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MIDDLE EAST AND AFRICA CARPET AND FLOORING NEWS
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MENA CARPET NEWS



Visitor Registration
Opens for DOMOTEX
asia/CHINAFLOOR 2026

ZIMMER AUSTRIA
Announces New
Representation in Turkey

Card Monroe Signals
a New Era for Tufting
Technologies

Visitor Registration Opens for

DOMOTEX asia/CHINAFLOOR 2026

The event is set to be the ultimate global meeting point for the carpet and flooring industry, offering unparalleled access to the world's most dynamic flooring markets and connecting industry professionals with the latest innovations, trends, and business opportunities.

DOMOTEX asia/CHINAFLOOR, the largest international flooring exhibition in Asia-Pacific, will return to Shanghai National Exhibition and Convention Center (NECC) from May 27 to 29, 2026 for its 28th edition.

This upcoming edition is set to reinforce the show's role as a key trendsetter shaping the future of the flooring industry,


while opening doors to new business channels and fostering new connections.

With China's unmatched manufacturing capacity and expanding consumer base, alongside the dynamic growth of the other nearby countries, the region continues to offer boundless opportunities for everyone in the industry on both, the supply and the demand side.

As in past editions, in 2026, DOMOTEX asia/CHINAFLOOR will again be part of the Build Asia Mega Show, an ecosystem of co-located events which create a unique platform that promotes cross-industry synergies, encourages knowledge exchange, and gives access to new channels for business development across the broader construction, building materials, and interior design sectors.

DOMOTEX asia/CHINAFLOOR

 27-29 May, 2026

 Shanghai, China

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Driving Global Flooring Growth as Markets Shift

Amid ongoing trade complexities and market volatilities, China's flooring exports are surging, particularly to emerging economies. By diversifying its export footprint, China is reducing reliance on slower-growing developed markets while tapping into the high-growth demand from new emerging regions, all while maintaining momentum in innovation, production optimization, and technological advancement.

This trend is clearly reflected at DOMOTEX asia/CHINAFLOOR. The May 2025 edition welcomed 83,056 visitors from 124 countries, marking the highest number of participating nations since the show's inception and highlighting its growing global influence as well as China's continued role as a hub for flooring innovation and sourcing.

International attendance maintained its strong post-Covid momentum, reaching 18,121 overseas visitors, while buyers from emerging markets, including Southeast Asia, Latin America, and the Middle East, recorded the most significant growth.

Each year, the show also hosts more than 200 hand-picked buyers as part of its exclusive Buyer Club, who benefit from curated

programs, guided tours, and over 400 targeted business matchmaking sessions, all designed to foster meaningful connections and unlock new business opportunities.

Who will be exhibiting?

Spanning 210,000 sqm of gross exhibition space across seven halls, the 2026 edition is expected to welcome around 1,500 companies and brands from around the world.

With a growing lineup of leading industry players, the show will be the stage of the latest innovations, technologies, designs, trends, and sustainable solutions shaping the future of the flooring sector.

Hard flooring, the largest segment, will occupy four halls, featuring a variety of resilient, wood, laminate, cork and bamboo flooring, alongside outdoor decking and sport flooring.

FLOORTECH Asia, in one dedicated hall, will focus on the entire hard flooring supply chain, including raw materials, machinery, accessories, coating, installation technologies, testing and certification, and more. Some of the leading hard flooring and technology brands that have confirmed their participation in 2026 are Coretec, Craft Floor, Daejin, Elegant, Kingdom, KTE, Regal, RMG, Swiss Krono, Success Wood, Senhong, Suntec, Teclic, Tur Hurne, Valinge, UNY Group, i4F, Zhengyoung, Adesiv, Banfert, Debal Coating, Dilong, Stauf, Unilin Technologies, among many others.

Carpet & Carpet Technology, known as the heart of DOMOTEX asia/CHINAFLOOR, will occupy two halls, covering the entire carpet supply chain and offering a wide range of finished products. Renowned international and Chinese brands such as Abrishami Carpet, Almas, Elite, Dongsheng, Haima, HC Floors, Jey Key Rugs, Mahesh Exports, Mortazavi, Nirmal, Paulig, Ragolle, Ruixin, Standard Carpets, Solomon Carpets, Atmax, Card-Monroe Corp, Freudenberg, Groz-Beckert, Lingda, Michishita Iron Works Co., Ltd, Wuding and more, will bring to the audience everything,

from hand made to machine-made carpets and the full supply chain, catering to all residential and commercial needs.

DOMOTEX asia/CHINAFLOOR stands as a testament to the flooring sector's resilience, showcasing companies' ability to meet evolving global demand with innovative, cutting-edge product offerings. For industry professionals, it remains an unmissable event to navigate current market dynamics and anticipate the future of flooring worldwide

Hard Flooring & Floor Tech:



Carpet & Carpet tech:



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DOMOTEX
asia *CHINA*FLOOR

Sellers Textile Engineers Highlights Sustainable Carpet Finishing Innovations at Singapore

UK-based Sellers Textile Engineers, a long-established manufacturer of carpet finishing equipment, has reaffirmed its commitment to sustainable technology and close customer collaboration during its participation in a major textile machinery event in Singapore.

Speaking to MENA Covering, Danny Chambers of Sellers Textile Engineers described the ITMA Asia + CITME Singapore 2025 exhibition as an important opportunity to reconnect with existing customers and strengthen long-term relationships across Southeast Asia.

“It’s extremely exciting for us,” Chambers said, noting that face-to-face engagement remains central to maintaining trust and understanding evolving market needs in the region.

Sellers Textile Engineers has built a strong reputation over the years for its expertise in carpet finishing technologies, particularly in shearing, coating, and advanced finishing processes.

According to Chambers, a key area of recent innovation has been the carpet tile sector, where growing demand for environmentally responsible solutions is shaping equipment development.

“In response to customer expectations, we have focused on polymer coating systems that are significantly more environmentally friendly and support recycling-oriented production,” he explained.

These developments reflect a broader industry shift toward sustainability, with manufacturers seeking solutions that balance performance, durability, and environmental responsibility.

The Middle East carpet market remains strategically important for Sellers Textile Engineers.

The company has an established customer base across the region, and Chambers emphasized that close cooperation with Middle Eastern producers has played a direct role in refining technologies and driving innovation.

“Our customers don’t just use the machines—they actively help us develop better solutions,” he said.

Chambers also pointed to the increasing cross-regional partnerships forming between carpet manufacturers in the Middle East and the Far East, describing this trend as a positive driver of new products, fresh ideas, and continuous technological evolution within the industry.

Addressing the topic of artificial intelligence, Chambers was candid about the current limits of automation in carpet finishing. He noted that quality assessment in carpet finishing remains highly dependent on operator skill, touch, and experience.

“At this stage, we have not integrated AI into our development process, because carpet quality is still very much a human-led evaluation,” he said.

Concluding the interview, Chambers expressed appreciation to MENA Covering and to Sellers’ customers for engaging with the company during the Singapore event, describing the city as an inspiring and dynamic meeting point for the global textile machinery community.





ZIMMER AUSTRIA Announces New Representation in Turkey

ZIMMER AUSTRIA has officially reshaped its representation strategy in Turkey, marking a new chapter in its continued commitment to one of the region's most dynamic textile machinery markets.

The company announced that Mr. Ali Erdem Erner and Mr. Alican Alkım Şar of ERA Mümessillik ve Makina Ticaret Limited Şirketi have been appointed as its new exclusive agents for Turkey. Effective immediately, the duo will represent ZIMMER AUSTRIA across both Digital Printing Systems and Screen Printing & Coating Systems.

Recognised as two deeply experienced professionals with strong reputations in the Turkish textile machinery sector, Erner and Şar bring extensive market knowledge and long-standing customer relationships.

ZIMMER AUSTRIA stated that this strategic partnership will further strengthen its local presence and support its long-term growth ambitions in Turkey.

"With their experience, market insight and professional standing, we believe Ali Erdem Erner and Alican Alkım Şar are the ideal team to continue driving ZIMMER AUSTRIA's success in Turkey," the company said in its announcement. "We look forward to a strong and productive collaboration."

As the company moves forward with its new representation, ZIMMER AUSTRIA also extended its gratitude to CENGER Mümessillik Ltd. Şti., acknowledging their years of dedicated service and valued cooperation.

New Contact Details for Turkey

- . Ali Erdem Erner — +90 532 476 25 98
- . Alican Alkım Şar — +90 536 275 85 54
- . Company Email: info@era-turkey.com

With this strategic transition, ZIMMER AUSTRIA aims to enhance customer service, strengthen market reach, and reinforce its leadership across Turkey's digital and screen printing machinery sectors.

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CARE Launches CarpeTell Handheld Device for Carpet Fiber Identification

CARE has announced the release of CarpeTell, a new handheld device designed to rapidly and accurately identify contemporary carpet fibers and fiber blends, supporting faster sorting in recycling operations.

The device is aimed primarily at post-consumer carpet recyclers, while also serving post-industrial recyclers and nylon compounders.

Development of CarpeTell began in 2021 after CARE learned that microPHAZIR, a widely used carpet fiber identification tool, was being phased out by its manufacturer.

Seeking a more effective replacement tailored to recycling needs, CARE initiated a research and development program to deliver a next-generation solution for the industry.

