

MIDDLE EAST & AFRICA CARPET AND FLOORING NEWS

# MENA CARPET NEWS

VOLUME 11 | ISSUE 92 | February 2026

## DOMOTEX asia 2026 signals global flooring strength

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.

## Gaziantep at the Heart of Global Carpet Design

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## Why the Carpet Industry Is Falling in Love with COLARIS

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## Saurer showcases new DTY technology at ICFE

At the Carpet and Flooring Expo (ICFE) 2026 in Istanbul, Saurer Technologies presented its latest innovation for the carpet industry, reinforcing ...

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

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OMOTEX 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.

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 Association (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 Nieri (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.



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# The Global Meeting Point for the Flooring Industry in Asia

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asia **CHINA FLOOR**

# Gaziantep at the Heart of Global Carpet Design

**Interview with Özgür Uşaklıgil, carpet designer and founder of Uşaklıgil Rug Design.**

**U**şaklıgil, based in Gaziantep — one of the world’s leading hubs for machine-made carpet production — emphasized the growing importance of design in today’s competitive global carpet market.

## **Organizing Carpet Talks and Design Awards**

At ICFE, Uşaklıgil plays a dual role. In addition to being an active designer collaborating with numerous machine-made carpet manufacturers, he also serves as the organizer of the “Carpet Talks” sessions and the “Carpet Design Awards” program.

The initiative is organized in collaboration with industry associations, including IHIB and GAHIB, alongside exhibition organizer Tüyap. The awards recognize the best carpet designs of the year and have now entered their third edition.

**“We are very happy to organize this program again,” Uşaklıgil stated. “It is important to highlight not only the best products of the Turkish market but also outstanding works from the global carpet industry.”**

## **ICFE as a Global Platform**

According to Uşaklıgil, ICFE has rapidly positioned itself as one of the most significant carpet and flooring exhibitions worldwide. The event provides an essential meeting point for designers, manufacturers, buyers, and industry stakeholders.

He also extended an invitation to international participants, expressing hope that global professionals will continue to join the exhibition in the coming years.

## **Gaziantep: A Design Powerhouse**

Highlighting Gaziantep’s role in the global carpet ecosystem, Uşaklıgil noted that more than 1,000 carpet designers are currently active in the city, serving over 200 machine-made carpet factories.



**“These factories require new designs every day,” he explained. “This creates a dynamic and highly competitive environment where designers must be prepared to work in every possible style — from classic patterns to the most contemporary concepts.”**

Turkish designers today must respond to global demand by mastering a wide range of aesthetics, including traditional, silk-inspired, wool-based, handmade, and modern machine-made carpet designs.

### **Machine-Made Design Leading the Industry**

While Türkiye has a rich heritage in handmade and traditional carpets, Uşaklıgil pointed out that machine-made carpet design has become the most powerful and dynamic segment in recent years.



With the scale of production and export orientation of Turkish companies, machine-made carpet design has become the driving force of the industry,” he said.

Visitors to ICFE witnessed thousands of new designs showcased by Turkish manufacturers, reflecting the country’s strong creative capacity and its ability to adapt to global market trends.

### **Looking Ahead**

Uşaklıgil expressed optimism about the future of Turkish carpet design and its impact on international markets.

**“We hope the world will enjoy these designs,” he concluded. “For global markets, this exhibition represents an important opportunity and benefit for all of us.”**

# Why the Carpet Industry Is Falling in Love with COLARIS

For decades, the carpet industry followed a predictable production logic. Design was dictated by weaving structures, color was constrained by yarn systems, and innovation meant incremental mechanical upgrades. This model delivered scale and stability, but it also imposed rigidity—especially in a market that is now demanding speed, flexibility, and differentiation.

Today, that logic is no longer enough.



**A**s hospitality projects become more design-driven, architects demand customization, and sustainability regulations tighten across Europe and beyond, the carpet industry is being pushed toward a structural shift. In this context, COLARIS is not emerging as a trend—it is emerging as a response.

## The Structural Limits of Conventional Carpet Manufacturing

Traditional carpet production is deeply tied to loom configuration, yarn coloration, and jacquard programming. While this approach works efficiently for large, repetitive volumes, it creates clear limitations when the market moves toward customization and short production runs.

Every design change typically requires mechanical intervention, new yarn setups, sampling delays, and higher minimum quantities. The result is long lead times, increased costs, and reduced responsiveness—precisely the opposite of what today’s contract and hospitality markets demand.

## Digital Thinking Finally Reaches Carpets

Digital printing transformed fashion, home textiles, ceramics, and wall coverings years ago. Carpets, however, remained one of the last sectors resistant to this shift, largely due to technical complexity. Thick piles, structured surfaces, durability requirements, and color fastness posed challenges that standard digital textile printers could not solve.

**COLARIS addresses these challenges directly.**

Designed specifically for floor coverings, the COLARIS system enables direct digital printing onto carpet surfaces, independent of weaving structure or yarn coloration. According to the technical documentation, COLARIS operates with printing resolutions of up to 400-600 dpi, delivering design precision previously unattainable in carpet production. Industrial production speeds of up to several hundred square meters per hour allow manufacturers to balance creativity with commercial viability.



## What Makes COLARIS a True Breakthrough

COLARIS is not a digital printer adapted for carpets—it is a system engineered for them. Its modular architecture integrates surface preparation, precise ink application, controlled fixation, and finishing processes into a single, coherent production logic.

This integration allows manufacturers to print on polyamide and polyester carpets, covering applications such as hospitality flooring, commercial carpets, rugs, mats, and carpet tiles. Importantly, design freedom is no longer limited by loom mechanics. Gradients, photographic motifs, and complex artistic effects become feasible without mechanical modification.

## Key Capabilities That Change the Game

- Printing width scalable up to 5.0 meters, suitable for broadloom carpets
- High-definition digital resolution up to 600 dpi
- Compatibility with PA and PES fibers, including dense pile structures
- Integration with steaming or thermofixation units for industrial durability
- Seamless alignment with coating, backing, and finishing lines

This combination shifts carpet production from rigid repetition to adaptive manufacturing.

## Sustainability Moves from Claim to Process

Sustainability is no longer a marketing narrative in the carpet industry—it is a procurement requirement. Digital carpet printing with COLARIS delivers measurable environmental advantages by design.

### COLARIS PRINT LINE FOR CARPETS

MADE OF POLYESTER NEEDLEFELT. PRINTING IS MAINLY DONE WITH LOW ENERGY DISPERSE DYES

To fix dyes (ink) on the fiber, a hot air curing process is required. The dye sublimates and diffuses into the fiber. After cooling, the dye is locked in the fiber and achieves good fastness properties.



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#### APPLICATIONS

Polyester fiber-based needle felt is perfect for various applications including:

- wall-to-wall carpets
- runners
- event carpets (exhibition-, wedding- and red carpet...)
- mats and rugs for residential usage
- promotion mats
- wall coverings
- acoustic and insulation panels



#### TECHNICAL DATA

print width:  
2200 | 3400 | 4200 | 5200 mm

print resolution:  
400/400 up to 800/1600 dpi

number of color groups:  
4 | 6

number of printheads:  
8 | 16 per color

production capacity:  
scalable from 500 to 1000 sqm/h

Conventional carpet dyeing processes involve high water consumption, extensive chemical usage, and significant overproduction risk. COLARIS enables on-demand production, reducing water usage dramatically while minimizing chemical waste and unsold inventory. By producing only what is needed, when it is needed, manufacturers lower both environmental impact and financial exposure.

For export-oriented producers serving European and institutional markets, this shift is becoming a strategic necessity rather than a choice.

## How COLARIS Reshapes Business Models?

Perhaps the most profound impact of COLARIS is not technical but structural. In traditional carpet manufacturing, production capabilities dictate design. With digital carpet printing, this hierarchy is reversed.

Designers, architects, and project planners regain control.

Manufacturers can serve:

- Hotel chains seeking unique identities
- Office and commercial projects requiring customization
- Limited collections and exclusive design concepts

Carpets evolve from standardized commodities into active design elements, integrated into architectural storytelling and brand differentiation.



