

MIDDLE EAST & AFRICA CARPET AND FLOORING NEWS

MENA CARPET NEWS

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**DOMOTEX
asia/CHINAFLOOR
2026 in Shanghai set
for another robust
edition for the global
flooring industry**

A New Benchmark for the Textile Printing Industry

As the global textile sector moves deeper into the era of smart manufacturing, the expectations placed on printing and coating technologies have...

Sellers Textile Engineers targets integrated carpet finishing

In today's carpet and flooring industry, the conversation is no longer about individual machines. It is about systems integrated, intelligent, and efficient.

The Future of Sustainable Carpets

The global carpet industry is entering a decisive phase. What was once driven primarily by cost efficiency and mass production is now being reshaped by sustainability, ..

DOMOTEX asia/CHINAFLOOR 2026 in Shanghai set for another robust edition for the global flooring industry

DOMOTEX asia/CHINAFLOOR – Asia’s leading platform for the carpet and flooring industry – will bring together professionals from across the globe in Shanghai from 27 to 29 May for its 28th edition.

The show provides unrivaled access to the latest innovations, emerging trends, and business opportunities, showcasing the rich potential of Asia Pacific’s stable and expanding markets for the flooring sector.

A TRUE INTERNATIONAL MEETING POINT

International attendance at DOMOTEX asia /CHINAFLOOR has long been one of its standout features.

In 2025, the event was attended by 83,056 flooring professionals from 124 countries, including more than 18,000 international participants.

With this expanded reach across worldwide markets, DOMOTEX asia/CHINAFLOOR has already become an unmissable meeting point for the global flooring industry and a platform of unparalleled opportunities.

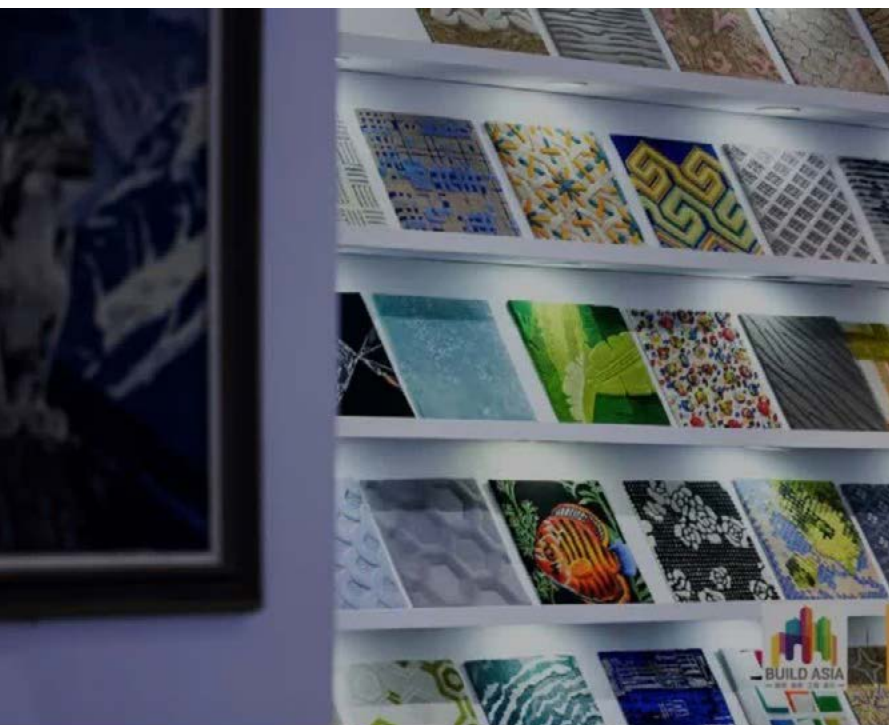
For the upcoming edition, despite ongoing turmoil in the Middle East, the show continues to maintain strong momentum, with minimal impact on overall participation.

Visitor registration is progressing steadily, in line with last year’s figures. Registration growth is especially notable from countries such as South Korea, Australia, India, Pakistan, Thailand, Malaysia and Vietnam as well as the United States.

Strong registration has been observed also from Canada and the United Kingdom, supported in part by recent visa waivers for travel to China and bilateral cooperation initiatives.

The show’s “Buyer Club” hospitality program has already set a record, with over 200 applicants just one month after its opening.

DOMOTEX asia/CHINAFLOOR continues its long-standing partnerships with regional industry associations, including the Australasian Timber Flooring Association (ATFA), Federparquet in Italy, Malaysia Interior Industry Partners Asso-



ciation (MIIP) among others, continuing to attract qualified buyers into this program and ensure high-value business connections.

Events in the spotlight

DOMOTEX asia/CHINAFLOOR 2026 will feature an exciting lineup of industry events, workshops and seminars, with valuable regional markets' statistics and insights, highlighting the trends and reflecting how evolving trade dynamics and consumer needs are shaping the Asian flooring industry.

Asia Flooring Talks: Asian Markets' Insights and Trend Forecasting

This half-day, fully English-language workshop will take place on the second day of DOMOTEX asia/CHINAFLOOR 2026, offering an in-depth look at the latest statistics, trends, and consumer preferences across Asia's largest flooring markets.

Through presentations and panel discussions, international industry experts, leading flooring companies, associations and industry media will share their perspectives

on regions' flooring market status.

Topics will include market insights, innovations brought by the Asian manufacturers, Asia's trends in the interior design, and other key developments.

Confirmed speakers and moderators include, among others, Phil Buckley (CEO of Australasian Timber Flooring Association – ATFA); Elvin Tay (President at Malaysia Interior Industry Partners Association); Mallory Cruise-McGrath (Senior Managing Editor at Floor Covering Weekly), David Shi (GM at Power Dekor); Thomas Young, (Vice GM at Haima Group); Laetitia Kimblad (Director BU Flooring Technology at Valinge).

Sense-It! Design and Sensory Economy Summit – by cadex

Cadex for years has served as a premier platform within DOMOTEX asia/CHINAFLOOR, dedicated to fostering cross – industry collaboration for the contract, design, and architecture community.

This year, the summit “Sense It! Design and Sensory Economy” will take place on for the first day of the show, bringing together Chinese and international experts in architecture and interior design, who will present their insights on integrating sensory economy with design and share real – world success stories, underscoring the immense potential of this fusion.



Speakers include Edoardo Neri (Founder & Design Director at Atelier Meadow); Peter Ippolito (Managing Partner & Creative Director at Ippolito Fleitz Group); Beatrice Rizzi (Asia Regional Director at DEDODESIGN) and Red Hu (Co-founder & Design Director at Greater Dog), among others.

Following the main forum, the panel discussion “SHE DESIGN: Sensing Tomorrow” will convene exceptional female designers from diverse cultural backgrounds around the globe, to share their experiences of being at the vanguard of multi – disciplinary design, offering the industry fresh perspectives and invaluable inspiration.

E-Commerce in focus: Teaming Up with Red Note to showcase carpets

China’s e-commerce market has become one of the largest and most innovative in the world.

In 2025, DOMOTEX asia partnered with Red Note, a leading lifestyle e-commerce and social media platform, to explore ecological development and innovative practices in the carpet and textile sector.



The collaboration returns again in 2026, with carpets as the main featured category.

Focusing on display and conversion, the partnership aims to develop an integrated model that combines brand showcasing, trend releases, influencer tours, and product matching, offering a deeper, more immersive experience for both brands and consumers.

These diverse and enriching events are open to all flooring professionals, providing a great opportunity to engage with industry leaders, discover the latest trends, and forge valuable business connections.

DOMOTEX asia/*CHINA*FLOOR

The Global Meeting Point for the Flooring Industry in Asia

*27-29 May, 2026
Shanghai, China*

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If the War Continues, Iran's Machine-Made Carpet Industry Will Face a Structural Crisis

As geopolitical tensions escalate and economic uncertainty deepens, Iran's machine-made carpet industry stands at a critical turning point.

If the conflict continues over an extended period, two simultaneous shocks could push the sector into a severe structural crisis: exports dropping to near zero and a dramatic collapse in domestic purchasing power.

Together, these forces would not create a temporary slowdown — but a systemic disruption across production, distribution, and employment within one of Iran's most established manufacturing sectors.

Exports Approaching Zero: A Direct Blow to Producers

Over the past decade, many Iranian machine-made carpet manufacturers have relied heavily on regional export markets such as Iraq, Afghanistan, Central Asia, and parts of Africa.

For numerous factories, export orders have been essential in maintaining production volumes, cash flow stability, and operational continuity.

However, in a prolonged wartime environment, several factors could effectively reduce exports to zero:

- . Banking and international payment restrictions
- . Rising transportation and insurance costs
- . Disruption or insecurity along land trade routes
- . Growing hesitation among foreign buyers regarding supply reliability

If exports collapse, factories that structured their production around foreign orders will be forced to reduce output dramatically or halt operations entirely. The loss of export revenue would immediately strain liquidity and working capital.

Domestic Demand in Free Fall

At the same time, the domestic market would also weaken significantly.

In periods of conflict and economic instability, consumer behavior shifts rapidly.

Households prioritize essential goods such as food, medicine, and basic utilities. Home furnishings — including machine-made carpets — are typically categorized as postponable or non-essential purchases.

The consequences are predictable:

- . Households delay planned purchases
- . Foot traffic in carpet showrooms declines sharply
- . Retail inventory remains unsold
- . Capital becomes locked within the distribution chain

Inflation and currency depreciation further erode purchasing power. Even if manufacturers attempt to reduce prices, demand elasticity remains limited in an environment where disposable income is shrinking.

Factories Under Severe Financial Pressure

Machine-made carpet production is capital-intensive. It involves expensive weaving machinery, significant energy consumption, skilled labor, and continuous raw material procurement. Such operations require stable cash flow.

