



MIDDLE EAST & AFRICA CARPET AND FLOORING NEWS

MENA CARPET NEWS

VOLUME 11 | ISSUE 95 | May 2026

How Quality Control Is Reshaping the Global Flooring Supply Chain

Phoenix Textiles Invests in Advanced Carpet Back-Coating Line from Brückner

Intertextile Apparel returns this August With New Focus on Pet Textiles and Climate-Adaptive Innovation

Colaris Carpet Technology: Ushering in a New Era of Digital Design in the Flooring Industry



Beyond Price Wars: How Quality Control Is Reshaping the Global Flooring Supply Chain

As the global flooring industry prepares for DOMOTEX asia/CHINAFLOOR 2026, questions surrounding quality control, compliance, sourcing risks, and supply chain transformation are becoming increasingly important for manufacturers, importers, and distributors worldwide.

In this exclusive interview conducted by Behnam Ghasemi, Editor-in-Chief of MENA Covering, Mr Farnam Sharifi Founder & CEO of IFL share valuable insights into the evolving dynamics of flooring production across China and Southeast Asia, the growing role of third-party inspection, and the major trends reshaping international flooring trade.

The discussion also highlights why quality assurance, compliance verification, and long-term supplier relationships are becoming strategic priorities for companies operating in fast-growing markets such as the Middle East and Africa.

Q1. How do you see the evolving role of quality control and compliance in today's global flooring industry?

These are two distinct pillars of our industry operating on fundamentally different dynamics, and both are growing in strategic importance.

Quality Control is ultimately a choice, and that choice reveals a great deal about a business. Importers who embed quality into their brand DNA build stronger, more resilient companies with lasting customer loyalty.

With nearly three decades of flooring production experience, China and Southeast Asia have developed genuinely world-class manufacturing capability.

In today's environment of instant global market access and increasingly informed consumers, quality has become a true competitive differentiator.

Leading manufacturers are investing in in-house laboratories, tightening raw material specifications, and leveraging AI-assisted inspection tools to raise consistency and reduce human error.

Additionally, the involvement of a third-party QC company, like IFL, is also becoming increasingly common as it adds value at every stage of the business cycle – from defining product specifications and tolerances at the start, to inspecting raw materials, and conducting mid-production checks, through to pre-shipment inspection and testing, which serves as the final line of defense against any defects that may have slipped through earlier in the process.

Quality can no longer simply be promised, it has to be proven, and increasingly, documented.

Compliance, by contrast, is non-negotiable – a top-down mandate shaped by environmental regulation, human health standards, and geopolitical realities.

For the MENA region, the tightening of mandatory conformity certification requirements under SASO and broader GCC standards bodies illustrates precisely how swiftly regulatory shifts can redefine market access; suppliers who fall short face product holds, port rejections, and loss of business in one of the world's most dynamic construction markets.

ESG (Environmental, Social, and Governance) expectations are adding further pressure: formaldehyde emissions standards, recycled content claims, and supply chain transparency are moving from voluntary commitments to enforceable requirements. Digitization has fundamentally shifted enforcement, data transparency means “best effort” compliance is no longer acceptable, and the consequences of falling short – market bans, product recalls, reputational damage, and legal liability – are all very real.

Chain-of-custody document review, multilingual due diligence, and regulatory compliance verification are not administrative formalities; they are essential safeguards protecting clients' brands, mar-



ket access, and long-term integrity.

Q2. What are the most common challenges buyers face when sourcing flooring products from Asia?

With several thousand flooring factories across Asia, the first challenge is simply knowing where to begin; developing a robust vetting and supplier selection process that goes beyond price comparison to assess production capability, quality systems, and long-term reliability.

Once a supplier is selected, the focus shifts to ensuring every shipment consistently meets contracted specifications, standards, and tolerances.

Achieving batch-to-batch consistency, maintaining colour, texture, grade, and dimensional stability across multiple shipments and multiple years, is one of the most persistently underestimated challenges in flooring procurement, and one that costs buyers dearly when it breaks down.

Currency fluctuations, lead time reliability, and communication barriers across time zones and languages add further layers of complexity that experienced buyers learn to manage but that can be genuinely disruptive for those newer to Asian sourcing.

The other significant challenge is handling complaints and claims effectively.

When a quality issue arises at destination, determining whether it is a manufacturing defect, and if so, quantifying it and structuring an appropriate resolution, can become protracted and costly without prior documentation.