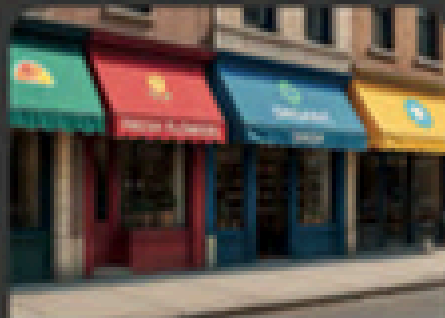
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# Artex Saudi Arabia Expands Production and Innovation Strategy Amid Strong Market Growth

Interview with Mr. Ahmed Abbas, Marketing Manager at Artex Saudi Arabia



## Fully Integrated Carpet Manufacturer

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Artex Saudi Arabia operates under Artex Industrial Investment and has been active in the carpet industry for more than 40 years. The company manufactures a comprehensive range of carpet products, covering:

- Wilton carpets
- Axminster carpets
- Hand-tufted carpets
- Machine-tufted carpets
- Carpet tiles
- Primary and secondary backing
- Yarn production

This vertically integrated structure allows Artex to control quality across the entire production chain — from yarn to finished carpet.

**“We produce all types of carpets,” Mr. Abbas explained. “From Wilton to Axminster, hand-tufted to tufted, including yarn and backing. Our strength is in covering the full spectrum.”**

## Strong Performance at ICFE Istanbul

Speaking on the second day of ICFE Istanbul, Mr. Abbas expressed strong optimism about the exhibition’s performance.

**“Last year was good. This year is very good,” he stated. “We see the quality of the visitors and the quality of the people entering our booth. They know exactly what they need, and this is very important for our industry.”**

According to Abbas, the professional nature of the attendees signals a maturing global market where buyers are focused, informed, and decisive.

## Saudi Arabia's Vision 2030 Driving Market Expansion

A major focus of the interview was Saudi Arabia's expanding flooring market under the Kingdom's Vision 2030 economic transformation plan.

**"It is very important now in Saudi Arabia because of Vision 2030," Abbas emphasized. "The market is booming and very big due to construction projects, especially in hospitality and hotels. The sector is growing very fast."**

With large-scale infrastructure developments, mega-projects, and hospitality investments accelerating across the Kingdom, the demand for high-quality flooring solutions is rising rapidly.

For manufacturers like Artex, positioning within this expanding market is both an opportunity and a responsibility.



## Balancing Quality and Price: A Global Challenge

However, Abbas also acknowledged one of the biggest challenges facing manufacturers today: the increasing demand for high quality at lower prices.

**"People want good quality with cheaper prices. It is a challenge," he noted. "Cheap product usually means lower quality. But for manufacturers like us, we must make it happen."**

Rather than compromising on standards, Artex is focusing on innovation as the key survival strategy. **"With more innovation — not little innovation — we will survive," Abbas added.**

This emphasis on innovation highlights the broader industry trend toward efficiency improvements, new materials, and smarter production systems to maintain competitiveness.

## Expanding Product Portfolio for Future Growth

Looking ahead, Artex is expanding its production capabilities to meet evolving market demands.

**“Our vision for this year and next year includes strengthening our carpet tiles line, Axminster production, and hand-tufted carpets,” Abbas explained.**

Hand-tufted carpets, in particular, are gaining importance in hospitality and luxury segments, aligning with Saudi Arabia’s rapid development of hotels and premium real estate.



## ICFE: A Global Platform for the Next Decade

Mr. Abbas also emphasized the strategic importance of ICFE Istanbul.

**“I believe ICFE is now the most important floor covering exhibition in the world — and it will remain so for at least the next ten years,” he stated.**

As Istanbul continues to consolidate its role as a global hub for machine-made carpets and flooring solutions, manufacturers from the Middle East are increasingly leveraging the exhibition as a gateway to international markets.

With four decades of experience, full-spectrum production, and a forward-looking innovation strategy, Artex Saudi Arabia is positioning itself to capitalize on the rapid growth of the Gulf region while navigating the complex global balance between quality and cost.



# Oriental Weavers Hosts Turkish Ambassador for Industrial Ties

In a move aimed at strengthening international trade and industrial collaboration, Oriental Weavers welcomed Salih Mutlu Şen, Ambassador of the Republic of Türkiye to Egypt, to its headquarters in 10th of Ramadan City.

**D**

uring the visit, Ambassador Şen toured the company's manufacturing facilities and held discussions with Oriental Weavers' Chair, Ms. Yasmine Khamis, along

with members of the leadership team. Talks focused on expanding industrial cooperation and identifying opportunities to enhance bilateral trade between Egypt and Türkiye.

Company representatives highlighted the potential for combining Oriental Weavers' global manufacturing capabilities and scale with Türkiye's advanced technologies and operational strengths to unlock new avenues for growth and customer-focused solutions.

The visit reflects a shared interest in fostering partnerships built on innovation, operational efficiency, and sustainable development, with the goal of creating long-term value across international markets.

At MENA Covering, we see this high-level diplomatic engagement as potentially more than a courtesy visit. It may signal a broader strategic recalibration within the regional carpet industry.

Over the past year, hundreds of Turkish companies in textiles and apparel have relocated part of their production outside Türkiye—primarily to Egypt—driven by cost pressures, currency volatility, financing constraints, and the search for export competitiveness. While some of these moves have opened new growth corridors, others remain exposed to macroeconomic uncertainty and shifting global demand.

Against this backdrop, the Oriental Weavers-Türkiye dialogue could be interpreted as an early indicator that similar cross-border industrial positioning may gradually extend into the machine-made carpet segment as well.



# Koza Carpet Recognized for Export Performance at Regional Export Awards

**K**oza Carpet has been honored for its export performance at the Export Stars Awards

Ceremony organized by the Southeastern Anatolia Exporters' Associations. The company received the "Export Star" award in recognition of its export achievements during the 2024 fiscal year.

The ceremony, held in Gaziantep, brought together leading export-oriented companies that have demonstrated consistent growth, strong production capacity, and sustained international market engagement. Koza Carpet was recognized among the region's standout exporters, reflecting its stable expansion across global markets and its contribution to regional export performance.

During the event, awards were presented to representatives of 100 companies that distinguished

themselves through manufacturing strength, employment generation, and international trade success. Koza Carpet's inclusion among these recipients underscores the company's long-term commitment to export-driven growth and operational resilience in a highly competitive global carpet market.

Company officials noted that the achievement reflects the coordinated efforts of Koza Carpet's commercial and export teams, operating under a structured, market-focused strategy. In particular, the company highlighted the role of its trade management and international sales coordination in strengthening overseas market presence and supporting expansion into new destinations.

The awards ceremony was attended by senior representatives from government, export institutions, and the business community, highlighting the strategic

importance of export-led industrial development. Speakers at the event emphasized Gaziantep's role as a key manufacturing and export hub, noting the city's continued performance in production, employment, and international trade despite global economic pressures.

From a regional industry perspective, the Export Stars Awards serve as a benchmark for export competitiveness and underline the growing role of manufacturers capable of combining scale, quality, and market adaptability.

Koza Carpet's recognition reflects broader trends within the carpet and flooring sector, where sustained export performance increasingly depends on operational efficiency, strategic market positioning, and long-term customer relationships.



# Saurer Introduces New DTY-Focused Technology at ICFE 2026 in Istanbul

*At the Carpet and Flooring Expo (ICFE) 2026 in Istanbul, Saurer Technologies presented its latest innovation for the carpet industry, reinforcing its long-term commitment to yarn development and market-driven solutions. Speaking with MENA Carpet News during the exhibition, Mr. Gerd Pohlmann, Senior Vice President of Sales and Marketing at Saurer Technologies, shared insights into the company's newest machine designed specifically for processing DTY (Draw Textured Yarn).*

**S**tanding at the Saurer booth, Pohlmann introduced what he described as a strategic

response to evolving carpet trends. The newly developed machine is dedicated to processing DTY yarns, which are increasingly used in carpets that emphasize soft touch, enhanced texture, and a refined, shiny appearance.