When both exports and domestic sales decline simultaneously:

- . Production capacity utilization falls
- . Fixed costs remain high relative to output
- . Wage payments become increasingly difficult
- . Layoffs become more likely



If prolonged, this situation may lead smaller and medium-sized manufacturers toward temporary suspension or permanent closure.

The Entire Supply Chain Is at Risk

The crisis would not remain confined to carpet factories alone. The machine-made carpet industry is part of a broader industrial ecosystem that includes:

- . Yarn and fiber producers
- . Dyeing and finishing units
- . Wholesalers and distributors
- . Showroom operators
- . Export intermediaries
- . Logistics and transport companies



Reduced production means fewer orders for yarn suppliers. Slower retail turnover means less demand for transportation and warehousing services. The contraction spreads across the entire value chain.

Can Domestic Production Offset the Export Loss?

Under normal circumstances, Iran's large domestic market could partially compensate for export slowdowns.

However, in a wartime economy marked by declining real income and high inflation, internal demand cannot absorb excess production capacity.

Entering new export markets is also not easily achievable in the short term. It requires:

- . Established distribution networks
- . Buyer confidence
- . Financial transaction mechanisms
- . Stable delivery schedules
- . All of which become more complex in an environment of geopolitical uncertainty.

A Structural Crisis, Not a Temporary Recession

If tensions subside quickly, the industry may gradually recover through accumulated capacity and regional trade relationships. However, if the conflict persists, the machine-made carpet sector could face a structural crisis characterized by:

- . Partial shutdown of national production capacity
- . Job losses in major carpet-producing cities such as Kashan and Mashhad
- . Capital flight from the industry
- . Reduced investment in modernization and technological upgrades
- . Such damage would take years to repair.
- . Final Assessment

Iran's machine-made carpet industry is entering a highly vulnerable phase. Continued conflict could drive exports toward zero while simultaneously suppressing domestic purchasing power. The combined impact would place extraordinary pressure on manufacturers, distributors, and workers alike.

This is not merely a cyclical downturn — it is a warning about the fragility of an industry that has long depended on regional exports and domestic retail turnover.

Without strategic crisis management, targeted support, and structural adaptation, the consequences could extend far beyond the short term.





INTERNATIONAL **ISTANBUL YARN FAIR** OPENS WITH STRONG ATTENDANCE

One of the most important events in the textile industry, the International Istanbul Yarn Fair, organized by TÜYAP Tüm Fuarçılık Yapım A.Ş. has opened its doors for the 22nd time.

Held on March 26-28, 2026 at the Tüyap Fair and Congress Center, the fair brings together manufacturers, suppliers, and buyers under one roof, shaping the future of trade in the sector. Istanbul's strong production infrastructure, flexible supply capabilities, and well-established trade network position the fair as a significant global meeting point.

On the first day of the exhibition, there was a strong visitor turnout from 73 countries, and the same level of intensity and activity continues on the second day. With over 500 exhibitors from 15 countries, the event continues to position itself as a key hub for international trade.

Our booths for ITM 2026 and HIGHTEX 2026 are also welcoming industry professionals with great interest at the Istanbul Yarn Fair.

The fair hosts purchasing delegations from nearly 30 countries. Industry professionals from a wide geography-particularly Egypt, Tunisia, Morocco, Algeria, Iraq, Syria, Kazakhstan, Kyrgyzstan, Uzbekistan, Georgia, Russia, Ukraine, Serbia, Macedonia, and Kosovo, are coming together in Istanbul.

Through B2B meetings, companies are establishing new collaborations and securing export opportunities.



The Future of Carpets: Key Trends Shaping the Global Rug Industry in 2026



A New Era for Carpet Design and Production

The global carpet industry is entering a transformative phase. As we move toward 2026, carpets are no longer seen as purely decorative elements—they are becoming expressions of lifestyle, sustainability, and technological innovation.

From eco-conscious materials to bold geometric designs and digitally engineered patterns, the sector is redefining itself to meet the expectations of a new generation of consumers and buyers.

For manufacturers, exporters, and de-

signers across the Middle East, Africa, and global markets, understanding these shifts is no longer optional—it is essential for staying competitive.

Sustainability Moves from Trend to Industry Standard

Sustainability is no longer a marketing advantage; it has become a core expectation across global markets.

Buyers are increasingly demanding transparency in production, reduced environmental impact, and safer materials.

One of the most significant developments in this space is the growing use of organic and natural dyes.

Traditional dyeing methods are being revisited, with materials such as plant-based pigments, onion skins, indigo, and walnut shells making a strong comeback.

These natural alternatives not only reduce chemical usage but also create unique tonal variations that appeal to high-end and design-focused markets.

At the same time, manufacturers are investing heavily in energy-efficient production systems. Solar energy integration, heat recovery technologies, and closed-loop water management systems are becoming more common in modern carpet factories.

These innovations significantly reduce carbon footprints while also lowering long-term operational costs.

This shift is particularly important for exporters targeting Europe and North America, where sustainability certifications and environmental compliance are becoming decisive purchasing factors.

The Rise of Geometric and Contemporary Design Language
In terms of aesthetics, carpet design is undergoing a clear evolution. Traditional motifs still hold value, especially in heritage markets, but contemporary designs are gaining strong traction globally.

Geometric patterns are among the most prominent trends defining 2026. Designs featuring squares, triangles, zigzags, and abstract compositions are increasingly used to create dynamic and visually engaging interiors.

These patterns resonate strongly with younger consumers and interior designers who seek bold yet structured visual elements.

What makes geometric carpets particularly attractive is their versatility. They can seamlessly integrate into minimalist, modern, or even eclectic interiors, making them a preferred choice for both residential and commercial spaces.

For manufacturers, this trend opens up new opportunities to diversify product lines and target design-driven markets where originality and visual impact are key purchasing drivers.

Monochrome Carpets and the Power of Simplicity

While bold patterns are gaining attention, there is also a parallel movement toward simplicity. Monochrome carpets—dominated by black, white, and grey tones—are becoming increasingly popular, especially in modern and minimalist interiors.

These designs offer a refined aesthetic that complements contemporary architecture and interior design trends.

They are particularly востребованы in commercial environments such as offices, hotels, and showrooms, where clean and professional visual language is essential.

Beyond aesthetics, monochrome carpets provide practical advantages.

Their neutral color palette makes them easy to combine with various furniture styles and interior concepts. For carpet exporters and distributors, this means access to a broader customer base and increased market flexibility.



Digital Printing Transforms Carpet Manufacturing

Technology is playing a crucial role in reshaping the carpet industry, with digital printing emerging as one of the most disruptive innovations.



Digital carpet printing allows manufacturers to produce highly detailed designs with greater speed and flexibility compared to traditional weaving methods.

This technology enables the creation of complex patterns, color gradients, and artistic designs that were previously difficult or costly to achieve.

Moreover, digital printing aligns well with sustainability goals. It typically consumes less water and fewer chemicals, making it an environmentally friendly alternative to conventional dyeing techniques.

From a business perspective, digital printing offers a significant competitive advantage. It allows manufacturers to respond quickly to changing market trends, produce smaller batches, and offer customized designs tailored to specific clients or regions.

Changing Consumer Expectations in Global Markets

Today's carpet buyers are more informed and selective than ever before. Purchasing decisions are influenced not only by price and design but also by factors such as sustainability, durability, and brand story.

Consumers are increasingly looking for products that reflect their values. Eco-friendly materials, ethical production processes, and transparency in sourcing are becoming critical differentiators.

At the same time, there is a growing demand for personalization. Buyers want carpets that align with their individual style and living spaces, which is driving interest in customizable and limited-edition designs.

For exporters targeting markets in the MENA region, Europe, and beyond, understanding these behavioral shifts is key to building long-term business relationships and brand loyalty.

Strategic Opportunities for Carpet Exporters and Manufacturers

The trends shaping the carpet industry in 2026 are not just aesthetic—they are deeply connected to business strategy.

Manufacturers who invest in sustainable production, embrace digital technologies, and adapt to modern design preferences will be better positioned to capture new market opportunities.

This is particularly relevant for companies in key production hubs such as Turkey, Iran, India, and emerging African markets.

Trade exhibitions, international col-

laborations, and targeted market expansion strategies will also play a critical role.

As global competition intensifies, companies must focus on differentiation—whether through design innovation, sustainability leadership, or technological capability.

For the MENA region, where construction, hospitality, and interior design sectors continue to grow, the demand for high-quality and design-driven carpets presents a significant opportunity.

Conclusion: A Defining Moment for the Carpet Industry

The carpet industry is at a turning

point. What was once a traditional and slow-evolving sector is now becoming dynamic, innovative, and future-oriented.

Sustainability, design innovation, and digital transformation are no longer separate trends—they are interconnected forces shaping the future of carpets.

Companies that recognize this shift and adapt accordingly will not only survive but thrive in the years ahead.

As we approach 2026, one thing is clear: the carpets of the future will not just cover floors—they will tell stories of innovation, responsibility, and evolving global lifestyles.





COLARIS

THE ART OF DIGITAL TEXTILE PRINTING

WEBSITE



COLARIS by ZIMMER AUSTRIA stands for premium digital printing technology designed for the world of home textiles, upholstery fabrics, terry products and interior design textiles – and now with the flexibility to extend into fashion and apparel.

It's a story of Austrian innovation, textile expertise, and color excellence – built for manufacturers who demand precision and reliability in every meter of fabric.



