families, often partnering with architects, builders, and tile and stone professionals to create safe, accessible environments.

Coverings Cares Expands Partnership with the Gary Sinise Foundation

The Coverings Cares philanthropic program, launched in 2023, will spotlight the Gary Sinise Foundation at the 2026 event.

The initiative will feature a major financial contribution from Coverings, with attendee donations matched in part to further support the foundation’s mission of honoring and assisting America’s heroes.

Hotels and Travel

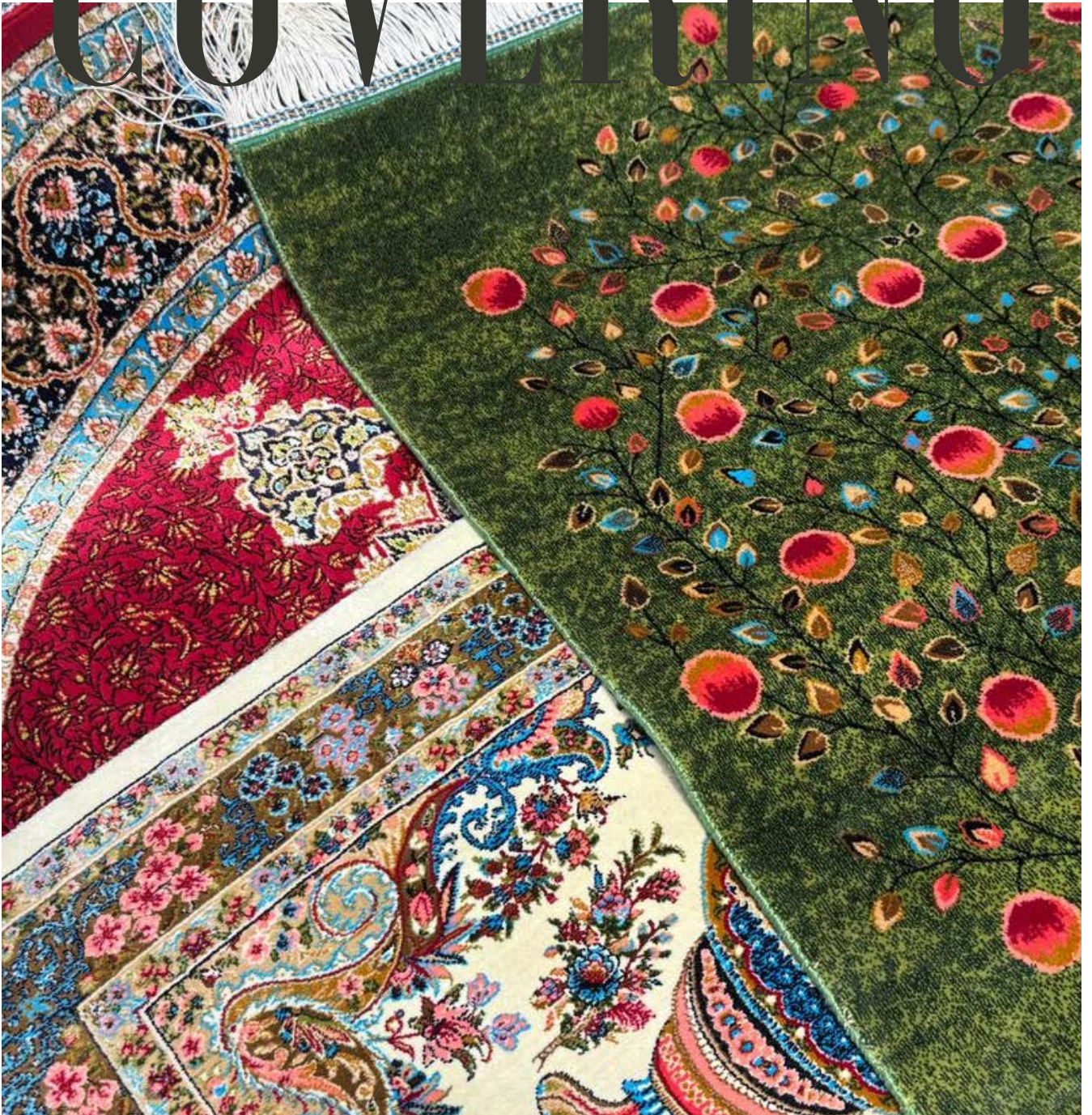
Attendees can book accommodations through onPeak, Coverings’ official housing partner, offering flexible and secure bookings with no hidden fees or upfront deposits and free cancellations up to 72 hours before arrival.

Discounted rates are available at top Las Vegas hotels including ARIA Resort & Casino, Bellagio, and Encore at Wynn Las Vegas. Guests staying at onPeak partner hotels will enjoy complimentary shuttle service to and from the LVCC during the event.

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