**“DTY yarn is becoming more important in the carpet sector,” Pohlmann explained. “We have clearly seen this trend developing, and this machine is our response to that demand. It complements our existing carpet cabling technologies and allows us to serve this growing segment with precision.”**

According to Saurer, the development is not a short-term reaction to fashion. While BCF yarn continues to maintain its strong presence in the market, DTY has carved out a significant position in specific carpet applications. Pohlmann emphasized that DTY's role is not merely seasonal but part of a broader product diversification within the flooring segment.



## Saurer Strengthens ICFE Presence

ICFE 2026 marked Saurer's second participation with a booth at the exhibition. For the company, the Istanbul-based show has become an essential meeting platform. "This exhibition is very important for us," Pohlmann noted. "Many of our customers are here. It is valuable to maintain close contact, understand their needs, and present our latest developments face to face."

The past two to three years have been challenging for the global textile machinery industry. Post-pandemic investment waves were followed by economic and political uncertainties that affected many markets, including key carpet-producing countries. While caution remains, Saurer observes a shift in market sentiment.

**“We have had very constructive discussions over the past days,” Pohlmann said. “There is a bit more optimism compared to the last two years. It is still a difficult environment for both manufacturers and suppliers, but we feel that the market may be stabilizing.”**



From a regional perspective, Turkey remains a cornerstone of the global carpet industry. However, Pohlmann highlighted a noticeable movement toward Asia-Pacific markets. Several Turkish carpet producers are expanding operations in Asian countries, relocating machinery, or opening new branches in the region. Saurer has observed increasing interest from Asian customers as well.

**“Asia-Pacific is clearly a growing market for the carpet sector,” he stated. “We have had very promising discussions with customers from that region during the exhibition.”**

Looking ahead, automation is expected to play a critical role in shaping future production strategies.

Rising labor costs and the growing difficulty of finding qualified operators are pushing manufacturers to consider higher levels of process automation. Saurer has already seen this development in the United States and notes that Turkish producers are beginning to explore similar directions.



“It is becoming harder everywhere to find skilled personnel,” Pohlmann explained. “Automation will be an important topic not only in mature markets but also here in Turkey.”

Despite shifts in flooring preferences worldwide, Saurer remains confident in the long-term stability of the carpet industry. While hard flooring continues to gain share in certain regions, carpets are expected to maintain a stable and significant portion of the overall flooring business.

**“I do not see carpets losing their relevance,” Pohlmann concluded. “It will remain a stable part of the global flooring market.”**

With its new DTY-focused machine and continued emphasis on customer proximity, Saurer Technologies signals that innovation in yarn processing remains central to the future of carpet manufacturing.



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# Ardhi Looms Revives Persian Craft Through Vintage-Inspired Capsule Collection

**A**rdhi Looms has unveiled its latest capsule collection, *Patterns of Past, Palettes of Today*, a series that reinterprets vintage Persian rug aesthetics through a contemporary design lens. Rather than chasing newness, the collection draws from antique carpets softened by time—celebrating the quiet beauty of wear, fading ornament, and evolving colour.

“Heritage isn’t something we believe in preserving unchanged—it’s something that matures with time,” said Kanika Takkar, co-founder of the design-led studio.

## A Contemporary Dialogue with Persian Tradition

Instead of restoring or directly replicating antique rugs, the studio examines how traditional Persian and Iranian motifs age—how medallions blur, florals dissolve into abstraction, and colours mellow with use. These subtle transformations inform a collection that balances familiarity with restraint.

Founded in 2023 by sisters Kanika Takkar and Saina Takkar, Ardhi Looms operates as a bespoke rug studio collaborating closely with architects and interior designers across India. Guided by a “from Earth to Earth” philosophy, the brand emphasizes natural materials, artisan-driven processes, and objects designed to age gracefully.



**The capsule collection draws heavily from Persian and Iranian hand-knotted rug-making traditions. Each piece requires five to seven months to complete, with artisans often progressing only one to two inches per day. According to the founders, maintaining traditional knot densities and production discipline is central to preserving these fading heirloom skills.**

## Natural Materials and Subtle Aesthetics

The rugs are handcrafted using natural yarns, including New Zealand wool and bamboo silk. Variations in pile height and density introduce tactile depth, ensuring that no two pieces are identical.

Motifs—ranging from florals and medallions to geometric borders—are intentionally softened and diffused. Ornament gives way to texture and tonal layering, creating designs that appear fractured yet harmonious.

The palette remains understated: warm ivories blend with sun-worn ochres, burnished rusts, softened greys, and charcoal undertones. Rather than commanding attention, the rugs are designed to integrate quietly into interiors, revealing depth over time.

“We don’t design for instant impact. Our rugs are meant to reveal themselves slowly, as you live with them,” noted Saina Takkar.

## Rooted in Craft, Oriented Toward Longevity

Production takes place in the Bhadohi-Mirzapur belt of Uttar Pradesh, one of India’s most historic carpet-weaving regions. The brand places strong emphasis on sustaining artisan livelihoods and safeguarding traditional weaving knowledge for future generations.

Within the partnership, Kanika leads design development—overseeing yarn sourcing and weaving exploration—while Saina manages branding, marketing, and collaborations with design professionals.

By positioning rugs as foundational elements rather than decorative statements, Ardhi Looms frames its collection as part of a longer design narrative. As interiors evolve, the studio suggests, a well-crafted rug remains—absorbing life and gaining character with time.

With Patterns of Past, Palettes of Today, Ardhi Looms reinforces the enduring influence of Persian craft traditions while translating them for contemporary living spaces.



# Women in Central Türkiye Keep Ancient Carpet Ritual Alive

In the district of Yahyalı in central Türkiye, a region long renowned for its hand-woven carpets, women are continuing an ancient tradition that marks the completion of each painstakingly crafted rug. The ritual, known as keskencelik, is a modest yet meaningful celebration held once a carpet finally comes off the loom after months of careful weaving.

Yahyalı, located in Kayseri province, has historically been one of Türkiye's prominent centers for hand-made carpets. Today, women attending local weaving courses are ensuring that not only the craft itself but also its accompanying cultural rituals remain alive.

## A Tradition Rooted in Central Asia

Keskencelik traces its origins back to Central Asia and was brought to Anatolia centuries ago. The ritual symbolizes the joy and pride felt upon completing a demanding weaving process. Once the carpet is cut from the loom, participants gather to share sweets, Turkish delight, biscuits, grapes, and candies — simple offerings that represent communal appreciation and accomplishment.

At the Şehit Adem İlkilic Public Education Center in Yahyalı, women enrolled in carpet-weaving courses continue to uphold this tradition. After finishing their woven pieces, they celebrate together by distributing sweet snacks, reinforcing both craftsmanship and community spirit.

## Motifs Carrying Cultural Memory

Yahyalı District Governor İbrahim Gültekin emphasized the deep historical roots of the craft, describing carpet weaving as an artistic expression of a cultural journey stretching back nearly 3,000 years.



According to Gültekin, the motifs woven into carpets reflect lived experiences passed down through generations. He noted that patterns seen today may echo the emotions of a mother in Central Asia thousands of years ago, while also capturing the dreams of a young girl in a Yahyalı village decades ago. In his view, preserving such traditions is akin to revitalizing a 3,000-year-old cultural heritage.

### **Fewer Looms, Enduring Spirit**

Despite the cultural significance of Yahyalı carpets, production has declined significantly over time. While the district once had approximately 2,000 active looms — and even as many as 5,000 according to Yahyalı Mayor Esat Öztürk — today only a handful remain in operation.

Governor Gültekin stated that carpets have recently been completed on five looms, with five more currently in progress. Yet even as the number of looms decreases, the *keskencelik* celebration continues whenever a weaving project reaches its end.

The ritual, though modest, represents resilience. With whatever treats are available, the community marks the completion of each carpet, keeping alive not only a craft but a shared cultural identity.

As global markets evolve and industrial production dominates, Yahyalı's women demonstrate that tradition, memory, and craftsmanship still have a place in modern Türkiye — one finished carpet, and one small celebration, at a time.