**HOME
TEXTILES**



**APPAREL, KNITS &
CLOTHING**



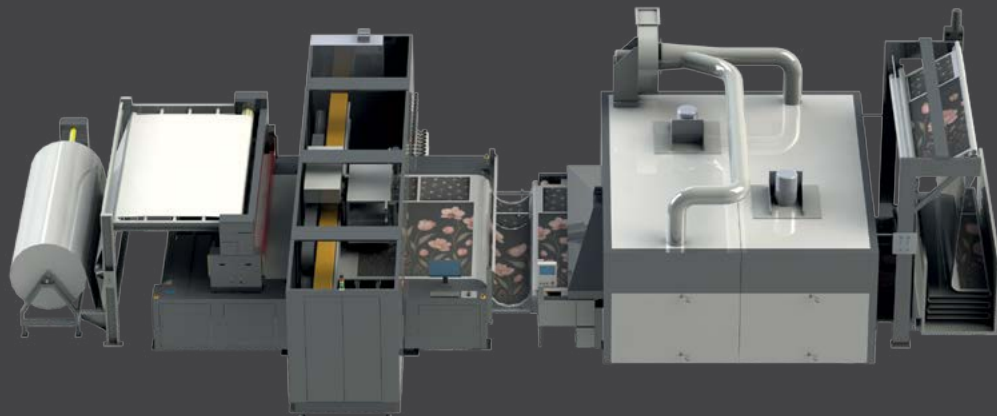
**TERRY
PRODUCTS**

WHERE INSPIRATION MEETS FABRIC

COLARIS by ZIMMER AUSTRIA redefines digital printing for home textiles, décor fabrics, and terry products – with precision, brilliancy, depth, and the power to express every detail of your design.

From luxurious towels to elegant draperies – and even creative fashion textiles – COLARIS unlocks true color freedom.

MANUFACTURED IN AUSTRIA – PROVEN ACROSS THE TEXTILE INDUSTRY



KEY FEATURES

One system, many Inks and materials

Ergonomic, intuitive, easy operation

Precise mechanics and reliable electronics

Market proven printhead technology

Minimal Ressource, maximum efficiency

Engineered for true 24/7 operation

Online diagnostic and service-support

TECHNICAL PERFORMANCE

Print widths 1800 – 2700 – 3400 mm

Up to 860 m²/h

12 individual color channels

72 FUJIFILM Dimatix StarFire™ print-heads

Versatile ink system

Eco friendly belt cleaning system

Low water & energy consumption

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BROCHURE

From Home Textiles to Fashion – COLARIS delivers color without limits. ZIMMER AUSTRIA – Made in Austria



A New Benchmark for the Textile Printing Industry

As the global textile sector moves deeper into the era of smart manufacturing, the expectations placed on printing and coating technologies have never been higher.

Efficiency, precision, reliability, and intuitive operation have become essential for companies seeking to stay competitive in a market shaped by rapid innovation and shifting customer demands.

At Techtextil 2026 in Frankfurt, ZIMMER AUSTRIA will present its latest advancements in Screen Printing & Coating Systems and Digital Printing Technology – solutions engineered not only for high performance but also for operator-friendliness, flexibility, and long-term future readiness.

Among the highlights are several coating system models from the company's Screen Printing & Coating portfolio. The Digital Printing Systems division presents an impressive full-scale print carriage from a COLARIS system, which can be equipped with up to 96 printheads.

They will further introduce as a world premiere, the all-new COLARIS-TeX. This next-generation digital textile printer has been redesigned from the ground up to deliver maximum usability, superior serviceability, and outstanding productivity for modern textile environments.

The COLARIS Print Carriage with up to 96 Printheads

One of the most striking elements of ZIMMER AUSTRIA's Techtextil booth will be the COLARIS print carriage, showcasing up to 96 high-performance print heads. Used in digital carpet and towel printing systems, this print carriage demonstrates the scale and engineering sophistication required for high-capacity industrial printing.

The full-size print carriage highlights the enormous throughput potential of ZIMMER AUSTRIA's digital platforms, while also emphasizing the mechanical precision and dimensional stability that ensure consistent high-quality results.

With the textile industry demanding faster turnaround times, greater design diversity, and improved production reliability, the COLARIS print carriage exemplifies how advanced engineering and smart system integration can meet these evolving challenges.

The All-New COLARIS-TeX

ZIMMER AUSTRIA will further introduce their all-new COLARIS-TeX digital textile printer.

This fundamentally redesigned platform sets new standards in print quality, user experience, environmental efficiency, and machine uptime – offering a compelling vision of what future-ready textile printing looks like.

Designed Around the Operator

One of the core development goals for COLARIS-TeX was to simplify operation.

ZIMMER AUSTRIA's engineering team focused on making the machine as intuitive and ergonomic as possible, resulting in a system where:

- Daily tasks require minimal manual intervention
- Maintenance procedures are faster and require fewer tools
- Critical components are easily accessible
- Intelligent system functions actively support the operator



This operator-centric design minimizes the risk of errors, shortens training periods, enhances safety, and ensures consistently high print quality – even in demanding multi-shift environments.

Maximum Uptime Through Digital Connectivity & Remote Support

Downtime can have a significant impact on productivity and profitability, which is why COLARIS-TeX integrates an advanced digital connectivity package. The machine can connect directly to ZIMMER AUSTRIA's service infrastructure, enabling remote diagnostics, predictive maintenance, and real-time support from the company's specialists.

These capabilities dramatically reduce the likelihood of unexpected machine stoppages, ensuring stable production and high machine availability.

For textile manufacturers, this means improved reliability, reduced maintenance overhead, and more efficient use of production capacity.

A Revolutionary Print Carriage Concept

The redesigned print carriage of the COLARIS-TeX is one of the system's most transformative innovations.

The new construction elevates both mechanical stability and user accessibility, leading to improved precision and streamlined maintenance.

Key benefits include:

- Excellent accessibility for quick, safe print head replacement
- Increased structural rigidity for long-term accuracy
- Higher printing precision, especially at elevated production speeds

The print carriage supports up to 12 color channels and up to six printheads per channel, allowing customers to configure the system for maximum flexibility or maximum output.

The use of FUJI-FILM Dimatix StarFire™ print heads adds further value, offering long service life and reparability – key factors for maintaining superior uptime and reducing long-term operating costs.

Universal Ink System for Maximum Flexibility

To accommodate the diverse needs of the textile market, the COLARIS-TeX features a universal ink system capable of handling multiple dye classes as well as functional fluids.

The ability to run various chemistries in parallel enhances application versatility, enabling users to expand their product range and react quickly to market requirements.

A re-engineered capping station complements this versatility, ensuring optimal print head protection and reliable ink management under all operational conditions.

COLARIS TuneUp System: Smart Automation for Perfect Print Quality

The COLARIS-TeX integrates the new COLARIS TuneUp System – an intelligent automation suite that significantly simplifies machine setup and improves print consistency. Its smart functions include:

- Automatic calibration based on nozzle-level density adjustment
- Digital print head alignment for simplified replacement
- Digital banding compensation

These automated tools reduce operator workload and ensure

consistently high print quality. For design-driven textile applications, TuneUp guarantees accurate reproduction across print runs with minimal manual adjustment.

New Blanket Cleaning Module and Water Recycling Options

Responding to growing sustainability demands, ZIMMER AUSTRIA developed a new blanket washing system for the COLARIS-TeX that drastically reduces water consumption.

When combined with the optional water treatment module, total water use can be reduced to a fraction of what comparable systems require today.

This innovative approach not only minimizes environmental impact but also lowers operating costs.

Improved Fabric Feed System & New Dryer Concept

To prevent material waste and ensure flawless printing from the first meter, the COLARIS-TeX features a newly developed fabric feed system that guarantees distortion-free material introduction.

A new dryer design, capable of handling up to five fabric passes, supports consistently reliable energy-efficient drying performance without requiring additional lead fabrics.

Conclusion:

Visit ZIMMER AUSTRIA at Techtextil 2026

For a closer look at the next generation of textile printing and coating solutions, visit ZIMMER AUSTRIA at Techtextil 2026 in Frankfurt, Germany Hall 12.0, Booth C81.



RUGELLO by Kleen-Tex Debuts with Six Designs in Three Sizes

Global flooring brand Kleen-Tex has introduced a new rug collection designed to combine modern aesthetics with practical functionality.

The RUGELLO by Kleen-Tex range features six distinct designs available in three different sizes, catering to a wide variety of interior styles and room layouts.

The new lineup incorporates diverse design approaches, including ornamental patterns, geometric accents, and contemporary motifs, allowing homeowners to select styles that complement both classic and modern interiors.

Designed for Everyday Living

A key feature of the RUGELLO range is its emphasis on easy maintenance. All rugs in the collection are machine-washable in warm water, enabling convenient cleaning without the need for professional services.

The rugs can also be tumble-dried, simplifying care routines for busy households.

To enhance safety and functionality, each rug includes a nonslip backing that helps keep it securely in place on the floor — an important consideration for families with children or pets.

Elaine Smith, Marketing Director at Kleen-Tex, highlighted the collection's consumer-focused approach:

“Our customers are looking for products that make everyday life easier and more enjoyable – RUGELLO delivers exactly that: functional, cosy, and a beautifully modern look that works in any home.”



Reflecting Broader Market Trends

The RUGELLO collection aligns with several emerging trends in home interiors and flooring:

Machine-washable home textiles: Growing demand for low-maintenance products reflects increasingly fast-paced lifestyles where convenience is a priority.

Pet-friendly home décor: As pet ownership continues to rise globally, consumers are seeking furnishings that accommodate animals without compromising on cleanliness or style.

Flexible floor covering options: Offering multiple sizes and varied design aesthetics supports consumer demand for adaptable and personalized interior solutions.

By blending practicality with contemporary design, the RUGELLO by Kleen-Tex range positions itself as a solution for modern households seeking both comfort and convenience in everyday living spaces.

Turkey Carpet Exports Top \$2B in 9 Months

Türkiye's carpet industry continues to demonstrate resilience and strategic progress in global markets, achieving strong export performance while simultaneously investing in sustainability, innovation, and market diversification.

Türkiye's Carpet Industry Maintains Strong Export Momentum While Advancing Sustainability and Market Diversification

According to recent industry insights shared by Zeynal Abidin Kaplan, Chairman of the Southeastern Anatolia Carpet Exporters' Association (GAHİB), Turkish carpet exporters reached \$2.016 billion in export value within the first nine months of 2025, supplying products to 175 countries and free zones worldwide. This performance reaffirms Türkiye's position as one of the leading global players in carpet manufacturing and export.