Following extensive evaluation, carpet industry veteran Frank Endrenyi partnered with CARE to identify the most suitable technology.

The organization subsequently collaborated with Matoha, a U.K.-based specialist in near-infrared (NIR) identification technologies for textiles and plastics.

After testing and review, CARE's board approved an ergonomic redesign to optimize the device for carpet recycling environments.





Endrenyi worked closely with Matoha over a two-year period to refine the technology and finalize the CarpeTell design.

“We’re delighted to have partnered with CARE and Frank Endrenyi to bring our material identification technology to the carpet and flooring industry,” said Darlene Sammut, Chief Operating Officer of Matoha.

She noted that CARE’s support enabled the development of AI algorithms specific to carpet materials, along with a handheld format suited to demanding recycling operations.

Faster Sorting, Higher Efficiency

CarpeTell delivers near-instant fiber identification in under half a second, significantly boosting sorting efficiency across all carpet fiber types and blends currently in production.

Its identification library can be expanded as new materials enter the market, ensuring long-term relevance.

Bob Peoples, Executive Director of CARE, said the device will play a critical role as extended producer responsibility (EPR) legislation expands.

“With EPR already active in California and expected in

New York, efficient fiber sorting will be essential. CarpeTell makes identification instant, accurate, and cost-effective,” he said.

The unit features a compact, durable, and ergonomic design, weighing approximately 12 ounces. A removable rechargeable battery provides up to 10 hours of operation, depending on use.

With minimal components, CarpeTell is designed to maximize uptime in warehouse environments, while its pistol-grip handle helps reduce operator fatigue during extended shifts.

Early users have reported positive results. “We received our first Matoha analyzer at our Lincoln, California facility and were impressed with its lightweight design, fast response time, and long battery life,” said Wes Nelson, Director of Sourcing and Sales at Circular Polymers by Ascend. He added that additional units have since been ordered to replace older analyzers across operations.

CarpeTell is priced significantly lower than microPHAZIR and includes a modest monthly subscription covering software updates and expansion of the identification library.

Frank Endrenyi of Marketing Collaborative LLC serves as the U.S. distributor and provides customer support, while additional technical resources and user guidance are available through Matoha’s online platforms.

With CarpeTell, CARE aims to remove a key bottleneck in carpet recycling—accurate, fast fiber identification—supporting higher recovery rates and more efficient circularity across the flooring industry.



Tarkett Launches Interwoven Journeys Carpet Tile Collection

Tarkett has introduced Interwoven Journeys, a new carpet tile collection that translates the idea of connected paths and shared experiences into contemporary flooring design.

The collection reflects the diverse routes people take together and the layered interactions that shape modern interiors.

“Our lives are enhanced by connections and the many layered ways we meet, interact and share,” said Omoleye Simmons, Vice President of Design at Tarkett.

“The Interwoven Journeys collection explores the poetry in how those paths intertwine, cap-

turing the harmony of overlapping experiences that define our sense of place and community.”

Interwoven Journeys: Design Inspired by Connection

Drawing inspiration from grids and organic networks, the collection features fluid rhythms of intersecting lines and blended textures.



Each pattern represents pathways crossing and experiences overlapping, creating a strong yet expressive foundation for high-use commercial spaces.

Available in 24" × 24" ethos carpet tile and offered in seven neutral and jewel-tone colorways, the collection includes four distinctive patterns:

- . Organic Experience features softer transitions and layered textures, reflecting the natural and unplanned ways lives intersect.
- . Unique Connection showcases structured, intersecting lines that express intentional movement and planned encounters.
- . Intertwined Path captures the poetry of overlapping journeys, forming a visual tapestry of shared stories.

. Interlaced Growth symbolizes expanding networks, with woven lines representing community and collective progress.

From a sustainability perspective, ethos carpet tile is Cradle to Cradle Certified® Bronze, Declare Red List Free, and made with up to 79% recycled content. Designed for high-traffic environments, it offers easy installation and reliable performance.

The collection is also available with Flex-Aire cushion backing, delivering enhanced durability and superior underfoot comfort.

Both backing options are included in Tarkett's ReStart® take-back and recycling program, with the ethos backing fully recyclable into itself—supporting Tarkett's ongoing commitment to circular and responsible flooring solutions.

Freeman Launches GreenStep, Industry's First Fully Recyclable Aisle Carpet

Freeman, a global leader in event services, has announced the launch of GreenStep Aisle Carpet, described as the events industry's first fully recyclable aisle carpet solution.

Developed in partnership with Emerald Carpets, the new product is designed to help event organizers significantly reduce waste while maintaining the durability, efficiency, and premium appearance expected on high-traffic show floors.

A Circular Flooring Solution for Sustainable Event Production

GreenStep Aisle Carpet is produced in a 10-foot-wide format and builds on Freeman's earlier introduction of the Designer Plus Eco booth carpet.

Both products feature a recyclable

backing technology that delivers performance parity with traditional event carpeting while lowering environmental impact.

The carpets are 100% recyclable and benefit from a lighter-weight construction, which helps reduce transportation-related emissions and ease labor demands during installation.

The initial rollout of GreenStep Aisle Carpet includes three core color options—Black, Tuxedo, and Midnight—with additional colors planned for future release.

"We are proud to be first to market with a recyclable aisle carpet that meets the realities of event production—high-use durability, efficient installation and transportation, and a premium look—while helping organizers take meaningful steps toward sustainability," said Anytra Lowe,

EVP Client Solutions at Freeman.

By transitioning aisle carpeting to a recyclable backing system, Freeman is enabling a true circular model, allowing used carpet to be diverted from landfill and remanufactured into new products.

This shift simplifies sustainability decisions for organizers by offering a responsible alternative for high-traffic areas, which have traditionally been among the most difficult spaces to manage sustainably.

Freeman confirmed that event organizers and venues can request samples or learn more about GreenStep Aisle Carpet as part of its ongoing efforts to advance circular, lower-impact solutions across the global events industry.



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Global textile expertise meets high-end contract design:

Heimtextil and Hospitality Interiors Europe announce partnership starting 2027

Heimtextil further expands its role as the global leading trade fair for home and contract textiles and textile design – and starts a new partnership with the format Hospitality Interiors Europe (HINT).

With the launch, a complementary event will take place alongside Heimtextil 2027, targeting decision-makers from the hotel and high-end hospitality design sector.

Both platforms combine their strengths, create tangible synergies for exhibitors and visitors – and expand the holistic interior design offering for architecture, interior design, hospitality and the contract sector.

Hospitality Interiors Europe already presents itself at Heimtextil 2026 with its own dedicated lounge area.

At Heimtextil 2027, the international hospitality and contract sector receives an additional stage: with the launch of Hospitality Interiors Europe, a parallel format is being created that specifically brings together decision-makers from (interior) architecture, project development and interior design for hospitality, as well as from the extended hospitality environment, including hotels, resorts, wellness & spa, extended stay and care facilities.

Hospitality Interiors Europe will be staged in

its own hall and will present design concepts for high-end hospitality environments.

This focus strengthens Heimtextil and elevates its global offering for holistic interior design. As leading trade fair, Heimtextil stands for international reach, textile expertise and material innovation.

Hospitality Interiors Europe complements this with a specialised hospitality perspective, featuring first-class product worlds and application contexts.

With Strive Exhibitions – whose founders Toby Walters and Sam Murray launched Cruise Ship Interiors Expo – serving as organiser, Heimtextil gains an internationally established partner with a strong industry network.

The partnership reflects the increasing significance of hospitality and contract interiors as growth engines for the global textile sector.



heimtextil

HOSPITALITY INTERIORS EUROPE 2027

“In hospitality, textiles are drivers of guest experience and market relevance. At Heimtextil, textiles are our core business. We demonstrate their full impact for interior design and hospitality on a global scale.

Together with Hospitality Interiors Europe, we expand our reach in contract business and enhance our offer: We create a shared space for innovative, high-end hospitality design – and open up significant opportunities for architects, interior designers and project developers. The partnership strengthens our portfolio of textile contract solutions.

We look forward to joining forces and unlock new value for decision-makers across the global contract and textile industry”, says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

TNew hospitality hub alongside Heimtextil 2027

With Hospitality Interiors Europe, a curated platform emerges for the industry that brings together high-quality design, textile innovation and hospitality expertise.

In addition to presentations by selected manufacturers, the format includes an exclusive congress programme that unites international experts and highlights key trends as well as relevant project developments in hospitality design.

At the same time, the additional platform fosters industry exchange and networking between decision-makers, planners and designers from the contract sector – all within a first-class environment.

“Sam and I are truly excited to be launching Hospitality Interiors Europe in Frankfurt in 2027.

HINT will become the new global meeting place for the entire hospitality design community, bringing together designers, suppliers, operators, and developers from the hotel, resort, care, wellness, and extended stay markets.

Partnering with industry-leading Heimtextil gives both audiences unparalleled access to the latest products.

We believe this marks the start of something truly special for the sector – a chance to connect, collaborate, and shape the future of hospitality design together”, says Toby Walters, CEO Strive Exhibitions.

Strong synergies for exhibitors and visitors

Both events benefit from each other’s visitor structures and high-calibre programme content – creating an even more compelling and clearly defined offering for decision-makers in the contract sector.

Visitors to Heimtextil gain direct access to high-end products, forward-thinking hospitality concepts and relevant industry players. Exhibitors of both formats reach new target groups in the luxury hospitality segment.