# MATTER Blends Generative Design with Sustainable Craft

A new collaboration between Norwegian design studio Snøhetta and Danish manufacturer Ege Carpets is redefining how randomness can be translated into textile design. The MATTER flat-woven carpet series moves away from predictable, repetitive patterns and instead embraces generative code to create organic, ever-evolving compositions that echo the logic of nature.

## **F**rom Code to Carpet

Unlike traditional rug design processes that begin with hand sketches, each MATTER piece originates in algorithmic programming. Snøhetta developed randomized code systems to generate patterns inspired by natural structures, where variation and irregularity are essential elements rather than flaws.

Marius Myking, Director of Snøhetta Product Design, explains that nature demonstrates how beauty and functionality often arise from apparent randomness. The collaboration sought to replicate that natural logic within a woven format.

The result is a surface composed of subtle, shifting lines that create tonal fields of color. Viewed from a distance, these micro-level variations accumulate into dynamic, energetic landscapes.



Francesca Giulia Poli, Product Designer at Snøhetta and project lead, describes MATTER as an exploration of scale, craftsmanship, and technology. The team approached the carpet not as a static plane but as a woven landscape — moving from code to pixel, pixel to thread, and thread to carpet.

Through this layered process, small-scale digital decisions shape large-scale spatial experiences.



## A Controlled Randomness

No two MATTER rugs are identical, yet the collection remains visually cohesive through two parallel color palettes, each built from 18 core hues.

- A muted range featuring soft beiges and grays
- A more saturated palette highlighting bold blues and greens

This duality allows designers to adapt the rugs to various interiors while maintaining a consistent design language.

## Sustainability at the Core

Echoing the natural systems that inspired it, MATTER places sustainability at the forefront. Each rug is produced using recycled yarns and woven with advanced manufacturing technology at Ege Carpets' facilities.

The combination of generative digital design and responsible material sourcing demonstrates how technology and craftsmanship can work together to expand the boundaries of contemporary carpet production.

With MATTER, Snøhetta and Ege Carpets present a collection that is random but never reckless — proving that digital tools, when guided by thoughtful design principles, can produce tactile surfaces that feel alive, adaptable, and deeply connected to natural logic.

# Vandewiele Showcases Advanced Technologies for High-Density Carpets at Istanbul Exhibition

During a visit to the booth of Vandewiele in Istanbul, Mena Covering spoke with Thomas Beauduin, Vice President of the group, to explore the company's latest innovations in high-density carpet production.

## Innovations in yarn spinning and weaving target premium carpet production markets

Belgian textile machinery leader Vandewiele presented its latest innovations in carpet manufacturing at a recent exhibition in Istanbul, highlighting new developments in yarn spinning and high-density weaving technologies.

With decades of experience in the carpet industry, Vandewiele continues to focus on delivering advanced solutions tailored to key markets, including Iran, which remains one of the world's most important producers of high-quality carpets.

### Redefining yarn spinning for high-density carpets

One of the key highlights of Vandewiele's presentation was its latest approach to yarn spinning for high-density carpets — a segment where traditional methods have remained largely unchanged for decades.

Building on its investment in Savio, the company has introduced a disruptive air-jet spinning technology, designed to enhance flexibility, efficiency, and product quality.

This system enables the production of multi-colored yarns directly during the spinning process, offering greater design possibilities while maintaining cost efficiency per kilogram.

The technology also supports a wide range of fibers, including acrylic, viscose, polyester, and modal, making it highly adaptable for premium carpet manufacturing.



### Combining spinning and weaving for superior results

Vandewiele's approach goes beyond individual technologies. By integrating its advanced spinning systems with the latest high-density weaving machines, the company delivers a complete solution for carpet producers.

The weaving technology features a four-position Jacquard system, allowing for highly detailed designs not only in the pile but also in the base structure of the carpet. This enables manufacturers to achieve superior design complexity and product differentiation.

### Focus on application and key markets

According to Vandewiele, the strength of its innovation lies not only in machinery development, but also in its focus on real-world applications and market needs.

The company continues to invest in solutions specifically designed for high-end carpet production, with particular attention to markets such as Iran, where craftsmanship and design quality are highly valued.

By combining new yarn technologies with advanced weaving capabilities, Vandewiele aims to support manufacturers in producing next-generation carpets that meet evolving global standards.



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# Iran's Machine-Made Carpet Exports Reach \$227 Million in Nine Months

- According to official trade statistics, Iran exported approximately 53,046,000 kilograms of machine-made carpets during the first nine months of the current Iranian calendar year (March–November 2025), generating a total export value of nearly \$227 million.
- While this performance confirms Iran's strong production capacity and its position as a key regional supplier, the data also highlights structural challenges related to market concentration and export value per kilogram.

## Iraq and Afghanistan Lead Export Markets

Iraq remained the largest destination for Iranian machine-made carpets, importing more than \$53.6 million worth of products during the period — accounting for nearly one-quarter of total export value.

Afghanistan ranked second with approximately \$47.8 million in imports. Together, these two neighboring markets absorbed over \$100 million of Iran's total exports.

This pattern reflects logistical advantages and long-established trade relationships. However, it also signals a high dependence on regional, price-sensitive markets — increasing geographic concentration risk.

## UAE, Armenia and Central Asia Follow

The United Arab Emirates (\$17.9 million), Armenia (\$10.7 million) and Turkmenistan (\$9.5 million) formed the second tier of export destinations.

Other key markets within the top ten included Pakistan, China, Türkiye, Uzbekistan and Tajikistan.

The inclusion of China — one of the world's largest producers of machine-made carpets — is particularly notable. This may indicate selective exports in niche categories, customized designs, or competitive pricing strategies enabling Iranian manufacturers to penetrate specific segments.

## High Export Volume, But Modest Average Value

With more than 53 million kilograms exported and \$227 million in revenue, the average export value per kilogram stands at approximately \$4.3.

This figure is strategically significant.

Although Iran demonstrates strong volume performance, the relatively modest per-kilogram value suggests that exports are largely concentrated in lower to mid-priced segments. In many advanced markets, average values per kilogram are considerably higher due to stronger branding, differentiated design, and premium positioning.



This raises an important question: how much of Iran's export portfolio consists of high-density, high-design, value-added products versus price-driven competitive offerings?



In conclusion, the first nine months of the current Iranian calendar year (March–November 2025) demonstrate that Iran's machine-made carpet industry remains structurally strong in terms of production and regional exports.

However, if the industry aims to move beyond volume-driven growth and achieve sustainable margin expansion, a shift toward design-led, brand-focused, and diversified export strategies will be essential.

The \$227 million figure should therefore be seen not as an endpoint, but as a strategic checkpoint for recalibrating Iran's global export positioning in the competitive flooring industry.

### **Comparing Positioning with Turkish and European Brands**

Turkish and European carpet manufacturers have increasingly focused on:

- Design differentiation
- Brand development
- Entry into premium and developed markets
- Retail-driven global strategies

These approaches have allowed them to maintain stronger margins even with moderate export volumes.

By contrast, Iran's export structure remains primarily anchored in traditional regional markets. While this ensures stable demand, it limits pricing power and margin expansion.

### **Strategic Imperatives for Sustainable Growth**

The \$227 million export performance is a positive signal, but long-term sustainability will depend on strategic adjustments, including:

- Market diversification, particularly deeper penetration into Europe and Africa
- Stronger international branding initiatives
- Greater focus on higher value-added products
- Reduced dependence on limited regional markets

# ICFE Istanbul Strengthens Its Position as the New Global Hub for the Carpet Industry



## INTERVIEW WITH MR. ALIASGAR POONAWALA, FOUNDER AND DIRECTOR OF ROSETTA FLOORING

**D**uring the ICFE Istanbul exhibition, MENA Covering spoke with Mr. Aliasgar Poonawala, Founder and Director of Rosetta Flooring, about the shifting geography of the global carpet industry, increasing competition, and the role of creativity in shaping the sector's future.

According to Mr. Poonawala, Central Asia has historically been the heart of the carpet world. "Turkey, Iran, Persia — this region has always been a hub for carpets," he noted. What is changing today, however, is the consolidation of global industry players in Istanbul.