Strong Export Performance Despite Global Challenges

Despite ongoing global economic uncertainties and competitive pressures, the Turkish carpet sector has successfully maintained its export strength.

The industry exported over 404 million square meters of carpets, reflecting both production capacity and global demand stability.

Machine-made carpets continue to dominate exports, generating the highest share of revenue, followed by tufted carpets, handmade carpets, and kilims.

Notably, exports of handmade carpets recorded a significant increase of 37.1%, highlighting a growing appreciation for artisanal and high-value products in international markets.

The United States remains the largest export destination, followed by Saudi Arabia, Iraq, and the United Kingdom, indicating Türkiye's strong presence across both established and emerging markets.

Strategic Focus on Market Diversification

One of the most notable aspects of the industry's current strategy is its proactive approach to market diversification.

Rather than relying heavily on traditional markets, Turkish exporters are expanding their reach to new regions including Asia-Pacific, Africa, and niche European markets.

Kaplan emphasized that trade delegations, international exhibitions, and targeted promotion activities have played a critical role in opening new markets.

Countries such as Japan have seen significant export growth, while engagement with markets like Australia, Malaysia, Senegal, India, and Russia continues to strengthen Türkiye's global footprint.

From an editorial perspective at MENA Covering, this diversification strategy is essential for reducing market dependency risks and ensuring long-term sustainability.

Sustainability and Value-Added Production Take Center Stage

Beyond export figures, the Turkish carpet industry is increasingly aligning itself with global sustainability trends.

Industry leaders are placing greater emphasis on environmentally responsible production, innovative materials, and design-driven differentiation.

Kaplan highlighted that sustainability in production must go hand-in-hand with sustainable export growth.

In a highly competitive global market, companies that invest in R&D, eco-friendly processes, and value-added products will be better positioned to maintain and expand their market share.

Additionally, initiatives such as design competitions and talent development programs are helping to integrate younger generations into the industry, fostering innovation and ensuring long-term competitiveness.

Gaziantep: The Global Hub of Carpet Production

Gaziantep continues to play a central role in Türkiye's carpet industry, with its advanced manufacturing infrastructure and large-scale production capacity. The city is widely recognized as one of the world's leading centers for machine-made carpet production.

With an annual production capacity reaching hundreds of millions of square meters, Gaziantep not only supports Türkiye's export performance but also strengthens its position as a global production hub.



Industry representatives emphasize that maintaining this leadership will require continuous investment in technology, workforce development, and international branding.

Looking Ahead: Growth Through Collaboration and Innovation

The Turkish carpet sector's future growth will depend on its ability to combine production strength with innovation, sustainability, and strategic partnerships.

Industry stakeholders underline that exhibitions such as ICFE Istanbul and international trade missions will continue to play a key role in strengthening global connections and unlocking new business opportunities.

As the global market evolves, Türkiye's carpet industry is clearly shifting from a volume-driven model to a value-driven approach—focusing on quality, design, and long-term competitiveness.

SAURER SETS NEW STANDARDS AT TECHTEXTIL 2026

When the international textile industry gathers at Techtextil in Frankfurt from April 21 to 24, Saurer is going to present a powerful solution for the growing demands in the field of technical yarns with the TechnoCorder TC2plus. At **booth B56 in Hall 12** the company will demonstrate how modern twisting and cabling technology unlocks new market potential and sustainably optimizes production processes at the same time. The new TechnoCorder TC2plus stands for maximum flexibility, innovative yarn architectures and outstanding cost-efficiency.

Redefined flexibility

The requirements for technical yarns are continually increasing – specialization, customization, and efficiency are decisive success factors. The TechnoCorder TC2plus was specifically developed for this dynamic environment. It processes fine and coarse yarns, low and high twist levels and even a wide range of materials with exceptional process stability. The result: maximum productivity with consistently high yarn quality.

FlexiPly - Innovation opening new markets

Unlike conventional processes, FlexiPly enables the dynamic combination of different yarn types and counts. This allows the production of so-called hybrid yarns that are precisely engineered for their specific end-use loads, which provide significant advantages for applications such as mechanical rubber goods, tire reinforcements or smart textiles. FlexiPly represents intelligent material utilization, innovative product concepts and clear competitive advantages.

Performance for sensitive high-tech applications

Especially technical yarns demand the highest standards of process stability and material protection. The specially developed fine-count spindle, designed specifically for the sensitive range starting at 110 dtex, guarantees excellent yarn quality at maximum productivity.

It is ideally suited for medical textiles, protective clothing and lightweight technical fabrics. With this approach the TechnoCorder TC2plus sets new standards in terms of precision and efficiency.

Authentic effects with maximum performance

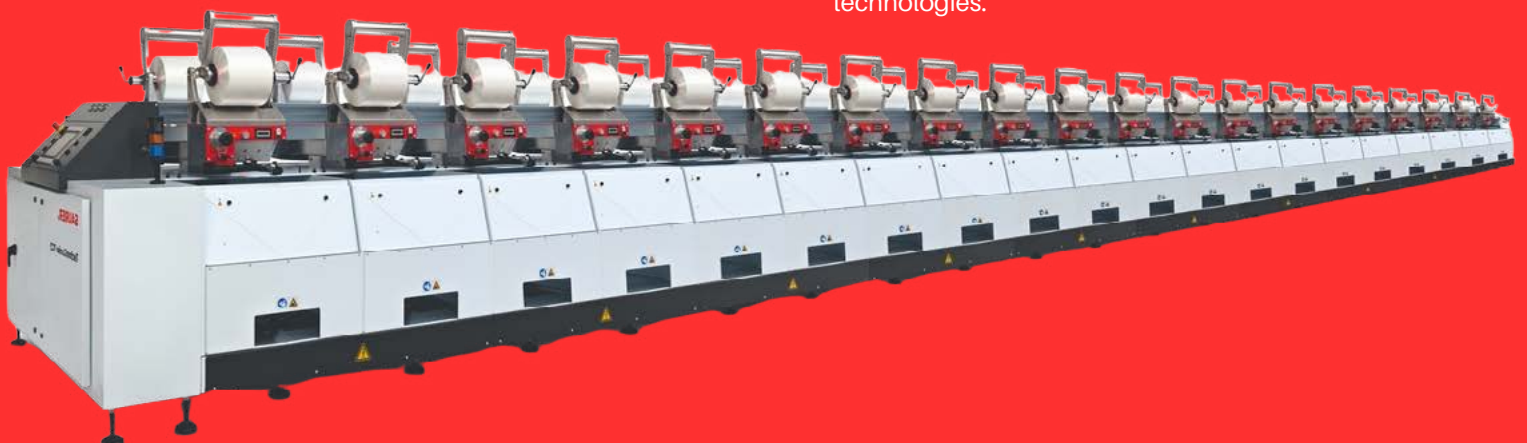
Also in the artificial turf segment the TC2plus opens entirely new possibilities. Its integrated cabling function blends various PE monofilaments into sophisticated yarn constructions that authentically reproduce natural light and shadow effects. The result is a highly convincing natural appearance combined with outstanding production efficiency.

Cost-effectiveness down to the last detail

Besides its technological flexibility the TechnoCorder TC2plus stands out for its smart process optimization features. The option to choose between random and precision winding ensures seamless alignment with downstream operations. An integrated setup assistant helps operators to define the optimal package configuration within minutes, minimizing changeover times, maximizing machine uptime and sustainably enhancing overall equipment effectiveness.

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West Asia Conflict Disrupts Kashmir Carpet Exports as Global Exhibitions Cancelled

The ongoing geopolitical tensions in West Asia are beginning to impact the global carpet trade, with Kashmir's hand-knotted carpet industry among the sectors feeling immediate pressure.

A series of major international carpet exhibitions in China, Denmark, and the United Arab Emirates have been either postponed or cancelled, raising concerns over export prospects for 2026.

According to the Carpet Export Promotion Council (CEPC), organisers of key global trade fairs have officially informed stakeholders about disruptions linked to the current conflict environment.

The Copenhagen Lifestyle Expo in Denmark, originally scheduled for April 22–26, 2026, and the Qinghai International Carpet Exhibition in China, planned for June 10–14, 2026, have both been postponed.

Meanwhile, the Sharjah carpet exhibition in the UAE, scheduled for April 12–14, has been cancelled.

Dr. Smita Nagarkoti, Executive Director of the CEPC, confirmed that revised dates for the postponed exhibitions will be announced once organisers provide further clarity.

However, the uncertainty surrounding the situation is already creating ripple effects across the industry.

Export Outlook Weakens Amid Market Uncertainty

Kashmir's carpet sector, which relies heavily on international exhibitions to connect with high-value buyers, now faces a challenging outlook.

Industry stakeholders warn that the absence of these platforms could significantly reduce export opportunities in the coming months.

"The Kashmir carpet industry is already under pressure, and these postponements linked to the war will make recovery even more difficult," said Manzoor Sidiq Shah of Ali Shah Crafts, one of the region's longstanding carpet businesses.



He also highlighted concerns that tourism-driven sales within Kashmir could decline as geopolitical tensions affect travel sentiment.

Exporters further emphasized that global exhibitions play a critical role in securing premium buyers and long-term contracts. Without these events, many producers may struggle to access international markets.

Disruption of Iran-Centric Trade Networks

Industry experts point to a broader structural issue: the global carpet trade is closely interconnected, with Iran playing a central role in exhibition networks and international buyer engagement.

The ongoing conflict involving Iran and its regional counterparts is therefore disrupting not only direct trade routes but also the wider ecosystem of carpet promotion and distribution.

“Iran dominates the global carpet chain and often anchors participation in international exhibitions,” said exporter Sheikh Ashiq.

“When that system is disrupted, it affects all producing regions, including Kashmir. Many exporters had planned to attend exhibitions like Sharjah, which are key platforms for reaching high-end buyers.”