The upcoming Heimtextil marks the start of the partnership: In 2026, Hospitality Interiors Europe is already present with its own lounge area – offering opportunities to connect, network and get first insights into the forthcoming collaboration.



Balta Home Highlights

Innovation, Sustainability, and Global Market Outlook at ICFE Istanbul 2026

Exclusive interview with Frederik Stevens, Sales Manager at Balta Home, conducted by Behnam Ghasemi, Editor-in-Chief of MENA Covering, during ICFE Expo Istanbul (6–9 January 2026).

During the recently concluded ICFE Expo Istanbul 2026, Balta Home reaffirmed its position as one of Europe's leading flooring and home textile manufacturers, showcasing its diversified product portfolio, sustainability strategy, and global market vision.

Speaking to MENA Covering, Frederik Stevens, Sales Manager at Balta Home, described the company's participation in ICFE as a strategic test aimed at evaluating the exhibition's long-term potential.

"This year was our first time exhibiting in Istanbul. We decided to approach it as a test — without heavy investment — simply to be present, observe the visitor profile, and assess its relevance for the future. The result was very positive. We had strong visitor interest over the show," Stevens said.

Strong Presence at Heimtextil and Global Exhibitions

Balta Home has a long-standing presence at leading international trade fairs. After years of exhibiting at DOMOTEX, the company successfully expanded its visibility by participating in Heimtextil Frankfurt last year.

“Heimtextil was very successful for us. The response exceeded expectations, which is why we will return this year with a larger booth. It has become a key platform, particularly for European buyers,” Stevens noted.

Extensive Product Portfolio Across Two Manufacturing Hubs

Balta Home currently offers more than 50 different product qualities, manufactured across its facilities in Uşak, Turkey, and Belgium.

The Belgian facility specializes in tufted carpets, featuring fully washable, tumble-dry-safe products with innovative single-material backing systems.

The Turkish factory in Uşak focuses on woven carpet qualities, including polypropylene, polyester, and recycled polyester products, ranging from flatweaves to high-pile carpets, across nearly 50 collections.

“Our strength lies in diversity. We serve customers in more than 100 countries, and our collections are designed to meet a wide range of aesthetic, functional, and market requirements,” Stevens explained.

Sustainability as a Core Business Strategy

Sustainability and recyclability are central pillars of Balta Home’s product development strategy.

“All our 100% polypropylene flatweave products are Cradle to Cradle Silver certified. They are single-material products, making them easy to recycle.

In addition, we have several collections made entirely from 100% recycled polyester,” Stevens said.

He added that sustainability is no longer optional but increasingly driven by customer demand.

“Our customers actively ask for sustainable products. This is not just a future trend — it is already a present-day requirement.”

Why Production Shifted from Belgium to Turkey

Addressing broader industry changes, Stevens explained why much of European carpet production has shifted from Belgium to countries like Turkey.

“Belgium remains strong in trends, design, and innovation. However, production costs — especially labor and energy — are significantly higher. Turkey offers a more competitive cost structure, while still maintaining high manufacturing quality,” he said.

Middle East and Global Market Outlook

While acknowledging that 2025–2026 remains a challenging period globally, Stevens emphasized that opportunities still exist.

“Market conditions vary significantly by country. While some regions are slow, we still see strong interest in new products. Many buyers are open to innovation, and companies that offer something genuinely new can still succeed.”

Looking Ahead: Competition and Innovation in 2026

Looking toward 2026, Balta Home plans to maintain its competitive edge through rapid innovation cycles.

“We launch new collections twice a year, while many competitors do it only once. This allows us to stay ahead of trends. Often, customers tell us they see something at Balta Home that they haven’t encountered elsewhere yet.”

Stevens concluded by emphasizing the importance of competition:

“Competition keeps the industry alive. It pushes companies to innovate faster, improve quality, and deliver more value.”

With its successful test participation at ICFE Istanbul 2026, strong sustainability credentials, and global market reach, Balta Home continues to position itself at the forefront of the international carpet and flooring industry.



ICFE 2026 Opens with Strong International Momentum in Istanbul

The International Carpet & Flooring Expo – ICFE 2026 officially opened its doors at the Istanbul Fair Center, bringing together the global carpet and flooring industry for one of the sector’s most significant annual gatherings.

Speaking during the opening ceremony, Ahmet Hayri Diler, President of the Istanbul Carpet Exporters’ Association (İHİB), highlighted the scale and international reach of this year’s event.

According to Diler, ICFE 2026 is expected to welcome around 40,000 visitors, including approximately 10,000 international buyers and professionals, underlining the exhibition’s growing global profile.

This year’s edition hosts exhibitors from 25 countries, with a participation structure of roughly 70% domestic and 30% international companies.

European exhibitors, including companies from Belgium, are present alongside participants from Asia and the wider region, such as Iran, Pakistan, China, Uzbekistan, Turkmenistan, and Afghanistan.



ICFE 2026 showcases a broad range of products, with a strong focus on machine-made carpets and related segments, including wall-to-wall carpets, artificial turf, velvet carpets, tufted products, and selected handmade collections.

The exhibition spans 11 halls and covers more than 50,000 square meters, reinforcing its position as the world's largest carpet-focused trade fair.

Diler also emphasized the strategic role of Gaziantep, noting its global leadership in machine-made carpet production and exports.

The exhibition is jointly supported by the South-eastern Anatolia Carpet Exporters' Association and İHİB, and organized by TÜYAP, reflecting Turkey's coordinated industry approach.

Looking ahead, Diler pointed to the importance of expanding both exhibition space and international participation, as well as strengthening complementary activities such as design competitions, exhibitions, and cultural programs, to further enhance ICFE's global impact.

MENA Covering continues to provide independent coverage of ICFE 2026, focusing on industry trends, exhibitor insights, and regional market dynamics.

Readers and industry professionals are invited to share their views and experiences from the exhibition and contribute to the ongoing conversation around the future of the global carpet and flooring sector.

Journeys Across the Silk Route Inspire Greyweave's Gaman Rug Collection

Greyweave, a craft-led design studio based in Rajasthan, has unveiled Gaman: Stories Woven in Motion, a new rug collection inspired by journeys across Central Asia, the ancient Silk Route, and pre-colonial India. The collection positions the rug as a living record of movement—shaped by travel, exchange, and time—rather than a static interior object.

Rooted in the idea that movement becomes memory, Gaman traces how rugs evolved as they travelled across regions, absorbing local materials, techniques, and cultural sensibilities.

As patterns and skills moved between communities, motion itself settled into form, becoming part of the textile's structure and visual language.

Craft as Memory and Cultural Exchange

Greyweave describes craft as an evolving process rather than a fixed tradition.

In the Gaman collection, every knot, motif, and irregularity reflects routes crossed, influences absorbed, and the many hands that shaped the rug over generations.

Though the finished pieces lie still, the studio emphasizes that they continue to carry the memory of jour-

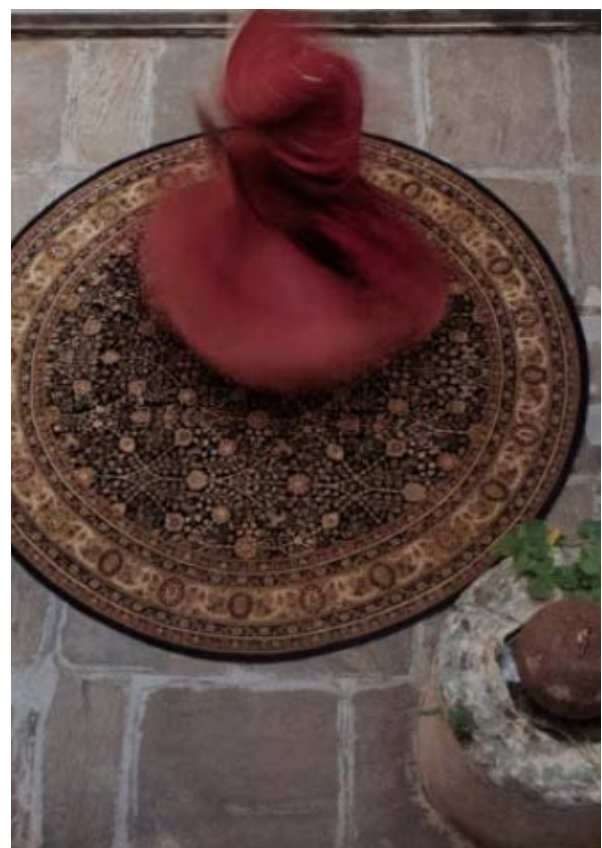
neys within their texture and construction.

The collection reimagines a period when trade and migration allowed skills, stories, and aesthetics to move freely across geographies, shaping craft through human exchange rather than replication.

The rugs are presented not as fixed designs, but as quiet, tactile archives—objects that hold traces of cultural interaction and shared histories.

The campaign accompanying Gaman translates this concept into carefully staged, painterly scenes inspired by historical movement.

Rather than documenting the past, the visuals reinterpret it, grounding history in material, texture, and human presence, and bringing the idea of motion into the present.





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OBJECT CARPET and Ippolito Fleitz Group Unveil NEULAND Carpet Collection



OBJECT CARPET has introduced NEULAND, a new carpet collection developed in collaboration with the renowned design studio Ippolito Fleitz Group.