**"This exhibition used to be in Germany, but today you can clearly see that much of the carpet segment from those European shows has effectively moved here. Every year ICFE is becoming bigger and more popular. It's impressive to see the entire carpet community gathering under one roof in Istanbul."**

### A Complete Industry Ecosystem Under One Roof

ICFE Istanbul now reflects the full spectrum of the carpet value chain. From machine-made carpets to handmade, tufted, tiles, fibers, machinery and flooring solutions, the exhibition offers a comprehensive industry overview.

**“It’s a very wide variety,” Mr. Poonawala emphasized. “Everything that is part of the carpet industry is represented here. From new developments and creativity to pricing perspectives, buyers can see the entire market dynamic in one place.”**

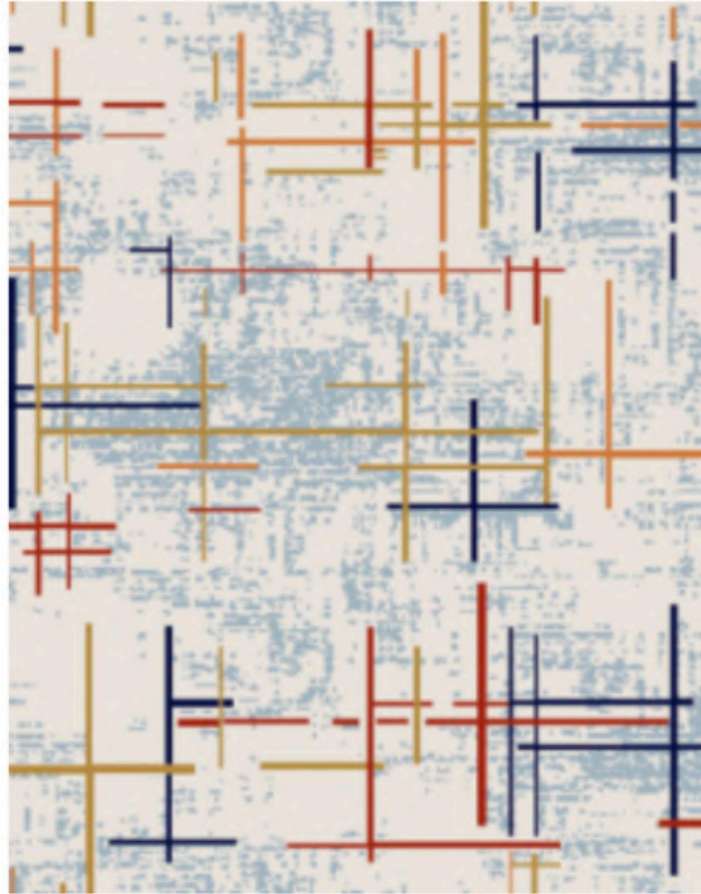
However, he also pointed out that participation from the handmade segment, particularly from India and other traditional handmade carpet regions, could be stronger. “The handmade area still has room to grow in terms of international participation. I’m confident it will improve over time.”

### **Competition Is Growing — But Creativity Remains the Core**

As the exhibition expands, competition naturally intensifies. Yet Mr. Poonawala believes that pricing alone cannot define the future of the carpet industry.

“Carpet is creativity. Innovation is what ultimately drives the industry forward. It cannot always be about price. The more brands create and innovate, the stronger the entire sector becomes.”

ICFE Istanbul, in his view, successfully balances both elements — innovation and competitive pricing — making it increasingly attractive for international buyers.

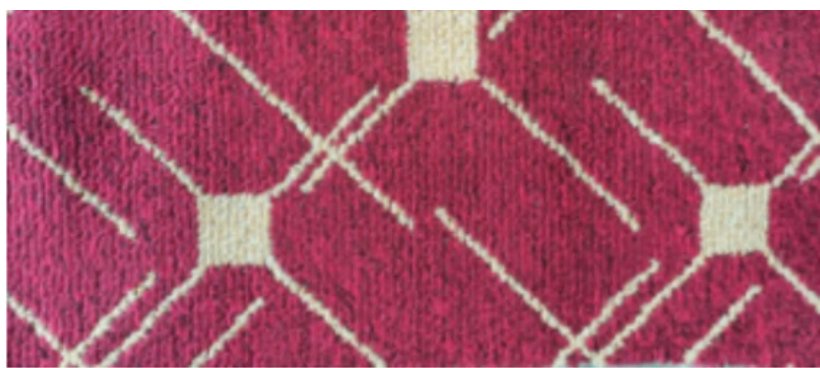


### **Rosetta Flooring: Expanding Manufacturing Across India and Dubai**

Rosetta Flooring operates primarily in India and the Middle East, offering a wide range of flooring products through an established distribution network. The company’s Indian operations focus on handmade and hand-tufted carpets, while its Dubai-based facility, Radiant Carpets Manufacturing, produces carpets and carpet tiles for regional and international markets.

With manufacturing in both India and the UAE, Rosetta represents the evolving cross-regional production model that defines today’s carpet industry — blending craftsmanship, industrial capacity, and strategic geographic positioning.

ICFE Istanbul continues to demonstrate that the center of gravity in the global carpet industry is shifting, with Türkiye increasingly positioning itself as a strategic meeting point between Europe, Central Asia, and the Middle East.



# DiscoRectangle Transforms Abstract Geometry Into Bold, Color-Driven Floor Statements



**A** new wave of expressive interior design is arriving underfoot with DiscoRectangle, the latest hand-tufted rug collection by interior designer Sam Buckley in collaboration with Italian rug maker cc-tapis.

The collection embraces a confident “more-is-more” philosophy, translating abstract geometry and the vibrant pulse of dance culture into immersive, color-drenched floor pieces.

## Geometry Meets Energy

At the heart of the collection is the “discorectangle” — also known as a stadium or pill shape — which serves as the defining architectural motif. Across four rugs and a runner, large graphic forms stack and overlap in compositions that feel both structured and fluid.

Each piece is handcrafted in Himalayan wool, providing depth, texture, and durability that match the visual intensity of the designs. The precision of the shapes is balanced by a dynamic interplay of color, creating rugs that function as both art objects and functional interior anchors.

## A Palette That Dares

Color is central to DiscoRectangle’s identity. Bright tones of yellow, pink, mint, and blue interact with deeper hues of green, brown, and burgundy, forming layered palettes that feel energetic yet grounded.

Buckley draws inspiration from dance music culture, collectible design, historic craft traditions, and European heraldic color schemes. The result is a visual language that is playful yet sophisticated — surreal in composition but rooted in design history.



### Five Distinct Expressions

The collection is offered in several variations, each exploring Buckley’s geometric vocabulary differently:

- DiscoRectangle Maxi delivers the boldest statement, pairing sweeping stadium shapes with vibrant mint, blue, and pink, accented by yellow and burgundy.
- DiscoRectangle Mini condenses the same rhythmic composition into a more compact format.
- Disco Ball adopts a circular layout, introducing softer curves and a lighter, whimsical tone.
- Disco Runner elongates the design into a streamlined format suitable for corridors and transitional spaces.
- cc-tapis’s craftsmanship ensures that the saturated colors remain crisp, deep, and vividly articulated, reinforcing the collection’s high-impact aesthetic.

### Beyond the Rug

For Sam Buckley — an architectural technologist, curator, interior designer, and DJ educated in Edinburgh and Milan — DiscoRectangle represents an ongoing exploration of geometry and color that extends beyond rugs into furniture and interior objects.

The collaboration merges Buckley’s multidisciplinary creative vision with cc-tapis’s artisanal expertise, striking a balance between maximalist expression and thoughtful design execution.



In an era when interiors often lean toward neutrality, DiscoRectangle proposes something different: that bold color and confident geometry can reshape how a space feels — injecting warmth, movement, and personality from the ground up.

With this collection, the message is clear: sometimes, more color truly means more life

# Savio Introduces Libra Spinning Technology for Carpet Yarn Production

In an on-site interview during ICFE 2026, Paolo Venier, Regional Sales Vice President at Savio Macchine Tessili, part of the Vandewiele Group, presented the company's latest innovation in yarn spinning technology: Libra.