Industry Under Pressure Despite Previous Growth

The timing of these disruptions is particularly critical. While Kashmir’s carpet exports reached approximately ₹260.70 crore in 2024–25, the sector has been experiencing a gradual decline from its recent peak of ₹357 crore in 2022–23.

Historically, the industry has demonstrated strong growth, with exports rising from ₹84.55 crore in 1990–91 to over ₹821 crore by the mid-2010s.



However, recent years have seen increasing volatility due to market shifts, competition, and now geopolitical instability.

Today, around 80,000 people in Kashmir are directly or indirectly employed in carpet manufacturing, making the sector a vital component of the region’s economy.

Shift Toward Domestic Market Reliance

With international trade channels temporarily constrained, many exporters are now looking toward domestic demand and tourism-driven sales to sustain operations.

However, this strategy carries its own risks, particularly if regional tensions begin to influence travel patterns and consumer confidence.

As global uncertainties persist, the situation underscores the vulnerability of traditional, export-oriented industries to geopolitical disruptions.

For Kashmir’s carpet sector, the coming months will be critical in determining whether alternative markets and strategies can offset the loss of international exhibition platforms.



Sam Baron and Tai Ping Present Botanical Rug Collection at Milan Design Week 2026

At Milan Design Week 2026, French designer Sam Baron and Hong Kong-based carpet manufacturer Tai Ping unveiled the Floræ Folium Series, a ten-piece rug collection that redefines the role of carpets as visual compositions rather than purely functional floor coverings.

Presented at Tai Ping's showroom in Piazza San Simpliciano from April 20, the collection marks an evolution of the duo's 2022 experimental project, expanding its conceptual and technical scope while maintaining a strong focus on botanical inspiration.

Rugs as Artistic Surfaces

The Floræ Folium Series builds on Baron's long-standing approach to treating textiles as artistic canvases.

Rooted in botanical motifs, the collection explores petals, leaves, and floral structures through layered compositions and diverse visual arrangements, including central motifs, borders, and full-surface patterns.

Each piece carries a Latin-inspired name—such as Corolla Vivid, Verdura Jade, and Petalis Cirrus—reflecting a conceptual framework that blends design with a botanical lexicon. Rather than replicating nature, the rugs reinterpret organic forms through abstraction, depth, and color interplay, creating what the brand describes as a “cinematic” visual experience.



From Experiment to Full Collection

The series extends the ideas introduced in the original Floræ Folium project, first presented during the 2022 Fuorisalone.

That earlier work explored anamorphic visual effects using an extensive color palette. The 2026 edition expands this concept into a broader collection of ten rugs in multiple formats, including square, rectangular, and circular designs.

This transition from a limited experimental trio to a comprehensive series reflects a deeper exploration of both design language and production techniques.

Craftsmanship Meets Technical Innovation

Technically, the collection is produced using hand-finished tufting, enhanced for the first time with stitched detailing applied to selected areas.

This combination introduces new levels of texture and dimensionality, allowing for subtle relief effects and refined color gradients.

According to Tai Ping's design team, the integration of stitching contributes to improved perceptual clarity, balancing artistic complexity with material precision.

The rugs are positioned as sophisticated handcrafted objects that remain accessible within contemporary interior contexts.

Color as a Defining Element

A key aspect of the collection lies in the translation of Baron's watercolor studies into textile form.

The process required careful selection and calibration across hundreds of color variations, ensuring that tonal transitions and visual depth are accurately reproduced in the final product.

This collaboration highlights the importance of technical expertise in transforming artistic concepts into manufacturable textile solutions, particularly in high-end carpet design.



Exhibition as Creative Narrative

The presentation itself plays a central role in communicating the collection's concept.

Instead of a traditional showroom display, the installation has been designed as an artist's studio, featuring sketches, preparatory drawings, and original watercolors alongside the finished rugs.

This approach offers visitors insight into the creative process, emphasizing transparency and reinforcing the idea of the rug as a medium of artistic expression.

A Long-Term Design Dialogue

The Floræ Folium Series represents the continuation of a 15-year collaboration between Sam Baron and Tai Ping.

For both parties, the collection reflects not a departure but a refinement of an established design philosophy—one that prioritizes craftsmanship, experimentation, and the gradual evolution of ideas.

With installations running throughout Milan Design Week, the collection underscores how contemporary carpet design is increasingly positioned at the intersection of art, material innovation, and storytelling.



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Mohawk Collections Reflect European Interior Trends in Modern Flooring Design

Global flooring manufacturer Mohawk Industries is aligning its latest product collections with some of Europe's most influential interior design trends, translating regional aesthetics into versatile flooring solutions for contemporary living spaces.

As homeowners increasingly seek interiors that reflect lifestyle, emotion, and authenticity, Mohawk's design direction highlights three key inspirations drawn from across Europe: Mediterranean warmth, alpine durability, and urban architectural elegance.

Mediterranean Modern: Light, Texture, and Natural Flow

Inspired by southern Europe's coastal environments, Mohawk's Mediterranean-style flooring emphasizes soft, sunlit tones and natural textures.

Warm stone visuals, honey-toned wood finishes, and matte surfaces create interiors that feel both relaxed and refined.

This approach reflects a broader market shift toward indoor-outdoor living, where flooring plays a central role in creating continuity between spaces while maintaining durability and ease of maintenance.

Aspirational Alpine: Performance Meets Authenticity

For consumers drawn to mountain-inspired interiors, Mohawk's alpine-influenced collections focus on combining rugged performance with natural beauty.

Wide plank formats, visible grain patterns, and brushed textures bring a sense of authenticity to residential environments.

Materials such as oak and ash in earthy midtones are designed to complement a wide range of interior styles, from contemporary minimalism to more traditional settings, while meeting the practical demands of everyday use.

City Character: Classic European Patterns Reimagined

Urban influences from cities like Paris and Milan continue to drive demand for timeless flooring patterns. Mohawk's collections incorporate classic designs such as parquet, chevron, and herringbone, reinterpreted with modern finishes and enhanced durability.

Rich wood tones, from amber oak to deep walnut, combined with soft matte surfaces, provide a sense of depth and architectural character—allowing consumers to achieve a curated, sophisticated interior without extensive renovation.

Bridging Design and Practical Living

By translating European design heritage into accessible flooring solutions, Mohawk aims to meet the evolving expectations of global consumers.

The company's collections are developed to deliver not only aesthetic value but also long-term performance, supporting sustainability goals through optimized material use and durable construction.

With increasing interest in personalized interiors, Mohawk also emphasizes the importance of material experience, encouraging customers to explore textures and finishes firsthand before making final selections.

As design trends continue to shift toward authenticity and lifestyle-driven choices, Mohawk's European-inspired collections demonstrate how flooring can serve as both a functional foundation and a defining element of modern interior spaces.



Linie Design Launches ‘Fluid Arc’ Rug Collection Inspired by Nature

Danish interior brand Linie Design has unveiled its latest rug collection, ‘Fluid Arc’, introducing a series of handcrafted wool rugs designed to bring softness, movement, and organic expression into modern interiors.

The new collection reflects the growing trend toward natural, flowing shapes in interior design, offering a sculptural alternative to the straight lines and rigid forms that typically define contemporary spaces.

Organic Forms Redefine Scandinavian Minimalism

With ‘Fluid Arc’, Linie Design continues to evolve its signature Scandinavian aesthetic, combining minimalism with warmth and tactile richness.

The collection features three hand-tufted rugs made from 100% wool, each designed with fluid, irregular silhouettes that resemble natural contours and landscapes.

According to the collection’s designer, Urd Moll Gundermann, the concept was inspired by organic movement found in nature.

“Fluid Arc emerged from nature’s quiet movement—the lines that form without being constructed,” Gundermann explained.

“The idea was to introduce a softer, more human rhythm into spaces that are often dominated by sharp angles and structured forms.”

From Hand Drawings to Textile Craftsmanship

The design process began with intuitive hand-drawn sketches, allowing free-flowing lines to develop organically on paper. These drawings were later translated into textile form by Linie Design’s team of artisans and weavers.

The delicate, swirling lines are carefully carved into the tufted wool surface, preserving the spontaneity and energy of the original sketches.

This approach creates a unique balance between artistic expression and functional design, transforming each rug into a tactile, sculptural element.



Neutral Tones and Sculptural Presence

The 'Fluid Arc' collection is presented in a palette of calming, neutral shades, including Chalk, Earth, and Olive.

The rugs feature a puddle-like, contoured shape, designed to add visual depth and a sense of movement to interior spaces.

Beyond aesthetics, the collection emphasizes the functional role of rugs in modern interiors. Gundermann describes rugs as “emotional anchors” that help define spaces, absorb sound, and introduce warmth without the need for structural elements.

Designed to Transform Interior Spaces

Linie Design positions the collection as a versatile addition to both minimalist and more complex interiors.

The rugs can serve as a focal point in clean, open spaces or soften more structured environments by introducing contrast and fluidity.

The brand suggests that furniture can be arranged either along or across the curves of the rugs, allowing designers and homeowners to experiment with spatial composition while maintaining a sense of balance and flow.

A Reflection of Evolving Interior Trends

With the launch of 'Fluid Arc', Linie Design highlights a broader shift in interior design toward organic forms, tactile materials, and emotionally engaging spaces.



As the demand for more human-centered and sensory-driven interiors grows, collections like 'Fluid Arc' demonstrate how textiles—particularly rugs—are playing an increasingly important role in shaping the atmosphere and identity of living spaces.

By combining traditional craftsmanship with contemporary design thinking, Linie Design continues to position itself at the forefront of modern interior textile innovation.





Turkish Carpet Exporters Strengthen Strategic Presence in Saudi Arabia

The Turkish carpet industry is intensifying its engagement with the Saudi Arabian market, as part of a broader strategy to expand exports across the Middle East and strengthen its presence in high-potential regions.