Conceived as a response to growing demand for clarity, calm, and sustainability in contract interiors, NEULAND positions flooring not merely as a functional element, but as an expression of attitude and intent.

Described by the partners as a shift from noise to serenity, the collection addresses contemporary challenges of sensory overload by combining reduction with depth and calmness with character.

NEULAND reflects a shared vision to create spaces where focus, well-being, and environmental responsibility naturally coexist.

A New Chapter in Textile Design

NEULAND marks a significant milestone as the first collection fully developed on Niaga® DUO technology, bringing circularity to the forefront of textile interior design.

The concept draws on a restrained, architectural design language that supports timeless calm while maintaining a strong spatial identity.

According to the designers, NEULAND does not represent the unknown, but rather a conscious step toward new directions in design and materiality—where progress and transformation are guided by purpose.

Circular by Design

At the core of NEULAND lies Niaga® DUO, an innovative, material-pure construction made from just two separable components, enabling full recyclability at end of life.

This approach allows OBJECT CARPET to combine high design freedom with environmental responsibility, without compromise.

The collection is manufactured using 60% recycled materials and delivers high durability for demanding contract environments.

In addition to its ecological credentials, NEULAND offers excellent acoustic performance, contributing to quieter, more comfortable interiors.

“With NEULAND, we have united technological innovation and circular thinking into a collection that reflects the emotions and needs of our time,” said Daniel Butz, CEO of OBJECT CARPET.

Modularity with Character

NEULAND is designed as a modular system, featuring four freely combinable designs—FLUXDUOO, MATRIXDUOO, HELIXDUOO, and PARADOXDUOO.

Rather than fixed styles, these designs serve as creative impulses, enabling flexible zoning and dynamic spatial concepts across offices, hospitality spaces, and public interiors.

From open collaboration areas to quiet retreat zones, the system allows designers to shape environments that balance clarity, warmth, and identity.

Key Features at a Glance

- . First collection based entirely on Niaga® DUO technology
- . Fully circular concept with high-quality recyclability
- . Constructed with 60% recycled materials
- . Modular system with four combinable designs
- . High durability for contract applications
- . Enhanced acoustic comfort for serene interiors

With NEULAND, OBJECT CARPET and Ippolito Fleitz Group invite architects and designers to rethink textile spaces, prioritizing sereni



ICFE international carpet & flooring expo

EXHIBITORS INSIGHTS

Card Monroe Signals a New Era for **Tufting Technologies**



ZACH MONROE
VICE PRESIDENT OF
GLOBAL SALES

Exclusive MENA Covering Interviews with Card Monroe (CMC)



The ICFE 2026 exhibition marked a strong comeback for the global carpet and tufting industry, reviving what many industry veterans describe as the sector's "golden era."

This year's event attracted a powerful mix of regional and international manufacturers, confirming Istanbul's growing role as a global hub for soft flooring technologies.

Speaking to MENA Covering during the exhibition, Aly Nagy, official representative of Card Monroe in the Middle East and Africa and president of ATAG Egypt Company, highlighted the quality and relevance of visitors at ICFE 2026.

"ICFE once again feels like the golden times," Nagy said. "We welcomed many long-standing and high-potential customers, especially from Egypt, Saudi Arabia, the UAE, and Jordan.

The strong focus on carpets and tufting shows that the industry is entering a new phase.

When it comes to tufting developments in 2026, CMC is clearly one of the key players shaping the future.”

CMC Showcases Advanced Tufting Technologies

Zach Monroe, Vice President of Global Sales at Card Monroe, emphasized the strategic importance of ICFE for the company, which is celebrating its 45th anniversary this year.

“At ICFE Istanbul, we are presenting our latest tufting technologies, covering a wide range of applications—from artificial grass to residential wall-to-wall carpets and carpet tiles,” Monroe explained.

“One of our key focuses is advanced machinery for artificial turf, including the integration of logos directly into playing surfaces, as well as high-end residential carpet designs.”

Among the highlights was CMC’s tailored loop technology, which delivers a woven-look aesthetic using tufted production—offering manufacturers greater design flexibility while maintaining industrial efficiency.

Middle East: A Strategic Growth Market

CMC views the Middle East as a high-priority growth market, driven by increasing demand for advanced carpet technologies.

“We strongly believe in the growth potential of the Middle East,” Monroe noted.

“Each year, we see more inquiries from carpet manufacturers requesting quotations and deeper technical discussions.

This is a market where we are heavily invested and committed for the long term.”

He also pointed to ICFE’s rising international profile, noting that the exhibition now attracts visitors not only from the Middle East, but also from Europe, North America, Africa, and Asia—a shift that underscores Istanbul’s emergence as a global meeting point for the soft flooring industry.

Patented Color Point Technology Redefines Design Freedom



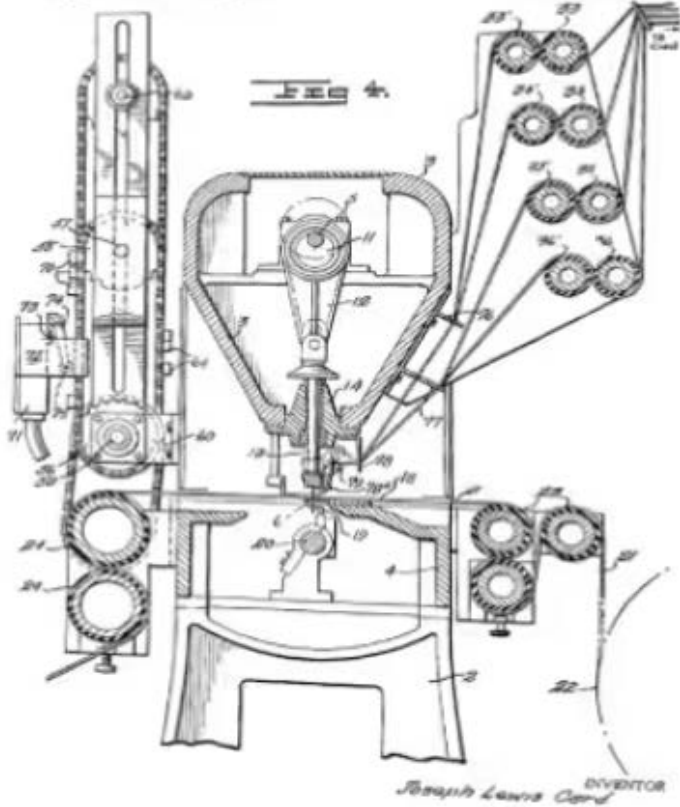
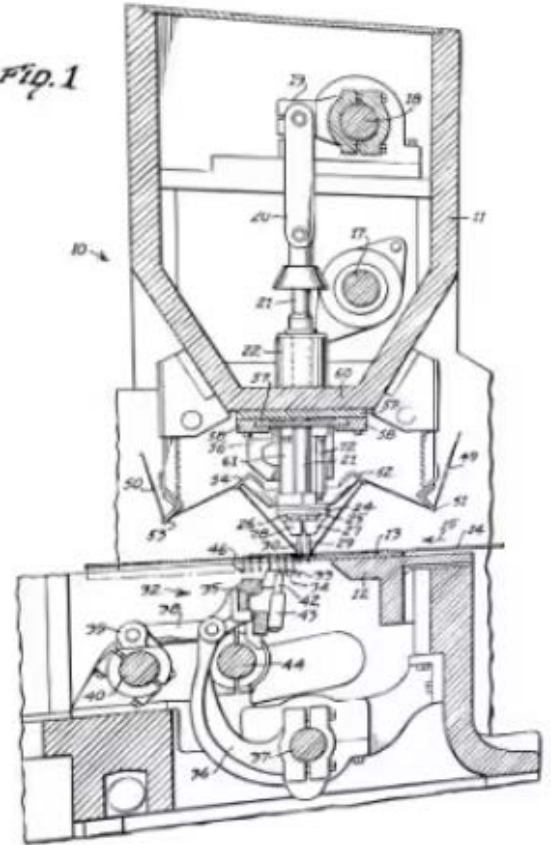


FIG. 1



A key innovation presented by CMC at ICFE 2026 was its patented Color Point technology, a unique solution that enables true multi-color designs and complex cut-and-loop patterns within tufted carpets.

“This is a revolutionary technology,” Monroe said. “It allows carpet designers to tuft virtually anything they can imagine—combining multiple colors, textures, and design elements in a single fabric structure.”

Card Monroe Unveils Next-Generation Tufting Technologies at ICFE 2026

Looking Ahead

Despite ongoing global uncertainties and market fluctuations, CMC remains focused on what it can control: innovation, customer proximity, and technological leadership.

“As the carpet industry continues to evolve, we want to be right alongside it,” Monroe concluded. “ICFE Istanbul plays a critical role in that journey.”





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





B.I.G. Yarns

Achieves EcoVadis Platinum Rating, Ranking Among Top 1% of Companies Worldwide

B.I.G. Yarns, the carpet yarn brand of B.I.G. and a leading manufacturer of polyamide (PA), polypropylene (PP) and polyester (PET) yarns for contract, automotive, and high-end residential applications, has been awarded the EcoVadis Platinum Medal, placing the company among the top 1% of more than 130,000 companies assessed globally.