This is where a pre-shipment, third-party QC report becomes invaluable: it establishes an independent, professional record of the goods' condition prior to shipment, dramatically strengthening both parties' positions and reducing the risk of costly disputes.

At IFL, both our onsite inspections and laboratory testing are ISO certified, meaning our reports carry legal standing in courts worldwide.

This provides a level of protection that has proven decisive for many of our clients in resolving cross-border trade disputes swiftly and fairly.

Q3. How does third-party inspection help reduce risks in international trade?

The act of introducing third-party inspection into a supply chain does something that is often underappreciated: it immediately elevates quality assurance to a strategic priority.

Suddenly, QC standards, product specifications, tolerances, and compliance requirements must be clearly defined and contractually agreed upon between buyer and supplier, before production even begins.

This discipline alone drives signifi-

cant improvement, as it forces both sellers and buyers to articulate expectations precisely, building quality into purchase contracts and production schedules rather than hoping for it at the end.

Systematic pre-shipment inspections, and testing, enables defects to be detected and corrected before goods leave the factory, reducing costly shipping delays, rejected containers, and the cash flow strain that falls on both buyer and seller when shipments go wrong.

The financial and operational value of consistently defect-free, on-time shipments is substantial and frequently undervalued until something goes wrong.

But the benefits extend well beyond risk mitigation. When third-party QC is embedded consistently into a trading relationship, the knock-on effects are transformative: factories perform better knowing their output will be independently verified; buyers gain confidence to grow their orders; and the overall commercial relationship strengthens on a foundation of trust and accountability.

At IFL, we frequently observe that our involvement is welcomed by factories themselves, who recognise

that our independent assessments protect their reputation as much as our clients'.

The intangible returns of stronger brands, more loyal partnerships, sustained growth, and improved profitability, ultimately far outweigh the cost of the service.

In international trade, third-party inspection is not an added expense; it is a form of commercial insurance with a measurable return.

Q4. What key trends are currently shaping the global flooring supply chain?

Geopolitics, tariff realignments, raw material supply pressures, tightening compliance regimes, and accelerating demand for innovation are collectively reshaping the global flooring supply chain at a pace we have rarely seen before.

The most visible manifestation is a polarisation of trade flows: US buyers have pivoted heavily toward Southeast Asian sourcing in response to tariff pressures, while European importers of engineered wood flooring have similarly redirected purchasing following the anti-dumping duties that came into effect in 2025.

The net effect for the rest of the world – including MENA markets – is an expanded and increasingly competitive supplier landscape, with factories actively seeking to diversify their customer base and reduce dependence on any single large market.

For MENA importers, this represents a genuine opportunity to negotiate stronger terms, access broader product ranges, and build more strategic supplier relationships than were previously available to them.



Founded by
flooring people,
for the
flooring industry.



For the factories themselves, navigating this new landscape is a delicate balancing act. Concentrating too heavily on a single dominant market risks overextending supply capacity, straining production staff, and compromising quality under volume pressure, while insufficient orders create cash flow stress, talent retention challenges, and weakened raw material purchasing power.

What gives me confidence in the long-term resilience of this industry is the remarkable adaptability of Chinese and Southeast Asian manufacturers – their ability to innovate, reinvent production lines, and pivot to new markets is genuinely impressive.

Sustainability and material innovation, including next-generation waterproof cores, bio-based finishes, and responsibly sourced timber, are also gaining traction as differentiators, driven by both consumer demand and tightening environmental compliance.

The flooring supply chain is under pressure, but it is also evolving into something more sophisticated, more transparent, and ultimately more robust.

Q5. How do you see the role of China and Southeast Asia evolving in flooring production?

Since around 2016, the migration of flooring manufacturing from China into Southeast Asia, principally Vietnam, Malaysia, Indonesia and more recently Thailand, has accelerated significantly, driven initially by tariff pressures and subsequently reinforced by rising Chinese labour costs and evolving trade policies.

What is particularly noteworthy about this shift is its quality trajectory: the factories being established in Southeast Asia are frequently larger, better equipped, and built around newer machinery and technology than their Chinese predecessors – while ownership and senior management often carry the same near three-decade depth of flooring expertise.

The result is a Southeast Asian manufacturing base that has matured rapidly and now produces products that are genuinely competitive on quality, not merely on price.

Meanwhile, Chinese factories, facing reduced volumes in certain export markets, have responded by innovating, investing in automation, advanced surface technologies, and higher-specification product development to defend and grow their market positions.