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veloped as an advanced solution for modern spinning mills, Libra is designed to address the growing demands of the carpet yarn sector, where flexibility, cost efficiency, and productivity are becoming increasingly critical.

Paolo Venier shares insights into how Libra is transforming spinning operations and supporting carpet manufacturers worldwide.

## A smart spinning solution for carpet yarn producers

According to Venier, Libra combines high productivity with operational efficiency, offering spinning mills a competitive advantage in a rapidly evolving market.

The system is specifically engineered for processing synthetic fibers such as acrylic, viscose, and polyester — materials widely used in carpet yarn production.

By enabling faster response to market changes and improving production flexibility, Libra supports manufacturers in optimizing their output while maintaining consistent yarn quality.

## Responding to changing market dynamics

As global demand for machine-made carpets continues to evolve, producers are under increasing pressure to reduce costs while enhancing product performance.

Technologies like Libra reflect a broader shift in the industry toward smart manufacturing solutions, where automation, flexibility, and data-driven processes play a key role in maintaining competitiveness.

With its integration into the broader Vandewiele ecosystem, Savio's technology also contributes to a more connected and efficient production chain — from spinning to final carpet manufacturing.





## Product range for the textile finishing industry

- ▶ Stenters and heat-setting lines for woven and knitted fabrics
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- ▶ 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



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# Shade Reveals the Technical Mastery Behind Seamless Color Gradients

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ne of the most iconic collections edited by Nani Marquina, Shade stands out not only for its visual elegance but also for the intricate craftsmanship hidden beneath its deceptively simple surface. Designed by Turkish designer Begüm Cana Özgür, the collection has achieved international recognition for its refined use of color and advanced weaving techniques.

## Precision Behind Apparent Simplicity

At first glance, Shade appears calm, minimalist, and effortlessly fluid. However, achieving its dense, uniform surface and perfectly balanced gradient effect requires a highly complex technical process.

Rather than featuring a single dominant hue, each rug is built around a carefully curated palette of six colors. These tones are arranged into a structured color gradient — or *dégradée* — that unfolds both vertically and horizontally across the loom. As the weaving progresses, the gradients merge seamlessly on a single plane, creating an organic transition that feels smooth and continuous.

The secret lies in the disciplined alternation of solid color sequences and transitional blends. Every stage of the chromatic shift must be executed with precision, ensuring that the movement between tones feels natural rather than abrupt.

## Fringe insights: sleep innovations and trends

Such complexity can only be realized by highly skilled weavers with years of experience and deep respect for traditional flat-weaving techniques. The process demands technical rigor, careful planning, and an acute sensitivity to color balance.

Thanks to this expertise, the Shade collection offers four striking variations, each exploring a distinct chromatic journey:

- Turquoise flowing into aubergine
- Reddish tones dissolving into Klein blue
- Raspberry blending into forest green
- Gray transitioning into earthy garnet

Each rug becomes a visual landscape, where color diffuses softly yet retains depth and intensity.



## Color as Emotional Architecture

For Begüm Cana Özgür, Shade is more than a rug — it is a study in emotional resonance through color.

“Shade is a handmade flat woven rug that creates an incredibly smooth and rounded diffusion of color. Its surface exudes a sense of tranquility and well-being, balanced with the deep vibrancy of its colors,” the designer explains.

By combining meticulous technical execution with a sophisticated chromatic vision, the Shade collection demonstrates how traditional weaving can be elevated into contemporary design language — delivering not just aesthetic appeal, but a quiet, immersive sensory experience.

# Shaw Contract Expands Porcelain Portfolio with Bask & Dusk Collection

Shaw Contract has expanded its porcelain tile portfolio with the launch of Bask & Dusk, a new collection that explores the interplay between light and shadow, warmth and coolness, and contemporary design with timeless appeal. Designed for both wall and floor applications, the collection reflects the company's ongoing focus on enhancing human experience while supporting a more sustainable built environment.

**A**

t the heart of Bask & Dusk is a thoughtful study of contrast. Bask conveys a sense of quiet warmth, inspired by the natural look of travertine and expressed through a smooth, organic aesthetic.

In contrast, Dusk introduces a cooler, slate-inspired tone that feels calm, enveloping, and introspective. Together, the two aesthetics are intended to bring atmosphere and balance to interior and exterior spaces alike.

## Design Versatility Across Interior and Exterior Spaces

The Bask & Dusk collection includes colorbody porcelain tiles in 12×24-inch and 24×48-inch matte formats, complemented by wall panels and a range of mosaic options. A 12×24 Grip finish is also available, making the collection suitable for outdoor areas exposed to regular foot traffic and helping bridge indoor and outdoor design seamlessly.

Color stories are curated to support flexible design narratives. Bask is offered in Morning, Midday, and Afternoon tones, while Dusk comes in Inkwell, Mist, and Moonglow. Accent mosaics—including herringbone, hexagon, chevron, and woven patterns—enable designers to add depth, texture, and visual rhythm to spaces.





**“We designed this collection to harmonize with the spaces people inhabit every day,” said Reesie Duncan, vice president of global design at Shaw Contract. “Bask & Dusk invite contrast and connection —it’s about balance, reflection, and the beauty of opposites existing in the same space.”**

Engineered for commercial performance, Bask & Dusk are designed to withstand the demands of high-traffic environments while maintaining their visual integrity over time. Clean rectified edges and precise detailing support seamless installation, contributing to cohesive and durable surfaces suited to real-world use.

Sustainability also plays a central role in the collection’s development. Bask & Dusk are produced using environmentally conscious materials and processes aimed at reducing carbon impact. The tiles are Green Label Plus certified for indoor air quality and Cradle to Cradle Certified, aligning with Shaw Contract’s People Together, Planet Forever commitment and its philosophy that “Neutral is Not Enough.”

Suitable for hospitality, workplace, and outdoor applications, Bask & Dusk offer designers and specifiers a high-performance surface solution that combines durability, refined aesthetics, and environmental responsibility—positioning the collection as a versatile foundation for contemporary commercial spaces.

# Bremworth Shareholders Warned of Lower Cash Return Amid Takeover Uncertainty

**S**hareholders of Bremworth have been advised they are likely to receive less cash than initially expected if a proposed takeover by Mohawk Industries proceeds.

The U.S.-based flooring giant — the world's largest in its sector — owns competing brands including Godfrey Hirst and Feltex, making the transaction highly significant for the regional carpet market.

## Revised Takeover Valuation

Mohawk Industries has offered 75 cents per Bremworth share, to be supplemented by a distribution of excess capital. Initially, that capital return was estimated at 30–40 cents per share, bringing the total takeover valuation to between \$1.05 and \$1.15 per share, valuing Bremworth at approximately \$70 million to \$77 million.

However, in a recent market update, Bremworth confirmed that weaker-than-expected trading conditions have impacted earnings and reduced its available cash reserves.

“The trading conditions that Bremworth has faced have been more difficult than anticipated. This has impacted Bremworth's earnings and resulted in a deterioration of Bremworth's cash position,” the company stated.

As a result, the capital return is now expected to range between 20 and 30 cents per share, lowering the total effective offer price to 95 cents to \$1.05 per share.

Bremworth cautioned that the revised estimate remains subject to change, depending on market conditions, business performance, and the timing of implementation.



## Regulatory Scrutiny Intensifies

The takeover, which is supported by Bremworth's board, is currently under review by the Commerce Commission. The regulator has raised concerns that the acquisition could substantially lessen competition in the carpet market, potentially impacting pricing and consumer choice.

The Commerce Commission has extended its decision deadline to mid-March, with indications that the timeline could be further pushed to mid-to-late May.

## Financial Pressure if Deal Fails

Bremworth also warned that if the takeover does not proceed, the company's financial position may continue to deteriorate amid challenging trading conditions.

The development places shareholders in a delicate position: while the takeover offers an exit opportunity, the final cash return may be lower than originally projected, and regulatory approval remains uncertain.