With an overall score of 86/100, B.I.G. Yarns reaches the highest distinction awarded by EcoVadis, one of the world's most trusted and widely used sustainability assessment platforms.

The rating is based on rigorous third-party evaluation across four key pillars: environment, labor & human rights, ethics, and sustainable procurement.

This achievement confirms that B.I.G. Yarns' sustainability strategy is delivering measurable, industry-leading results and reflects years of investment in responsible operations, transparent governance, and climate-conscious innovation.

Sustainability leadership with customer value

“Next to achieving sustainability leadership recognized by EcoVadis, we also keep investing in innovative technologies that help us deliver smarter, more efficient, and more responsible solutions for our customers – while also creating safer, more engaging, and future-ready workplaces for our employees.

By embedding sustainability into every technological advancement – from product design to operations – we ensure that our innovations don't just solve today's challenges but create long-term value, resilience, and competitive advantage for our partners,” says Emmanuel Colchen, General Manager B.I.G. Yarns.

Sustainability embedded in growth and innovation

Sustainability is a core pillar of B.I.G. Yarns' long-term growth strategy.

In 2025, B.I.G. invested more than €25 million in a new state-of-the-art technologies, significantly improving energy efficiency, production speed, and operational flexibility while reinforcing European manufacturing.

The investment includes advanced BCF lines, strengthening B.I.G. Yarns' leadership in one-step 3-ply yarns for the carpet tile segment.

This latest-generation technology enables broader design possibilities while reducing environmental impact through more efficient production processes.

In parallel, B.I.G. Yarns continues to expand its Sustainable Yarns platform, offering customers market-ready solutions designed to reduce the CO2 footprint of carpet products – without compromising on quality, color depth, or design freedom.

A commitment beyond compliance

The EcoVadis Platinum rating is more than an accolade – it creates tangible value for customers. It ensures that partnering with B.I.G. Yarns supports sustainability objectives, regulatory compliance, and ESG commitments while reducing risk. By combining sustainability leadership with cutting-edge innovation, B.I.G.

Yarns delivers future-ready solutions aligned with evolving global standards. As a globally recognized benchmark of trust, EcoVadis Platinum confirms transparent, ethical practices and responsible sourcing, positioning B.I.G. Yarns as a strategic partner for resilient and sustainable growth.

This recognition deepens trust among customers, partners, investors, and employees, reinforcing B.I.G. Yarns' dedication to continuous improvement beyond regulatory requirements.



New DOMOTEX impresses across the Board – A complete Success!

Full halls, innovative products, new synergies, numerous positive discussions, and successful business deals shaped the past four days of the fair.

With its new concept, DOMOTEX has reinvented itself and was able to impress both exhibitors and visitors on every level.

The new DOMOTEX 2026 confirms its new position as the international platform for the industry.

From 19 to 22 January, DOMOTEX 2026 impressively confirmed its position as the international platform for the flooring and interior finishing industry.

The trade fair in Hannover featured over 500 exhibitors from more than 50 countries and, for the first time, consistently presented itself as the Home of Flooring & Interior Finishing, successfully bridging the gap between high-quality flooring and comprehensive interior solutions.

The positive energy, international reach, and strong

participation of leading market players made DOMOTEX the central meeting point for business, trends, and innovations.

“DOMOTEX has reinvented itself and shown us all that it pays off to boldly explore new paths. DOMOTEX 2026 sets new benchmarks for the entire industry.

Both exhibitors and visitors have given us consistently positive feedback. The fair clearly conveys a tangible sense of renewal and provides the perfect platform to bring together the international flooring and interior finishing community,” says Arno Reich, Senior Vice President, Deutsche Messe AG.

“DOMOTEX has successfully evolved in terms of content and concept – without losing its roots in flooring.

The expansion to include wall and ceiling products was exactly the right move and created new synergies that were clearly tangible across the exhibition grounds.

It is precisely this interdisciplinary exchange that makes DOMOTEX a global industry meeting point,” emphasizes Annette Levy, the new Project Director of DOMOTEX.

Bruno Descamps, Managing Director at Lamett, is also convinced of the new DOMOTEX: “We are extremely satisfied with the new DOMOTEX. For us, the fair feels like a real new beginning – a clear confirmation that this format is still absolutely meaningful.

The atmosphere is positive, our customers and team are excited, and we were able to conduct important discussions and secure very successful deals. For the flooring industry, it is crucial to meet regularly, exchange ideas, and present innovations.

DOMOTEX provides the ideal platform for this and, in our view, is an indispensable meeting point for the industry – today more than ever.”

High Internationality and strong Visitor Quality

DOMOTEX 2026 once again impressed with its high internationality among both visitors and exhibitors.

Trade visitors from numerous countries explored Hannover to discover the latest offerings from leading manufacturers and used the fair as a strategic starting point for the new business year. Particularly appreciated were the expanded product groups and the positive feedback from trade and craftspeople in the Retailers Park.

Mark Bircham, Managing Director of Kronoplus, says: “DOMOTEX provides us with the ideal platform to showcase our new collections and innovations firsthand.

It is especially important that customers can not

only see our technologies and designs but also touch and experience them – something that is difficult to convey online. The response over the past few days has been overwhelming: visitors showed great interest in our waterproof products, new digital print designs, and the wide range of flooring and wall formats.”

Griescha Krebs, Field Manager at Florim Ceramiche, adds: “We were very positively surprised by the internationality of DOMOTEX. The audience is much more diverse and international than we expected – from Venezuela to Israel to Thailand, everything was represented.

For us as a company, it was particularly exciting to make new contacts and showcase our products directly.

Especially for ceramics, with a wide variety of surfaces and innovative materials, the tactile experience is crucial for customers.

The fair provides the perfect opportunity to conduct personal discussions, answer questions, and present innovations in flooring and interior finishing.”

Comprehensive Interior Solutions create new Synergies

With the expansion to the Home of Flooring & Interior Finishing, DOMOTEX is responding to changing market requirements and the growing demand for holistic interior concepts.

Additional product groups for walls, ceilings, and interior finishing were seamlessly integrated into the established flooring offering, creating new synergies along the entire value chain.

New exhibitors, such as the paint manufacturer AkzoNobel, reported a very positive experience after four successful days: “We are very satisfied with our first appearance at DOMOTEX.

The fair provides the ideal platform to connect with new customers and support existing clients intensively. We were particularly impressed by the Retailers Park, which provides visitors with targeted information about our brands and concepts.

Our core message: we show how retailers can better engage customers and present themselves in a high-quality way through color and spatial concepts,” says Stefan Klinker, Head of Sales Professional Germany at AkzoNobel.

Luigi Giordano, Key Account Manager, says: "DOMOTEX 2026 was very successful for us overall. We had many visitors at our stand and numerous productive discussions.

Particularly gratifying was the intensive exchange with international trade visitors as well as guests from Germany. The diversity of target groups – from international decision-makers to craftspeople – and the high quality of the discussions exceeded our expectations."

The exhibition was accompanied by a diverse supporting program, including presentations, discussion formats, and special areas. Key topics such as sustainability, circular economy, design, and new working environments were highlighted, alongside the personal exchange within the international community.

Awards and prominent Impulses

A special highlight of DOMOTEX 2026 was the Green Collection Award, which this year was presented to Weitzer Parkett for its outstanding sustainable product solution, Weitzer ReParkett.

The fair also provided a high-profile stage for other industry awards, including the Parkett Star Award from SN-Verlag and the Netzwerk Boden Award.

Additional inspiration came from boxing world champion Henry Maske, who appeared as a highlight speaker at DOMOTEX, engaging numerous visitors with his contribution. His presence underlined the fair's focus on combining product innovation with inspiration, values, and personalities.

Josef Stoppacher, Managing Director of Weitzer Parkett: "DOMOTEX is the largest flooring fair in Europe and also a highly international meeting point for the industry.

After a longer break, it was important for us to be personally present again.

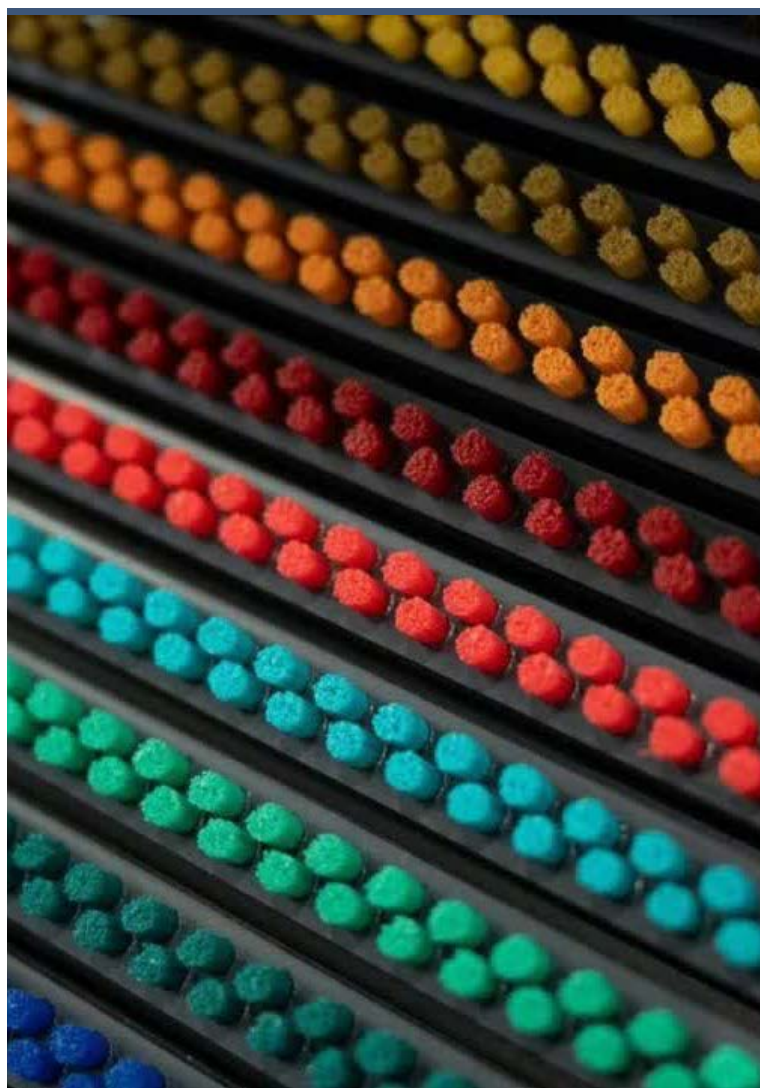
In times of increasing digitalization, direct on-site exchange is extremely important to establish new business contacts and deepen existing relationships. Winning the first prize of the Green Collection Award confirms our consistent commitment to sustainability and circular economy. Overall, we are very satisfied with our participation at DOMOTEX."