Organized under the leadership of the Southeastern Anatolia Carpet Exporters' Association (GAHİB) and supported by Türkiye's Ministry of Trade, the Saudi Arabia (Jeddah) Carpet Sectoral Trade Delegation Program brought together Turkish exporters and Saudi importers for a series of targeted B2B meetings and strategic discussions.

Saudi Arabia: A Priority Market for Turkish Carpets

Saudi Arabia continues to rank among the top export destinations for Turkish carpets, making it a key focus market for industry stakeholders.

The recent delegation to Jeddah highlighted the strong and growing interest of Saudi buyers in Turkish carpet products, particularly in high-quality, design-oriented collections.

During the meetings, Turkish companies presented their 2026 collections, emphasizing innovation, contemporary designs, and premium quality standards tailored to the evolving preferences of Middle Eastern consumers.

From MENA Covering's editorial perspective, Saudi Arabia represents not only a large-volume market but also a gateway to broader Gulf Cooperation Council (GCC) opportunities.

Strong Buyer Interest and Product Positioning

The B2B meetings attracted significant participation from Saudi importers, reflecting increased demand for Turkish carpets in the region. Industry representatives noted that Saudi buyers are increasingly focused on:

- Design diversity and customization
- High durability and quality standards
- Competitive pricing combined with premium positioning

Turkish exporters responded by showcasing product portfolios that align with these expectations, strengthening their competitive positioning in the market.

Institutional Support and High-Level Engagement

The delegation was supported by key institutional figures, including representatives from Türkiye's trade bodies and diplomatic missions in Saudi Arabia.

This high-level participation played a crucial role in facilitating business connections and reinforcing trust between Turkish exporters and Saudi partners.

Such coordinated efforts between industry and government underline the importance of structured trade missions in expanding export markets and building long-term commercial relationships.

Market Insights and Long-Term Opportunities

Discussions during the delegation focused not only on immediate trade opportunities but also on long-term market dynamics.

Key topics included changing consumer behavior in Saudi Arabia, emerging design trends, and the growing importance of branding in the region.

Participants highlighted that Saudi Arabia's ongoing economic transformation and large-scale development projects are expected to drive sustained demand for interior products, including carpets and flooring solutions.

From MENA Covering's analysis, this creates a significant opportunity for Turkish manufacturers to move beyond transactional exports and establish deeper, more strategic market presence.

Strengthening Future Export Growth

The Turkish carpet industry aims to build on the momentum generated by this delegation by expanding its market share in Saudi Arabia and the wider GCC region.

Industry leaders emphasized that continued engagement, innovation, and adaptation to local preferences will be essential for long-term success.



With strong production capabilities, design expertise, and increasing focus on sustainability, Turkish carpet exporters are well-positioned to capitalize on the opportunities offered by the Saudi market.



Global Textile Flooring Market Set to Reach \$16.5 Billion by 2033

The global textile flooring market is projected to grow steadily in the coming years, reaching US\$ 16.5 billion by 2033, up from an estimated US\$ 11.1 billion in 2026, according to recent industry analysis.

The sector is expected to expand at a compound annual growth rate (CAGR) of 5.8% between 2026 and 2033, driven by rising demand for sustainable flooring materials and expanding construction activity worldwide.

Growing urbanization, particularly in developing economies, along with increasing consumer interest in interior comfort and design aesthetics, continues to support the adoption of textile-based flooring solutions across residential and commercial sectors.

Sustainability and Construction Drive Market Growth

One of the strongest drivers shaping the textile flooring market is the increasing focus on sustainable and eco-friendly materials.

Consumers and commercial buyers are increasingly seeking flooring options that combine durability, comfort, and lower environmental impact.

Manufacturers are responding by introducing products made from natural fibers such as wool, bamboo, coconut fibers, and organic cotton, alongside recyclable synthetic materials.

Natural fiber carpets, especially wool and sisal, are gaining popularity due to their longevity and renewable characteristics.

Green building certifications such as LEED and BREEAM are also influencing purchasing decisions, encouraging the adoption of low-VOC, recyclable, and bio-based flooring solutions in commercial construction projects.

At the same time, rapid urbanization and infrastructure development across Asia-Pacific, India, and Africa are expanding demand for textile flooring products.

Rising incomes in emerging markets are allowing consumers to upgrade from traditional hard flooring materials to carpets and textile surfaces that offer better acoustics and aesthetic appeal.





Tufted Carpets and Synthetic Fibers Dominate

Within the product segments, carpets remain the dominant category, accounting for approximately 60.7% of total market demand.

Their widespread use in offices, hotels, retail spaces, educational institutions, and residential interiors continues to support this leading position.

Synthetic fibers such as nylon, polyester, and polypropylene represent the most widely used material category, holding roughly 37.2% market share. These materials are favored for their durability, stain resistance, and cost-effectiveness in high-traffic environments.

Among manufacturing technologies, tufted carpets are emerging as the fastest-growing segment, expected to expand at a CAGR of around 9.3% through 2034, driven by faster production cycles, cost efficiency, and flexible design capabilities.

Modular Carpet Solutions and Smart Flooring Emerging

The growing adoption of modular carpet tiles is creating new opportunities for floor-

ing manufacturers.

Commercial buyers increasingly prefer modular systems because they allow easy replacement of individual tiles, reducing maintenance costs and minimizing operational disruptions.

The shift toward flexible workspaces and hybrid office layouts is also encouraging demand for adaptable flooring systems that can accommodate changing interior designs.

At the same time, the industry is beginning to explore smart textile flooring technologies, including embedded sensors capable of monitoring foot traffic, supporting healthcare monitoring systems, or providing interactive experiences in retail environments.

Advanced functional features such as antimicrobial coatings, improved acoustic insulation, and enhanced thermal performance are further expanding the application potential of textile flooring products.





Competitive Landscape

The global textile flooring sector remains moderately consolidated, with major manufacturers including Mohawk Industries, Interface, Tarkett, Shaw Industries, Balta Group, Beaulieu International Group, and Forbo Holding competing across international markets.

Leading companies are focusing on sustainability innovation, digital design capabilities, product diversification, and strategic acquisitions to strengthen their market position.

Emerging trends such as circular production systems, recyclable backing materials, and digital customization tools are expected to further reshape the industry in the coming years.

As global demand for sustainable interiors and smart building solutions continues to rise, textile flooring is positioned to remain a key segment within the broader flooring and interior design market.

Regional Market Trends

North America currently holds the largest share of the global textile flooring market, accounting for approximately 36.9% of total market value.

The region benefits from strong manufacturing infrastructure, established distribution networks, and high consumer spending on interior furnishings.

Asia-Pacific, however, is emerging as the fastest-growing regional market, with growth projected at around 8.2% CAGR through 2033.

Rapid urban development, government infrastructure investments, and expanding manufacturing capabilities are driving demand across the region.

China continues to play a dominant role in the industry, accounting for a major share of global textile flooring production due to its integrated supply chains and cost-competitive manufacturing base.



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Shaw Contract Introduces “Design for All” CEU for Inclusive Commercial Design



Shaw Contract has introduced Design for All, a new continuing education course designed to help architecture and design professionals better understand how inclusive, purpose-driven design can improve collective well-being across commercial environments.

The accredited course reflects the growing demand for design approaches that address not only aesthetics and functionality but also broader human, social, and environmental considerations.

Understanding the Concept of “Design for All”

“Design for All” is a 1.0 IDCEC /1 LU and 1 AIA LU (General) accredited continuing education unit (CEU).

The course explores how design decisions can influence human health, social interaction, learning, and environmental responsibility within commercial spaces.

The program is structured around five key lenses: Wellbeing, Connection, Learning, Experience, and Thriving.

These perspectives help participants analyze how shared environments can promote inclusion, resilience, and long-term sustainability.

According to Shaw Contract, the course also examines emerging cultural shifts and evolving values that are shaping the way modern spaces are designed and experienced.

Research-Driven Design Framework

The “Design for All” course was developed through more than a year of internal research and collaboration between Shaw Contract’s design research, development, and creative teams.

“We begin by studying broad cultural trends, emerging sentiments and societal drivers,” explained Reesie Duncan, Vice President of Global Design at Shaw Contract.

“From there, we identify themes that clearly communicate a larger story.

The five lenses in Design for All naturally emerged as a way to connect research, design and human experience into a single, practical framework.”

The research-driven approach en-

sures that the course reflects real-world design challenges while providing professionals with tools that can be applied immediately in commercial projects.

Practical Insights for Designers

Beyond theory, the course offers practical insights that can guide designers working across corporate offices, hospitality venues, educational facilities, and other commercial interiors.

Key topics include:

- Emerging color directions that help support inclusive and welcoming environments
- The long-term environmental impact of design decisions
- Material and color strategies that encourage representation and belonging
- Responsible design practices that balance human needs and environmental sustainability

The course emphasizes the idea that design plays a powerful role in shaping environments that influence how people feel, interact, and perform within a space.

“Design for All reinforces our belief that space has a powerful impact on how people feel, connect, and thrive,” said Frances Phillips, Senior Marketing Manager of Content at Shaw Contract.



“This CEU gives designers practical frameworks they can use immediately to create spaces that feel more inclusive, intentional, and supportive.”

Availability for Architecture and Design Professionals

The “Design for All” course is available through Shaw Contract’s educational platform and can be delivered either as a live presentation or a virtual session.

By offering flexible access, the program aims to reach a wide audience of architects, interior designers, and built-environment professionals seeking to expand their understanding of inclusive and sustainable commercial design practices.

As the industry continues to prioritize well-being, sustainability, and social responsibility, educational initiatives such as “Design for All” highlight the growing role of design in shaping spaces that support both people and the planet.

Selimiye Mosque Restoration

Completed with Specially Woven Carpet

The historic Selimiye Mosque in Edirne, widely regarded as the masterpiece of Ottoman architect Mimar Sinan and one of the most significant landmarks of Turkish-Islamic architecture, is preparing to reopen for worship following an extensive restoration project.

A specially woven carpet faithful to the mosque's original design has now been installed in the main prayer hall as the final phase of the restoration is completed.