As consolidation continues across the global flooring industry, the outcome of this proposed acquisition is expected to have broader implications for market competition and pricing dynamics in the region.



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# Capital Carpet & Flooring Acquires Business Interiors Floor Covering

Capital Carpet & Flooring has announced the acquisition of Business Interiors Floor Covering, a strategic move aimed at strengthening its leadership position in the region's commercial flooring market.

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he transaction brings together two well-established names in commercial flooring. Capital Carpet contributes more than three decades of service experience across institutional and commercial sectors, while Business Interiors Floor Covering adds specialized expertise in high-profile corporate environments, including luxury hotels, law firms, and biotechnology facilities.

Capital Carpet & Flooring has built a strong reputation in New England over the past 30 years, serving commercial and institutional clients with a focus on customer satisfaction and project execution.

Its portfolio includes projects for the University of Massachusetts Amherst and Encore Boston Harbor, as well as installations at MIT, Boston EMS, the Massachusetts Convention Center, and Logan Airport. The company is recognized for quality workmanship across carpet, ceramic tile, and polished concrete surfaces, supported by structured communication and project management processes.

Through the acquisition, Capital Carpet will integrate Business Interiors Floor Covering's 40,000-square-foot facility into its operations. The additional space is expected to centralize logistics and inventory management, enabling larger material staging capacity and faster mobilization for complex, multi-phase projects.

Company leadership stated that the acquisition will allow both organizations to strengthen resources, expand technical capabilities, and enhance customer service while maintaining established service standards and company values.

## Focus on Long-Term Market Growth

The combined organization plans to emphasize sustainable, durable, and design-driven flooring solutions as commercial market demands continue to evolve.

Capital Carpet will continue to support architects, general contractors, and facility managers throughout the entire flooring lifecycle — from specification and procurement to installation and maintenance.

The acquisition represents a significant step in expanding the company's regional footprint and reinforcing its position as a full-service commercial flooring partner across New England's institutional and corporate sectors.



# Antepol and Chromatic Colors Highlight Advanced Masterbatch Solutions at ICFE Istanbul 2026



Through its collaboration with Chromatic Colors, the company highlighted advanced masterbatch technologies designed specifically for textile melt-spinning applications. These solutions are particularly relevant for carpet yarn producers, where color consistency, durability, and process efficiency are critical factors.

Products such as high-performance color masterbatches demonstrated strong capabilities in ensuring batch-to-batch color stability—an essential requirement for carpet manufacturers maintaining long-term product lines and consistent design collections.

## Chromatic Colors strengthens regional presence

As a UAE-based manufacturer with a strong footprint across the Middle East, Africa, and Asia, Chromatic Colors continues to expand its reach through strategic partnerships.

Its collaboration with Antepol Tekstil enables closer access to the Turkish and regional markets, offering customers a combination of local technical support and internationally competitive product solutions.

With a focus on cost efficiency and high-performance formulations, the company's masterbatch technologies are designed to meet the evolving demands of modern textile and carpet production.

# S

## Strong visitor engagement despite hall location confirms growing demand in carpet yarn sector

The 2026 edition of ICFE Istanbul has concluded with strong international participation, providing a valuable platform for companies active across the carpet and flooring value chain. Among the notable exhibitors, Antepol Tekstil, representing Chromatic Colors, reported a highly successful presence at the event.

Despite being located in Hall 10, slightly away from the main exhibition flow, Antepol experienced a remarkable level of engagement from professional visitors, particularly those active in carpet yarn production and polymer-based textile applications.

## Positive feedback from management highlights exhibition quality

Speaking to MENA Covering, Mr. Mahmoudi, Managing Director of Antepol, expressed strong satisfaction with the outcome of the exhibition.

"Although our booth was located in Hall 10, which was relatively distant from the main exhibition area, the quality and number of visitors truly surprised us," he stated. "We were able to connect with serious professionals, especially from the carpet and yarn sectors, which made our participation highly effective."

This feedback reflects a broader trend observed at ICFE Istanbul 2026, where targeted industry visitors and decision-makers played a key role in shaping meaningful business interactions.

## Focus on carpet yarn and polymer-based applications

At the exhibition, Antepol Tekstil showcased a comprehensive portfolio of solutions tailored for textile and carpet manufacturing, including masterbatches, spin finish oils, spinnerets, filters, and other essential production components.





## Mohawk Introduces Pur-Ease Technology for Healthier Homes

**M**ohawk has announced the launch of Pur-Ease, a new carpet technology designed to support households where asthma and allergy concerns are a priority. According to the company, SmartStrand Color Wall carpet styles featuring Pur-Ease are the first treated carpets to earn the Asthma & Allergy Friendly Certification, setting a new standard for allergen-reducing flooring solutions.

### Probiotic-Based Innovation Reduces Indoor Allergens

Pur-Ease technology incorporates natural probiotics directly into the carpet, enabling continuous reduction of common household allergens such as pet dander, pollen, and dust mite allergens. Mohawk stated that the technology can reduce these allergens by up to 75% compared with untreated carpet, while maintaining its effectiveness over time—even after repeated deep cleanings.

The SmartStrand Color Wall portfolio, now enhanced with Pur-Ease, builds on more than two decades of proven SmartStrand performance. Mohawk noted that the innovation reinforces the brand's reputation for delivering carpets that are soft, durable, and easy to clean, while adding the benefit of built-in allergen reduction.

The Asthma & Allergy Friendly Certification is an independent, science-driven program that verifies products meet strict standards for allergen reduction and indoor air quality.

Through rigorous testing, the certification confirms that carpets treated with Pur-Ease meaningfully reduce exposure to household allergens and irritants, making them better suited for people with asthma and allergies.

**“Innovation has always been at the core of who we are at Mohawk,” said Denise Silbert, vice president of marketing. “Achieving the Asthma & Allergy Friendly Certification for carpet with Pur-Ease reinforces that commitment and brings real, meaningful benefits to the homes of our consumers.”**

SmartStrand Color Wall styles featuring Pur-Ease are scheduled to be available at flooring retailers nationwide beginning February 2026.

The Asthma & Allergy Friendly Certification Program is a collaboration between the Asthma and Allergy Foundation of America and Allergy Standards Limited, evaluating products against strict scientific criteria to help consumers choose solutions that contribute to healthier indoor environments.

# Italian luxury brand Miki Ferrari opens first Middle East showroom in UAE

**M**

iki Ferrari - Italian Lifestyle has entered the Middle East market with the opening of its first regional showroom. The impressive 600 sqm store, located within the new Kreate My Space furniture centre, showcases the brand's contemporary Italian furniture in a warm and welcoming space reflective of its innovative approach to design and craftsmanship.

## A Refined Expression of Made in Italy

Miki Ferrari presents a sophisticated vision of Made in Italy, blending contemporary aesthetics with comfort and the ultimate in artistry. Founded in 2016 by Italian architect and designer Michaela (Miki) Ferrari, the brand creates limited, exclusive furniture collections with a focus on sofas and statement armchairs. All pieces are designed and crafted in Parma - a region renowned for its rich design heritage - using premium materials, meticulous attention to detail and a commitment to timeless elegance.

Miki was inspired to build her own design house, one that fully reflects her vision and passion for modern Italian living. "For me, designing furniture is in my blood, and with Miki Ferrari - Italian Lifestyle, I can express my personal design philosophy and create pieces that balance beauty with functionality. Coming from a family of craftsmen, I appreciate designs that are visually captivating, enduring in form, stylish, and most importantly - that add warmth and bring character to our everyday living spaces."



**"I am proud to bring Miki Ferrari to the UAE and to share our approach with a new and hugely savvy audience here," she commented on the launch. "The UAE has quickly become a major design hub in the Middle East, and there is huge appreciation for interior quality and details. It is an exciting time to become part of the vibrant creative scene and contribute to a market that truly values innovation in design."**

The Miki Ferrari showroom brings a novel Italian design language to the region. It features a curated selection of upholstered furniture from brand signatures to the latest innovations. Highlights include the Ambrè sofa, a natural and harmonious piece that envelops you in relaxation, the Cassandra seating collection with soft-core elements and adaptive armrests and backrests that invite the body and mind to rest, and the Altea armchair - elegant, discreet, and exceptionally comfortable. Miki Ferrari is located in Kreate My Space, one of the largest furniture showrooms in the Middle East at almost 5,000 sqm. Kreate My Space - Level 1, Sahara Centre, Sharjah.