Outlook DOMOTEX 2028

With the successful conclusion of DOMOTEX 2026, the fair sends a strong signal for the future of the industry.

The further development of the concept, the high international participation, and the positive market response confirm the path taken.

The next DOMOTEX Home of Flooring & Interior Finishing will take place from 17 to 20 January 2028 in Hannover.





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- ✓ **Advanced Technology Integration:** Cutting-edge technologies: UV protection, energy-saving & beyond
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Oriental Weavers and Gemini Africa Champion Textile Innovation Through “Weavers of Tomorrow”

Oriental Weavers has concluded the Weavers of Tomorrow program in collaboration with Gemini Africa, reaffirming its commitment to innovation, digital transformation, and entrepreneurship across Egypt’s textile and home décor industry.

The closing ceremony was held at the OW Haptech Store, a space designed to reflect innovation, digital advancement, and direct market engagement.

Program Drives Entrepreneurship, Digital Transformation, and Market Access

Commenting on the initiative, Yasmine Khamis, Chair of Oriental Weavers Carpets, said the

program reflects the company’s belief that sustainable industry growth stems from collaboration.

She emphasized that by connecting entrepreneurship with digital transformation and real market access, the initiative aims to build a stronger, globally scalable textile ecosystem rooted in local talent.

Over an 18-month journey, Weavers of Tomorrow attracted nearly 500 applications and guided startups through pre-incubation, incubation, and acceleration stages. Thirty startups entered pre-incubation, seven received CSR financial support, and two advanced to incubation.

The incubation phase supported 20 startups with tailored mentorship, capacity building, indus-

try exposure, and direct market access.

As a tangible outcome, five startups were selected for Shop-in-Shop collaborations within Oriental Weavers’ mega stores.

From Gemini Africa, Adly Thoma, Chairman and CEO, highlighted that the initiative embeds innovation directly into the value chain by integrating entrepreneurs into real market environments—moving beyond training to deliver concrete commercial opportunities that enable scalable growth, job creation, and long-term value for Egypt’s textile sector.

The program culminated in a final pitching event and exhibition at the Oriental Weavers Haptech Store – Mivida, where 15 startups presented to a judging panel including Yasmine Khamis, Samar Raouf, Adly Thoma, and Mohamed Samir.

Several startups demonstrated strong potential for long-term collaboration and investment during the acceleration phase.

Through Weavers of Tomorrow, Oriental Weavers and Gemini Africa continue to nurture talent, accelerate digital and industrial innovation, and help shape the next generation of leaders defining the future of Egypt’s textile and home décor ecosystem.



Export Development Banking and Industrial Strategy:

The Case of Zarif Mosavar

In an increasingly complex global trade environment, the ability of manufacturing companies to sustain export growth depends not only on production capacity, but also on access to specialized financial infrastructure.



The experience of Zarif Mosavar, a diversified producer of textile and polymer-based products, offers a clear example of how structured cooperation between industry and export-focused financial institutions can support long-term international competitiveness.

A Data-Driven Export Performance
According to company disclosures, Zarif Mosavar generated more than USD 7 million in export revenues across 2024 and the first eight months of 2025.

Export figures reached USD 4.03 million in 2024, followed by USD 3.08 million between January and November 2025, reflecting stable demand across regional and cross-border markets despite ongoing volatility in global supply chains.

Operating in segments such as residential and industrial floor coverings, textile raw materials, and polymer insulation solutions, the company has positioned itself as a vertically integrated supplier capable of responding to diverse market requirements.

Beyond Financing: The Strategic Role of Ex- port-Oriented Banks

Zarif Mosavar's management emphasizes that collaboration with Export Development Bank of Iran has extended well beyond conventional financing.

Instead, the relationship has focused on currency risk mitigation, export liquidity planning, and working-capital optimization, enabling the company to pursue medium-term export strategies with greater predictability.

This model reflects the broader role of export development banks (EXIM banks) globally, which increasingly function as strategic partners rather than simple credit providers—particularly in industries such as textiles, where margins are sensitive and competition is regionally intense.

Tailored Financial Instruments for Export Manufacturing

One of the key lessons from Zarif Mosavar's experience lies in the importance of customized financial packages aligned with the operational realities of manufacturing exporters.

The company has highlighted the need for financing structures that correspond with production cycles, raw material procurement timelines, and delayed international payment terms.

Access to flexible working-capital facilities, combined with export-linked credit instruments, has allowed the company to maintain production continuity while expanding its footprint in international markets.

Supply Chain Finance as a Competitive Lever

Another strategic dimension underlined by Zarif Mosavar is the growing relevance of Supply Chain Finance (SCF).



Financing mechanisms that simultaneously support suppliers and buyers can significantly reduce liquidity pressure across the value chain, improving reliability and resilience in export-oriented manufacturing ecosystems.

From an industry perspective, SCF tools—when combined with advisory services and export credit facilities—can lower transactional risk and strengthen long-term trade relationships, particularly in sectors where scale and timing are critical.

An Export-Led Growth Model with Regional Relevance

From MENA Covering's perspective, the Zarif Mosavar case illustrates a broader principle applicable across emerging and established manufacturing economies alike: targeted financial support for export-ready industrial players directly contributes to sustainable non-commodity trade growth.

As global textile and materials markets continue to evolve, models that integrate production expertise with specialized export banking frameworks are likely to play an increasingly central role in shaping competitive, resilient manufacturing sectors across the MENA region and beyond.





Gaziantep Carpet Industry Shines at International Trade Fair

Gaziantep's global leadership in the carpet industry was once again underlined at the Istanbul International Carpet and Flooring Expo, where the city's strong presence became a source of pride for both the sector and the region.

Following the opening ceremony, AK Party Gaziantep Member of Parliament Bünyamin Bozgeyik toured the exhibition halls and visited participating stands.

Speaking after his visit, Bozgeyik said, "I was truly proud of our world-class carpet brands. Gaziantep continues to set an example with its leadership and vision."

"Gaziantep Maintains Its Pioneering Role"

Highlighting that a significant share of exhibitors at the world's largest carpet fair are based in Gaziantep, Bozgeyik emphasized the city's exceptional contribution to Turkey's industrial advancement.

“Gaziantep’s success in the global carpet industry showcases how Anatolia can lead industrial transformation,” he noted.

Bozgeyik also recalled the city’s historical importance:

“Gaziantep was among the first cities to ignite the flame of resistance after World War I.

That flame spread across Anatolia and paved the way for our War of Independence. Today, Gaziantep continues to inspire Anatolia — this time through its industrial strength.”

“I Congratulate All Sector Representatives”

Pointing out that Gaziantep produces 73% of the world’s machine-made carpets, Bozgeyik said Gaziantep-based companies had a major impact on the success and international recognition of the fair.

“That nearly half of all exhibitors come from Gaziantep is an incredible source of pride for our city,” he stated.

“I congratulate all sector representatives who contributed to this achievement and thank them for their strong support to our national economy.”

Support for Production and Export Will Drive Further Success

After visiting the booths organized under the Southeast Anatolian Carpet Exporters’ Association and the Istanbul Carpet Exporters’ Association, Bozgeyik stressed Turkey’s position as the global hub of carpet manufacturing and trade.

“Turkey is already the largest carpet production center in the world. With this fair, it has also become the most important global marketplace for carpet trade.

The industry’s success in production, employment, exports and trade fairs should serve as an example for all sectors,” he said.

Bozgeyik concluded by reaffirming the government’s commitment to supporting production and exports:

“With continued support for manufacturing and export activities, we are confident that our industry will grow even stronger and accelerate Turkey’s development momentum.”



European Buyers Turn to Pakistani Carpets as US Tariffs Hit India

European buyers are increasingly turning their attention to Pakistani handmade carpets following the imposition of additional US tariffs on Indian products, with strong demand observed at Heimtextil in Frankfurt.