Restoration works, launched in November 2021 by the General Directorate of Foundations, have largely concluded.



The mosque is expected to welcome worshippers again with the first tarawih prayer of Ramadan, marking the reopening of one of Türkiye's most important cultural and religious heritage sites.

The Selimiye Mosque, which is listed as a UNESCO World Heritage site, underwent meticulous restoration under the supervision of a scientific advisory committee.

Each section of the mosque was carefully examined and restored to preserve its historical authenticity.

Extensive Structural and Architectural Restoration

During the restoration process, structural reinforcements were carried out on the mosque's iconic central dome while the lead roof coverings were fully renewed.

Previous cement-based interventions that had altered the original structure were removed, allowing the building's historical materials and architectural integrity to be restored.

Glass and wooden window frames were replaced entirely, while damage and material loss in the mosque's historic wooden shutters and doors were repaired with traditional techniques.

Of the 264 interior plaster window panels, those that had been replaced with flat glass or plexiglass during a 1983 repair campaign were reconstructed according to the original design.



This restoration utilized a stainless-steel structural system combined with traditional bottle-bottom glass to recreate the authentic appearance.

Exterior elements that had previously been covered with white cement were replaced with water-resistant special mortars and stainless-steel components designed for long-term durability.

At the same time, reinforcement and maintenance work was completed on the mosque's four towering minarets.

Decorative painting and plaster ornaments within the main prayer hall and the domes of the porticoed courtyard were also carefully restored, bringing back the rich artistic details that characterize Sinan's architectural vision.

While most restoration work has now been completed, final interventions continue in the burial area of the complex, alongside tile cleaning and landscaping work around the mosque.

Specially Designed Carpet Inspired by Original

One of the most significant finishing touches of the project has been the installation of a specially produced carpet designed specifically for the mosque.

The new carpet was woven in the Demirci district of Manisa, an area known for its long-standing carpet weaving tradition.

The design was based on the mosque's original carpet, which is preserved at the Museum of Turkish and Islamic Arts.

Produced to cover the mosque's approximately 3,000-square-meter usable prayer area, the carpet remains faithful to the original composition while incorporating traditional Anatolian handwoven prayer rug motifs.

The front section of the mosque features a prayer-rug layout, guiding worshippers' rows during prayer, while the central prayer hall reproduces the original decorative scheme in a subtle tone-on-tone technique using "Edirne red," the historic color associated with the city.

High-Density Wool Carpet Crafted for Historic Landmark

According to Mustafa Özkul, owner of Kalida Carpet, the project required an exceptionally careful approach due to the mosque's historical and architectural significance.

Özkul noted that the carpet was produced entirely from 100 percent domestic wool and woven at a density of 729,000 knots per square meter, ensuring both durability and aesthetic precision suitable for one of Türkiye's most iconic monuments.

The installation of the carpet represents the final stage in restoring the mosque's interior atmosphere, reconnecting the space with the traditional textile heritage that has historically accompanied Ottoman religious architecture.

A Monument Ready to Welcome Worshippers Again

As the restoration nears completion, the reopening of Selimiye Mosque is expected to attract both worshippers and visitors eager to experience the restored masterpiece of Mimar Sinan.

The project stands as one of the most comprehensive restoration efforts carried out on a UNESCO-listed monument in Türkiye in recent years, ensuring that the architectural and cultural legacy of Selimiye Mosque will continue to inspire future generations.



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The POWER-FRAME stenter frame with its proven split-flow ventilation system is the centerpiece for drying and heat-setting of traditional apparel textiles, but is also perfectly suited for drying and heat-setting after digital printing. It is also used for the thermal treatment of geotextiles, agrotextiles, needle felts, and high-temperature filters. In the field of nonwoven finishing, our product portfolio has much more to offer. For example, the thermofusion ovens from the SUPRA-FLOW product line are worth mentioning here. These can be used to finish, among other things, upholstery, high-loft nonwovens for mattresses, insulation, or lightweight nonwovens such as topsheets, paper napkins, hygiene products, or ADL nonwovens. For the nonwoven industry, we also supply high-speed spunlace lines for wet-laid nonwovens, wipes and wet wipes.

Textile finishers worldwide are currently facing new challenges. The focus is on reducing CO₂ emissions and switching to green energy sources. That is why all our systems offer a variety of different heating media: gas (direct and indirect), thermal oil, steam, electricity, hydrogen, or various combinations thereof. This allows for a quick and flexible response to energy shortages and enables a gradual transition to green energy. When operating an electrically heated dryer with green electricity, completely CO₂-neutral production is even possible.

You can benefit from further cost savings with our modular systems in the field of environmental and energy technology. Heat recovery systems air/air or air/water save process energy, reduce production costs, and pay for themselves in short time. We also offer a wide variety of exhaust air purification systems to reduce pollutants and comply with environmental regulations. These products are available in various sizes and combinations, and now also feature an automatic cleaning function for even more flexibility and reduced labor costs. You can easily retrofit these ECO products onto existing Brückner machines or even machines from other suppliers.

Contact us! We are confident that together we can find the right solution for your challenge. You can find us at Techtextil in Frankfurt in **Hall 12.0, Booth B58**. We look forward to seeing you!





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

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1949–2024





Product range for the textile finishing industry

- ▶ Stenters and heat-setting lines for woven and knitted fabrics
- ▶ Multi-layer stenters for sensitive fabrics
- ▶ Weft straighteners
- ▶ Relaxation dryers for high-quality knitted fabrics
- ▶ Sanfor ranges for woven and knitted fabrics
- ▶ Continuous dyeing ranges and infrared dryers
- ▶ Heat-recovery systems
- ▶ Air cleaning and filter systems



Sellers Textile Engineers Targets Integrated Carpet Finishing Solutions

In today's carpet and flooring industry, the conversation is no longer about individual machines. It is about systems—integrated, intelligent, and efficient.

Sellers Textile Engineers is clearly aligning itself with this shift. Rather than positioning its offering as a collection of standalone technologies, the company is presenting a structured ecosystem built around coating, drying, and finishing.

This distinction matters. Manufacturers are no longer buying equipment; they are investing in production logic.

Coating Technology as the Core of Value Creation

At the center of Sellers' portfolio lies its coating expertise. Whether for bitumen, PVC, or polyurethane applications, the company's systems are designed to operate as continuous, in-line solutions.

What stands out is not just the ability to coat—but the ability to control the process with precision. Temperature regulation, conveyor tension, and application accuracy are all engineered to work together.



The result is a production environment where variability is minimized and consistency becomes predictable.

In a market where product quality directly affects brand positioning, this level of control is no longer optional.

Automation Begins at the Mixing Stage

One of the more overlooked—but critical—areas in carpet production is latex preparation. Sellers addresses this with automated mixing systems that bring a higher level of accuracy to the very beginning of the process.

Instead of relying on manual adjustments, the system operates through PLC-controlled dosing, monitored flow, and stored recipes.

This ensures repeatability across batches—something that becomes increasingly important for large-scale manufacturers.





It is a reminder that quality is not created at the end of the line. It starts at the beginning.

Rethinking Efficiency in Carpet Backing

The company's move into powder coating and laminating technologies signals a broader shift in how manufacturers approach efficiency.

Compared to traditional latex systems, powder-based solutions offer a cleaner process, reduced energy consumption, and a smaller production footprint.

At the same time, they deliver improved flexibility in the final product—particularly relevant for automotive carpets and high-performance applications.

This is not just a technological upgrade. It is a response to rising energy costs and sustainability pressures.

Beyond Carpets: Expanding into Artificial Grass and Technical Applications

Sellers' systems are not limited to tradition-

al carpet manufacturing. The company is also addressing the growing demand for artificial grass, a segment that continues to expand across residential, sports, and commercial applications.

Here again, the focus is on control. From tension management to drying precision, the systems are designed to ensure stability across different materials and product formats.

At the same time, the inclusion of needlepunched processing capabilities opens the door to technical textiles—where durability, consistency, and performance are critical.

High-Capacity Production for Premium Segments

In the woven carpet segment, particularly for Axminster and Wilton constructions, Sellers is targeting high-capacity production environments. The ability to handle carpets with extremely high point density while maintaining finishing quality is a clear indication of where the company sees value: not in volume alone, but in premium output.

This aligns with a broader industry trend where margins are increasingly found in high-end, differentiated products rather than mass production.



Pakistan Carpet Exporters Seek Urgent Action on Supply Chain Disruptions

Pakistan's handmade carpet exporters have called for immediate government intervention to address growing supply chain disruptions that are impacting export performance and international commitments.

A delegation from the Pakistan Carpet Manufacturers and Exporters Association met with Federal Minister for Commerce Jam Kamal Khan to highlight critical operational challenges facing the sector.

Exporters Warn of Market Share Risks

During the meeting, industry representatives raised concerns over disruptions in the supply of partially woven carpets, which are essential for completing export orders.

According to the delegation, these delays are increasingly affecting the timely delivery of products to international buyers.

Senior figures including Abdul Latif Malik (Patron-in-Chief) and Usman Ashraf (former Senior Vice Chairman) warned that prolonged disruptions could weaken Pakistan's position in highly competitive global markets and reduce foreign exchange earnings.





Exporters emphasized that maintaining reliability in delivery schedules is critical to sustaining long-term relationships with international clients, particularly in premium handmade carpet markets.

Call for Immediate Policy and Operational Support

The delegation urged the government to take swift action to:

- Resolve supply bottlenecks
- Improve coordination across the production chain
- Streamline export-related processes

They stressed that restoring efficiency in the supply chain is essential not only for fulfilling existing contracts but also for rebuilding buyer confidence.

A Historic Industry Under Pressure

The handmade carpet sector is one of Pakistan's oldest and most recognized export industries, contributing significantly to foreign exchange revenues over the decades.

However, industry representatives noted that exports have declined in recent years due to a combination of logistical challenges, market pressures, and structural inefficiencies.