# PFAS Contamination Puts Northwest Georgia's Carpet Industry Under Scrutiny

In Northwest Georgia—home to Dalton, widely known as the “Carpet Capital of the World”—a long-running battle over PFAS contamination is intensifying, raising fresh concerns about drinking water safety, public health and the legacy of chemical use in carpet manufacturing.

**P**FAS, or per- and polyfluoroalkyl substances, are a large group of synthetic chemicals valued for their oil- and water-repellent properties. For decades, major carpet manufacturers such as Shaw Industries and Mohawk Industries used PFAS-based treatments to create stain-resistant flooring products. However, these “forever chemicals” persist in the environment and can accumulate in the human body for years.

## Widespread Environmental and Health Concerns

In Northwest Georgia, PFAS contamination is linked largely to carpet dyeing and finishing processes. Wastewater containing PFAS compounds reportedly entered local waterways, including the Conasauga and Coosa river systems, either through drainage systems or land application practices.

A study led by environmental health researcher Dana Barr involving nearly 200 local residents found significant exposure levels.

According to the findings, 24% of participants had PFAS blood concentrations categorized as high-risk, while 74% fell within a moderate-risk range. Scientific research has associated certain PFAS compounds with kidney and testicular cancers, thyroid disruption, autoimmune disorders and non-alcoholic fatty liver disease.

Downstream communities have also reported elevated PFAS levels. In Gadsden, testing conducted in 2025 showed contamination levels exceeding the U.S. Environmental Protection Agency's recommended threshold by more than twofold.

## Corporate Knowledge and Regulatory Gaps

Internal documents referenced in investigative reporting indicate that chemical manufacturers, including 3M and DuPont, had toxicity concerns about PFAS decades ago. Records also suggest that carpet industry executives were alerted in the late 1990s to the growing presence of PFAS in public blood samples.



Industry representatives have maintained that manufacturers relied on safety assurances from chemical suppliers. However, recently reviewed records suggest that executives at two of the largest carpet companies were aware of potential health risks associated with certain PFAS compounds long before regulatory action intensified.

Regulatory oversight has historically lagged. While new federal drinking water standards were issued in 2024, enforcement is not scheduled until 2031. Under the Toxic Substances Control Act, regulators traditionally bore the burden of proving chemical harm before imposing restrictions.

Although U.S. carpet production reportedly phased out PFAS use by 2019, residents argue that environmental and health impacts remain embedded in soil, rivers and local communities.



### **Investigative Spotlight on Industry Practices**

The issue has been brought into sharper focus by a multiplatform investigative project titled “Contaminated: The Carpet Industry’s Toxic Legacy,” a collaboration involving FRONTLINE, The Associated Press, The Atlanta Journal-Constitution, The Post and Courier and AL.com.

Journalists involved in the project reviewed thousands of pages of corporate documents and court depositions and interviewed regulators, industry insiders, scientists and affected residents.

While the carpet industry has long argued that chemical suppliers bear responsibility for PFAS risks, investigative findings indicate that both chemical producers and downstream manufacturers operated for years within a regulatory framework that allowed substitution among various PFAS compounds without comprehensive oversight.

As cleanup efforts and legal debates continue, the case of Northwest Georgia underscores broader global questions about chemical accountability, legacy pollution and the long-term cost of performance-enhancing technologies in industrial manufacturing.



# Carpet Institute Urges Blending Heritage and AI Competitiveness

**T**he Chairperson of the Carpet Training Institute (CTI), Ijaz ur Rehman, has stressed the need to preserve traditional handwoven carpet craftsmanship while simultaneously embracing modern digital technologies, including Artificial Intelligence (AI), to strengthen the industry's position in global markets.

Speaking at a meeting with manufacturers and exporters of handmade carpets, Rehman emphasized that the expertise and artistry of skilled craftsmen remain the cornerstone of handwoven carpet production. However, he noted that AI-driven technologies can significantly enhance contemporary design development, color coordination, and international market trend analysis.

## Protecting Heritage While Driving Innovation

Rehman highlighted that Pakistan's handmade carpets continue to enjoy a distinctive reputation worldwide.

Despite challenging economic conditions, he said industry stakeholders and institutions are making coordinated efforts to sustain and promote the decades-old sector.

He explained that the Carpet Training Institute is expanding its mandate beyond traditional weaving instruction. In addition to hands-on technical training, the institute is equipping trainees with essential digital competencies to help bridge the gap between heritage craftsmanship and modern market demands.

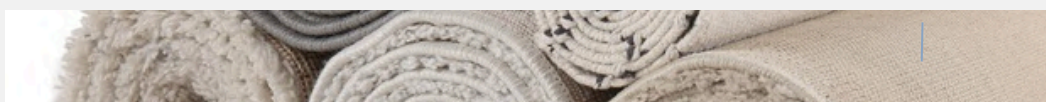
"By combining heritage craftsmanship with innovation and technology, we can safeguard and revitalize this historic industry," he said.

## Digital Marketing and AI for Market Expansion

Rehman also underscored the importance of strengthening international market outreach through digital marketing strategies. He pointed to the effective use of social media platforms, e-commerce channels, and strategic online branding as critical tools for increasing exports of Pakistani handmade carpets.

He suggested that AI-powered analytics should be utilized to better understand consumer behavior and evolving global preferences. By leveraging data-driven insights, producers can refine designs, adjust product offerings, and enhance competitiveness in international markets.

According to Rehman, adopting AI and digital solutions will not only improve productivity and market positioning but could also create new employment opportunities for skilled artisans by expanding demand and opening access to new export channels. His remarks reflect a broader industry narrative focused on balancing tradition and innovation as Pakistan's handmade carpet sector navigates global competition and shifting consumer trends.





# Tarkett Expands Contour Color Play Collection

**T**arkett has expanded its Contour Abstract 3.0 mm, 32-mil luxury vinyl tile (LVT) portfolio with the introduction of Color + Light, a new design that explores the dynamic interaction of color and light. According to the company, the new style brings added texture and visual movement to interior environments, supporting expressive and emotionally engaging design concepts.


## Color + Light Adds Energy and Visual Movement to Interiors

*“Every interior environment you create is an opportunity to infuse a space with optimism, energy and emotional well-being. Call it joy-conscious design: an approach rooted in the power of color, texture and light,” said Omoleye Simmons, vice president of design at Tarkett. “Color + Light rejoices in the dynamic relationship between hues and radiance, capturing an angular, refracted beauty that brings happiness to every step.”*

The Color + Light style is available in 20 colorways, ranging from neutral shades to bold, vibrant tones. Designers can select from four standard tile sizes, as well as hexagon and triangle formats, offering flexibility for creative layouts and contemporary interior concepts.

Color + Light joins Color Beam and Color Weave within the Contour Color Play LVT collection. The line features a 32-mil wear layer engineered to resist indentations in high-traffic commercial spaces. A fiberglass layer provides dimensional stability, while a balancing layer helps prevent curling and doming. The surface is protected by Tarkett Techtonic, a polyurethane coating designed to guard against scratches, scuffs, stains, and abrasions.

Tarkett designs and manufactures Contour products at its facility in Florence, Alabama, in compliance with the Buy American Act. The LVT is free of ortho-phthalates, carries FloorScore certification, and is included in ReStart, Tarkett’s take-back and recycling program—underscoring the company’s commitment to product performance, design innovation, and sustainability.

A close-up photograph of a hand with dark, possibly black or dark brown, nail polish. The hand is positioned on the left side of the frame, with the index and middle fingers touching a patterned carpet. The carpet has a complex, repeating geometric pattern in shades of beige, brown, and dark red. The background is a solid, deep red color, which appears to be another part of the carpet or a wall. The lighting is soft, highlighting the texture of the carpet and the smooth surface of the hand.

# 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.