Throughout the exhibition, the Pakistani national pavilion remained busy as buyers showed keen interest in traditional carpets distinguished by their rich colours, intricate designs, and craftsmanship.

Exhibitors were seen actively unfurling carpets across the halls, concluding deals within minutes and exchanging contacts for follow-up business.

Heimtextil Opens European Gateway for Pakistani Exporters

After refocusing on the US market, Pakistani exporters are now actively targeting Europe, using Heimtextil—the world's largest home textiles exhibition—as a strategic entry point.

Exporters participating in the show reported that the response from European buyers exceeded expectations, positioning handmade Pakistani carpets among the exhibition's standout attractions.

Industry sources say the new US tariffs on Indian products have revived optimism within Pakistan's struggling carpet sector. With renewed demand already visible in the US, exporters are now intensifying efforts to establish a strong European presence, supported by Heimtextil's global reach and timing.

Export Ambitions Revived

Encouraged by the response in Frankfurt, industry representatives have expressed confidence in increasing Pakistan's carpet exports from their previous peak of USD 350 million to USD 500 million.

For the first time, a dedicated Pakistani carpet pavilion was set up at Heimtextil, featuring 10 companies. Most exhibitors were small exporters, many of whom were directly engaging with European buyers for the first time.

Pakistan Carpet Manufacturers Association Chairman Mian Atiqur Rehman, who also exhibited at the event, said Pakistan's return to a major international exhibition after decades was highly encouraging.

He noted that Pakistan's carpet exports had reached USD 350 million by 2000, before declining

to around USD 70 million in recent years.

Strong Sales and Fast Deals

Individual exhibitors also reported swift sales. Taj Rugs Weavers Director Shahid Hussain said it was his company's first participation at Heimtextil, adding that carpets were sold rapidly and well received by European buyers.

Similarly, SRB Enterprises Export Manager Zeeshan Ali said nearly 90% of the company's carpets were sold within the first two days, attributing the success to the handmade quality and distinctive designs of Pakistani carpets.

The strong showing at Heimtextil signals a potential turning point for Pakistan's carpet industry, as shifting global trade dynamics open new opportunities in the European market.



ICFE Istanbul 2026: Turkey Launches UNESCO

Bid for “Turkish Carpet” Heritage Status

The global carpet and flooring industry came together in Istanbul within the framework of the International Carpet & Flooring Expo 2026 (ICFE 2026), an event that once again highlighted Turkey—particularly Gaziantep—as one of the world’s leading hubs for carpet production, exports, and innovation.

Speaking on the sidelines of the opening ceremony of ICFE 2026, Fatma Şahin, Mayor of Gaziantep Metropolitan Municipality, announced that Turkey has officially initiated the process to apply for UNESCO recognition of the Turkish carpet as an element of intangible cultural heritage.

“We will formally submit an application to UNESCO for the Turkish carpet,” Şahin stated.

She emphasized that Gaziantep is not merely an industrial production center, but a city where carpet-making represents a deep-rooted cultural identity and civilizational memory.

“For us, carpet is not just a product; it is a cultural narrative that connects our past, present, and future.

This perspective has enabled the carpet industry in Gaziantep to achieve sustainable success in production, employment, and exports,” she said.

According to Şahin, Gaziantep has successfully developed strong industrial clusters in the carpet sector over recent years, becoming a benchmark for culture-driven industrial development.

This model aligns with Turkey’s broader vision for the “Century of Türkiye,” contributing to increased manufacturing capacity, job creation, and export growth.

Referring to the city’s extensive experience working with UNESCO—including Gaziantep’s recognition as a UNESCO Creative City of Gastronomy and recent registrations in traditional crafts—Şahin noted that the Turkish carpet fully meets UNESCO’s criteria.

“Carpet weaving, especially handwoven carpets, carries a powerful story, authenticity, and cultural value that perfectly align with UNESCO standards.

We possess the technical expertise and institutional experience required to prepare a strong and professional application dossier, and we are determined to move forward swiftly,” she added.

Based on these statements, the UNESCO nomination file for the Turkish carpet—centered on Gaziantep’s historical and industrial legacy—will be prepared in cooperation with the Ministry of Culture and Tourism, the Ministry of Interior, exporters’ associations, and relevant industry bodies, with the goal of submitting it to UNESCO in the near term.

The organization of ICFE 2026 in Istanbul, alongside the simultaneous launch of the UNESCO initiative, underscores Turkey’s strategic approach: combining industrial leadership with cultural diplomacy.

In particular, Gaziantep’s role demonstrates how heritage, manufacturing strength, and global ambition can converge—potentially reshaping both the cultural and economic dynamics of the global carpet market.





DOMOTEX

South East Asia

2026 to Launch in

Bangkok, Thailand

Southeast Asia is emerging as one of the most dynamic construction markets worldwide.

Driven by sustained infrastructure investment and urban development, the region's construction sector reached a market volume of over USD 538 billion in 2024, with steady annual growth.

Thailand, the second-largest construction market in ASEAN, plays a central role, supported by long-term development initiatives such as the Eastern Economic Corridor (EEC).

Against this backdrop, DOMOTEX, the world's leading brand for flooring and interior finishing solutions, is expanding its international footprint with the launch of DOMOTEX South East Asia.

The inaugural edition will take place from 11 to 13 November 2026 at the Bangkok International Trade & Exhibition Centre (BITEC).

This event will be an addition to the DOMOTEX portfolio to support deeper penetration into the Southeast Asian market, while DOMOTEX asia/CHINA-FLOOR will continue to be held annually in Shanghai, maintaining its position as the largest and most important flooring show in Asia.

The event is jointly presented by GLOBUS Events and Hannover Milano Fairs Shanghai Ltd., combining strong international exhibition expertise with in-depth regional experience.

Worldex G.E.C. Co., Ltd. supports the event as the local partner, playing a key role in market development, local coordination, and industry engagement in Thailand.

By choosing Bangkok as its host city, DOMOTEX underlines Thailand's role as a strategic hub for Southeast Asia, offering excellent connectivity, efficient logistics, and direct access to fast-growing regional markets.

Arno Reich, Senior Vice President at Deutsche Messe AG, said:

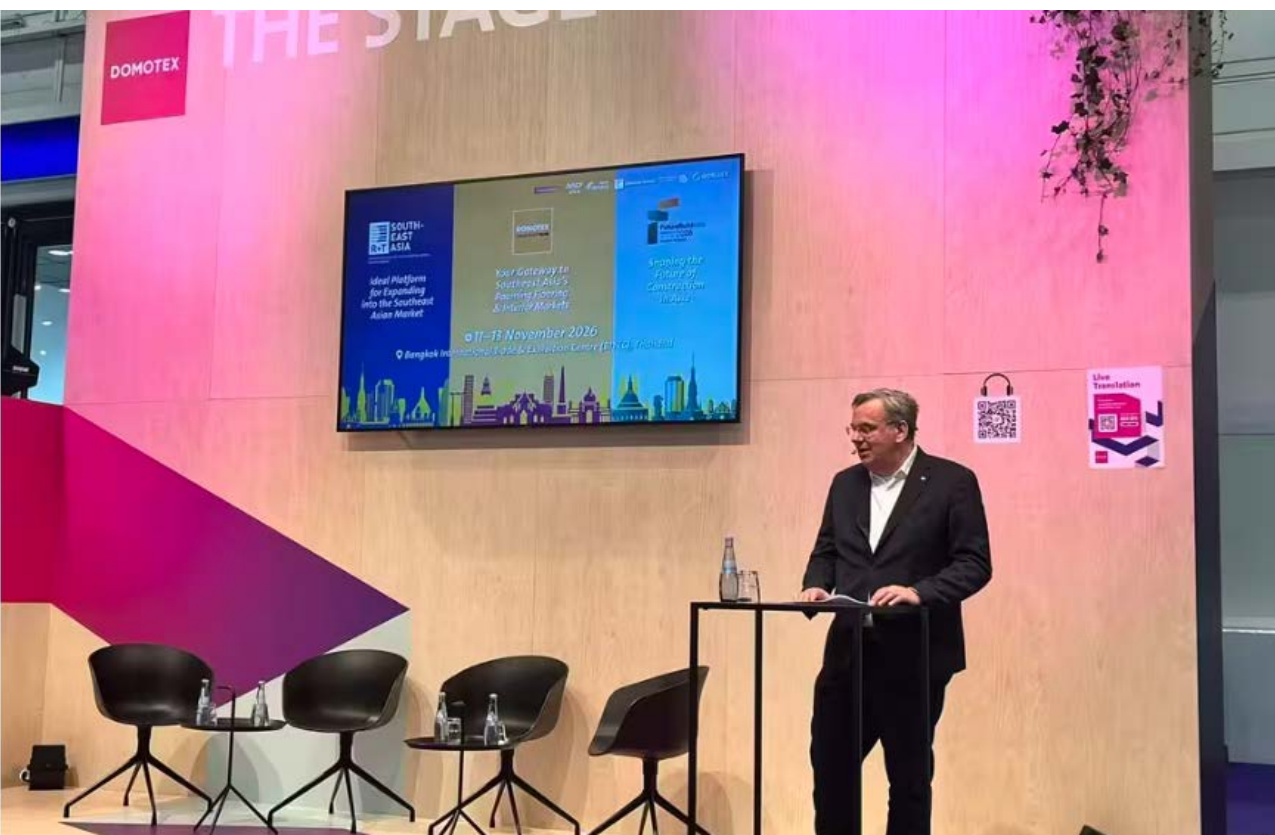


“As a globally leading brand in the flooring and interior finishing industry, DOMOTEX is firmly committed to driving industry transformation and fostering cross-border collaboration.