These issues have had a direct impact on thousands of skilled workers, many of whom rely on carpet weaving as a primary source of income.

Government Reaffirms Support for Value-Added Exports

In response, Commerce Minister Jam Kamal Khan reaffirmed the government's commitment to supporting value-added export sectors, including handmade carpets.

He highlighted the industry's broader economic and social importance, noting that it provides employment to large numbers of workers—particularly women in rural areas—while also preserving traditional craftsmanship.

The minister assured the delegation that the government would take necessary steps to address supply chain challenges and facilitate exporters.

Focus on a Competitive and Sustainable Export Economy

The Ministry of Commerce reiterated its focus on building a diversified, competitive, and quality-driven export economy, with handmade carpets playing a strategic role in this vision.

As global competition intensifies, resolving supply chain inefficiencies will be critical for Pakistan's handmade carpet sector to regain momentum and secure its position in international markets.

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INTERTEXTILE APPAREL SHAKES UP GLOBAL SECTOR WITH NEW TRENDS, INNOVATIONS ACROSS THREE BUSINESS-DRIVEN DAYS IN SHANGHAI

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aced by both trade and travel uncertainty, Intertextile Shanghai Apparel Fabrics – Spring Edition 2026 nevertheless delivered strong results, with participants praising the platform’s leading role facilitating sustainable innovation, digitalisation, trends, and trade in the international apparel textile sector. Over 96,000 visitors from 119 countries and regions explored the offerings of over 3,000 exhibitors from 11 to 13 March at the National Exhibition and Convention Center (Shanghai), where in vogue, high-potential textiles for SS 2027 were clearly demonstrated. Beyond the booths, various fringe events and product displays presented vital platforms for many new materials and process improvements to reach a wider audience.

Speaking at the show’s close, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: “The market landscape is presenting several challenges, yet the industry continues to put its faith in Intertextile Apparel - this is indicated by our excellent exhibitor return rate and steady visitor flow, with international participation remaining strong. It is clear China is helping to pave the way for the fashion industry’s functional, digital, and sustainable evolution, which makes this flagship fair - one of the biggest in the world for apparel textiles - crucial for global exchange across traditional and emerging markets.”



International exhibitors returned to the show at a rate of over 60%, with several debutants aiding a slight overall increase in the total . On the international side, eight featured zones, seven country/region pavilions, and three group pavilions gave visitors much to explore across the three days. For the fair's more than 100 overseas and domestic VIP buyers, and 200 buyers from 10 international delegations, various tours and business matching sessions made onsite sourcing more convenient.

Within the fringe programme, leading experts presented topics covering fashion, performance, sustainability, and innovation to over 4,500 participants at 50 events, while nearly 1,500 samples were displayed at the Intertextile Directions Trend Forum, the Econogy Hub Display Area, the new Pet Boutique, and The CUBE at Functional Lab – making on-trend and cutting-edge fabrics quick to compare, and relevant exhibitors easier to find.

Sustainable innovation: fairgoers deliver keen insights on China's textile market

At the fair, Lenzing organised a pavilion and featured in the fringe programme, using both avenues to gain an even stronger foothold in the domestic market. "Chinese consumers' awareness of TENCEL™ has exceeded 60%, with 92% of those willing to purchase derived products," **said Ms Maggie Li, Marketing Head, Textile China at Lenzing.** "We want to convey these positive downstream signals to our B2B clients at the fair, while launching our new TENCEL™ Lyocell HV100 fibre has attracted numerous visitors making enquiries."

Mr Fred Wang, the company's BD Manager for Functional Wear, said: "Pet-related spending has compounded at some 15% for five straight years, opening unprecedented opportunities for pet textile fabrics. We aim to leverage Intertextile Apparel's strong influence to attract more pet industry players through the Pet Boutique, while in the related Pet Forum I was honoured to discuss the applications of our natural fibres in the sector."

Domestic buyers of more traditional apparel textiles were also optimistic despite macro-economic uncertainties. **Mr Yanchi Shao, General Manager of Yagang Lace, said:** "Against the backdrop of a complex economic situation intertwined with trade frictions, we are facing challenges with our client base and securing orders – which further underscores the importance of attending large-scale, industry-benchmarking fairs like Intertextile Apparel. I remain confident in China's sustainable development prospects; as the world's largest textile producer, it is the preferred destination of international buyers, and in recent years has made significant progress in R&D and innovation."





Exhibitors' Feedback

"The industry is accelerating its evolution towards digitisation, traceability, and the circular economy, and our core value lies in providing in-depth support that aligns perfectly – from testing services to ensure export compliance, to dissemination of trend information – empowering our clients to stay ahead. This fair brings together buyers from around the world, particularly from our core Asian market, enabling us to connect with many potential and existing partners in one location. Despite our global recognition, we still regard this as a vital platform for client engagement."

Mr Rainer Roten, CEO, TESTEX AG, Switzerland

"We'll keep coming back to Intertextile Apparel because Asia has huge potential as a new, untapped market for us. It's now a trend leader, with buyers currently seeking a lot of stripes and checks. At this fair, some massive companies previously unknown to us have made orders and enquiries. Just 10 minutes ago, we had a lead for 200,000 metres of fabric. There's now very little that can match Turkish fabric performance-wise, and the new Türkiye Pavilion is brilliant – with everyone together, there's a much higher chance of buyers exploring our stand."

Mr Selçuk Türkoğlu, Sales Specialist, Marsala Textile, Türkiye

"The Chinese market is continuously increasing demand for natural fibres, with high-end precious fibres gaining more favour. At the same time, consumers are no longer seeking the ostentatious, instead placing value on products that are luxurious but also sustainable, easy to wear, and comfortable. Intertextile Apparel has been our primary channel for Chinese market entry for 25 to 27 years; especially in the past two years, we have connected with many new clients here, particularly from the online sector. This fair's value to our business development is truly irreplaceable."

Mr Andrea Rossi, CEO, Lanificio Luigi Colombo S.p.A, Italy



“Intertextile Apparel is an excellent platform to acquire customers, promote our products and brand, and hold in-depth discussions. This is our first time at the Spring Edition, and judging by the first day’s results, it has truly exceeded our expectations. As well as meeting our existing European and American clients, numerous new buyers showed strong interest. The global demand for functional fabrics is rising, especially in China, driven by consumers’ growing inclination towards healthy lifestyles and sports like badminton and skiing.”

Ms Eva Zhu, Fabric Business Unit/Vice Director, Hyosung International Trade (Jiaxing), China

“This was our first time exhibiting at the fair, and both the footfall and industry-focused quality of leads far exceeded our expectations, making networking highly efficient. We chose this influential platform primarily to attract international clients. The breadth of brands, trading companies, and overseas buyers in attendance is impressive, and many expressed strong interest in our core products. Our sustainable philosophy aligns perfectly with the fair’s ethos, validating our specialisation in functional products. Overall, it was an excellent experience, and we will definitely continue to participate in future editions.”

Ms Ming-yang Zhang, Marketing Department, CPL New Material Technology Co Ltd (Umahemp), Japan





Visitors' comments

"This edition's Intertextile Directions Trend Forum is amazing - it's bigger, better, with more variety. You can not only see what's trending but also take pictures and find the suppliers. The trend of brown and earth tones is so strong this season, which is exciting for us. I've also just seen an embroidered women's suiting fabric that we can apply to menswear tuxedo jackets, and I'll go visit the stand. This edition's had more innovation; I've met five new mills, and I only add suppliers to my list if they've done something really special."

Ms Marissa Falting, Formal Senior Designer, POLITIX, Australia

"At the fair, we have seen a growing number of suppliers developing staple fibre and Tencel-blended fabrics for the baby sector, achieving ultimate softness as well as eco-friendly dyeing and sustainable production. Intertextile Apparel is more than just a sourcing platform; it is an industry bellwether and inspiration hub, allowing us to compare the latest domestic and international technology. Our team is not only visiting booths but also prioritising the fringe events, especially the material-themed discussions, which help us grasp the technological direction of the entire industry from a macro perspective."

Mr Yanbo Wang, Infant Wear R&D Expert, Babycare, China

"As a delegation composed of 15 garment pattern producers, our main objectives at Intertextile Apparel were to keep abreast of fashion trends, seek suitable suppliers, and pay close attention to the industry's digital transformation. Upon arriving, we were deeply impressed, especially with the fair's enormous scale. Our focused visits to exhibitors' booths and venue exploration have yielded fruitful results, while the centralised display model enabled us to efficiently connect with suppliers, quickly assess cooperation potential, and complete industry exchange."

Mr Azamat Alymkulov, Executive Director, Textile Development Center, Kyrgyzstan



Speaker's insights

"There's actually so much value in waste and so much of it in the market. The panel gave really useful insights into the different perspectives of designers, NGOs and manufacturers, showing their challenges and the opportunities to work together to meet them. It's also very inspiring to see the interesting exhibitors with innovative solutions here at Intertextile Apparel, and the amount of conversation that's being had around sustainability and circularity at a big forum like this is really exciting and important for visibility."

Ms Nissa Cornish, Executive Director, Redress, Hong Kong
 (Moderator at Econogy Forum - Redefining Fashion: Waste is the New Resource)



The fair was co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It took place alongside Yarn Expo Spring, Intertextile Shanghai Home Textiles - Spring Edition, CHIC and PH Value at the National Exhibition and Convention Center (Shanghai).



MENA COVERING

RECONNECTING WITH FLOORING

THE CARPET AND FLOORING MARKET IN THE MENA HAS EXPERIENCED SIGNIFICANT GROWTH AND TRANSFORMATION IN RECENT YEARS. SEVERAL FACTORS HAVE CONTRIBUTED TO THE EXPANSION OF THE FLOORING INDUSTRY IN THE REGION, INCLUDING ECONOMIC DEVELOPMENT, POPULATION GROWTH, URBANIZATION, AND A SURGE IN CONSTRUCTION ACTIVITIES.