This new event is a strategic step in that mission, designed to help companies seize the opportunities of. DOMOTEX South East Asia will establish a high-quality, long-term platform that grows in close partnership with the region's market and supports the sustained success of flooring businesses across Southeast Asia, a rapidly evolving, future-oriented flooring market.”

A New Platform for Flooring and Interior Finishing in Southeast Asia

As a key milestone in DOMOTEX's global development strategy, DOMOTEX South East Asia will make its debut with an exhibition area of 14,000 square meters.



The event will bring together more than 300 exhibitors from around the world, creating a focused platform for innovation, business exchange, and market access across Southeast Asia and beyond.

The exhibition is set to attract a highly targeted professional audience, including developers, building owners, contractors, architects, designers, distributors, and representatives from public-sector procurement.

By convening decision-makers and industry stakeholders across the entire value chain of flooring and interior construction, DOMOTEX South East Asia positions itself as a quality-driven meeting point for meaningful business connections and long-term partnerships.

Co-located Events Strengthen the Built Environment Ecosystem

DOMOTEX South East Asia will be held alongside Future Build Asia and R+T South East Asia,

creating a shared platform that connects flooring, building materials, architectural solutions, and construction technologies.

This co-location concept enables close interaction between exhibitions and conferences, fostering cross-sector exchange and offering exhibitors and visitors a comprehensive overview of current developments in the regional built environment market.

Conference Program Focused on Market Insights and Industry Dialogue

In addition to the exhibition, the accompanying Building and Architect Thailand Conference will bring together more than 100 speakers and approximately 4,000 conference participants.

The program addresses key topics such as market trends, project requirements, regulatory frameworks, and future-oriented construction solutions.

By combining exhibition and conference formats, DOMOTEX South East Asia positions itself as both a business platform and a knowledge hub for Southeast Asia's construction and interior finishing industries.

Global Expertise Combined with Strong Local Networks

DOMOTEX South East Asia builds on the international strength of the DOMOTEX brand while placing strong emphasis on localized execution.

The event is supported by leading Thai industry organizations, including FTI – The Construction Material Cluster, CEAT – The Council of Engineers Thailand, TCA – Thai Contractors Association, as well as Nation Group as a major national media partner.

This close collaboration with authoritative local associations and media ensures strong market relevance, targeted visitor outreach, and effective on-the-ground implementation—creating favorable conditions for sustainable business exchange and long-term partnerships in the Southeast Asian market.

DOMOTEX South East Asia 2026

11–13 November 2026 – Bangkok International Trade & Exhibition Centre (BITEC)

The inaugural edition in Bangkok marks a new chapter for DOMOTEX in Southeast Asia, offering the flooring and interior finishing industry a dedicated platform at the heart of one of the world's most promising construction markets.



Shaw Contract Launches Coexist Carbon-Neutral Carpet Tile Collection

Shaw Contract has announced the launch of Coexist, a new carbon-neutral carpet tile collection inspired by the philosophy, aesthetics, and cultural depth of Japan.

Developed following an immersive design journey through the country, the collection translates the coexistence of heritage and innovation into a multisensory flooring experience for contemporary interiors.

According to the company, Coexist reflects environments where centuries-old craftsmanship and modern design exist in harmony, shaping spaces defined by intention, emotional resonance, and balance.

“Japan taught us that balance isn’t static; it’s a dialogue between heritage and progress,” said Celeste Buck, Senior Product Designer at Shaw Contract, noting that this perspective became the foundation of the collection.

A Narrative-Driven Design Series

Coexist is presented as a series of interrelated carpet tile styles, each expressing a distinct chapter of a shared design story.

Flow of Time reflects tradition and daily ritual through layered, grounded textures, while Simplicity emphasizes restraint and thoughtful minimalism.

Legacy introduces movement and memory with both neutral and accented tones, and Imperfect Path highlights authenticity through tactile, expressive surfaces.

Additional styles include Present Moment, inspired by mindfulness and being grounded in the now; Reverence, which honors heritage through subtle texture and structure; and Ceremony, drawing from moments of intention such as the Japanese tea ceremony, with carefully balanced neutral and accent hues.

The carpet designs are complemented by raku-inspired porcelain and ceramic surfaces, allowing designers to extend a cohesive material narrative across floors and walls.

Sustainability at the Core

Coexist underscores Shaw Contract’s commitment to sustainable design.

The collection is manufactured using EcoSolution Q100, a high-performance nylon fiber made from 100% recycled content, and backed

with EcoWorxBIO, delivering low embodied carbon and a carbon-neutral manufacturing process.

Its components are Cradle to Cradle Silver certified and Living Building Challenge Red List Approved.

Through Shaw Contract’s Environmental Guarantee, all EcoWorx products are eligible for reclamation and recycling at end of life, supporting the company’s circularity objectives.

“These actions reflect our belief that materials must do more than function or decorate—they must contribute positively to people and planet,” said Ashley Olson, Design Director.

The launch aligns with Shaw Contract’s global sustainability platform, People Together, Planet Forever, and its philosophy that “Neutral Is Not Enough.”

With Coexist, Shaw Contract positions design, culture, and sustainability as interconnected forces shaping future-ready commercial interiors.





Jaipur Rugs and Bodour Al Qasimi Unveil “Whispers of the Desert”

Rug Collection Inspired by UAE Landscapes

Jaipur Rugs, the globally acclaimed brand known for blending ancestral craftsmanship with modern design expression, has launched an evocative new collection titled Whispers of the Desert, created in collaboration with Her Highness Bodour Al Qasimi.

Rooted in the ancient terrains of Mleiha and Faya in the UAE, the collection transforms the region's landscapes into tactile storytelling.

Each of the six handwoven rugs serves as a contemporary artistic archive—capturing the silence, expansiveness and celestial rhythms of the desert through intricate textures and nuanced palettes.

Yogesh Chaudhary, Director of Jaipur Rugs, expressed the significance of the collaboration:

“A rug is not an object—it is a story, a memory, and a living witness. ‘Whispers of the Desert’ reflects how land, time, and the human spirit can be translated through the hands of our artisans.

This partnership with Her Highness Bodour Al Qasimi is deeply meaningful, honouring ancient landscapes while speaking a contemporary emotional language.”

Six Rugs Inspired by Desert Memory and Time

Cry of the Sands

A poetic interpretation of the desert's shifting surfaces, revealing forms that appear and fade like memories carried by wind and light.

Edge of the Plain

Tracing the transformation of terrain—from receding mountains to expanding desert—this piece reflects nature's perseverance amid constant change.

The Land of Beginnings

A night-sky-inspired creation echoing cosmic energy, erosion and renewal, portraying the eternal cycles of creation.

The Land Bears Witness

Capturing the desert's role as a keeper of history, the rug features sun and moon motifs that symbolise the rhythm of time and memory.

The Passage of Time

Concentric rings and symbolic markings mirror a tree's life record, mapping the interconnected cycles of land, life and the cosmos.

Oasis of the Ancestors

A tribute to Mleiha's fertile past, depicting abundant life, flowing waters and ancient human presence woven into a sanctuary-like tapestry.

Handwoven by Jaipur Rugs' master artisans, the collection embodies the brand's commitment to cultural storytelling, ethical production and refined craftsmanship. Guided by the creative vision of H.H.

Sheikha Bodour bint Sultan Al Qasimi, Whispers of the Desert becomes a dialogue between land and memory—where tradition and modernity meet.

The made-to-order rugs, crafted from wool and bamboo silk, are priced at ₹8,300 per square foot.

The collection invites viewers not only to decorate a space but to experience the spirit of the UAE desert—etched into each thread with timeless depth and artistry.





Välinge Innovation Partners with Kneho-Lacke on Acoustic Flooring Technology

Välinge Innovation has partnered with Kneho-Lacke to introduce a new acoustic backing technology engineered to deliver sound-dampening performance in flooring products.

The solution is designed to reduce noise effectively while simplifying installation compared with traditional loose-laid underlayments.

New Acoustic Coating Targets Performance and Ease of Installation

The UV-based acoustic coating meets stringent impact sound requirements and offers an innovative alternative to pre-attached foam systems.

By integrating acoustic performance directly into the flooring structure, the technology provides manufacturers with greater flexibility in product design while improving installation efficiency.

“We are pleased to announce our collaboration with Kneho-Lacke. It opens up significant opportunities for Välinge and our partners,” said Ulf Molén, Business Development Director at Välinge Innovation.

Under the agreement, Välinge Innovation has secured the right to sublicense Kneho-Lacke’s acoustic lacquer technology globally, making the solution available to flooring manufacturers worldwide.

“We have extensive experience in developing high-quality coatings and surface finishes across multiple industries,” said Tim Patrick Meier, CEO of Kneho-Lacke.

“Partnering with Välinge, a globally recognised innovation and licensing company, is a great opportunity to bring this acoustic solution to the flooring market.”

Molén added that the collaboration is expected to unlock further innovation opportunities as both companies explore new applications for advanced acoustic and surface technologies in the global flooring sector.

MENA COVERING



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