The combined effect of these parallel evolutions is a stronger, more diversified, and more competitive Asia-Pacific production base than has ever existed. Emerging technologies, including precision digital printing, 3D textured surfaces, and AI-integrated quality monitoring, are being adopted across both regions, further elevating product sophistication.

For global buyers, including those in MENA, this means access to an unprecedented breadth of product innovation, sourcing flexibility, and supplier choice.

China and Southeast Asia are not ceding their position as the world's flooring production heartland – they are reinforcing it, through a combination of accumulated expertise, competitive scale, and a capacity for reinvention that is genuinely unmatched anywhere in the world.



Q6. What advice would you give to importers and distributors in the Middle East and Africa?

My primary advice is this: never allow price to become the sole determining factor in your sourcing decisions. One of the guiding principles we display prominently at IFL is that “quality is remembered long after price is forgotten” – and we have seen this truth play out repeatedly across our 24 years of working with flooring buyers and suppliers worldwide.

Factories in China and Southeast Asia are exceptionally resourceful and service-oriented; if a buyer pushes hard on price, they will genuinely try to accommodate, but never at a loss to themselves. Something will give, and that something is almost always quality.

Cross the threshold of acceptable quality and consistency, and you open the door to production shortcuts that ultimately harm your product, your customer relationships, and your brand reputation in the market.

The most successful MENA importers we work with consciously design their products to hit their target price point without sacrificing the quality standards that underpin their long-term competitiveness.

My second piece of advice is to formalise your quality framework from the outset. Define your specifications, tolerances, and performance standards contractually, and then protect them through independent verification.

Engage a third-party QC partner like IFL to help you and your supplier align on those standards, and then systematically verify them through pre-shipment inspections and laboratory testing before goods leave the factory.

Think of it as commercial insurance: the cost is modest relative to the expense of a delayed shipment, a rejected container, or a wave of customer complaints at destination.

The MENA construction and real estate market is growing at extraordinary speed – the opportunity for flooring importers and distributors in this region is significant, and those who build quality into their supply chain from the ground up will be best positioned to capture it sustainably.

As we say at IFL: “Quality is never an accident, it is always the result of intelligent effort.

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Mohawk Group
Unveils
‘Techne’
Design Vision at
NYCxDesign Festival



NYCxDesign Festival once again served as a global stage for design innovation, with Mohawk Group presenting its latest creative direction under the theme “Techne.”

Inspired by the Ancient Greek concept of craftsmanship and artistic skill, “Techne” reflects a design philosophy that blends human creativity with technological precision.

The new collections are structured into three distinct categories: Craft Core, Coded Craft, and Soft Logic—each exploring different intersections of materiality, digital influence, and tactile design.

Craft Core emphasizes authenticity and traditional craftsmanship, while Coded Craft integrates digital aesthetics and algorithm-inspired patterns. Soft Logic, meanwhile, focuses on sensory-driven design, combining comfort, fluidity, and subtle visual transitions.

Alongside the debut of its new design direction, Mohawk Group also marked a significant achievement at this year’s NYCxDESIGN Awards.





The company received recognition in the Contract Flooring category for its Hero Rubber collection—an environmentally conscious flooring solution developed using recycled materials from Nike Grind, which repurposes footwear manufacturing waste.

The award highlights the growing importance of sustainability in commercial interiors, particularly as manufacturers increasingly adopt circular design principles and innovative material reuse strategies.

With “Techne,” Mohawk Group positions itself at the convergence of art, technology, and sustainability—offering a forward-looking perspective on how flooring design can evolve to meet the demands of modern architectural and interior environments.

Global Wool Production Led by China, Australia and New Zealand

The global wool industry, valued at approximately \$30 billion annually, continues to play a critical role in textile supply chains, with production reaching around 1.76 million tonnes worldwide.

According to the latest data, China, Australia, and New Zealand dominate global wool production, collectively accounting for nearly half of total output.

China Maintains Leadership in Wool Production

China remains the world's largest wool producer, with approximately 367,500 tonnes annually—around 21% of global output. The country's leadership is driven by its vast sheep population and deep integration of wool into domestic textile manufacturing. China is also the largest importer of wool, highlighting its dual role as both producer and processor.

Australia Leads in Fine Wool Exports

Despite ranking second in volume, Australia continues to dominate the global wool export market, particularly in high-quality Merino wool. With around 324,000 tonnes of production, Australia accounts for roughly 60% of global wool exports by value.

Its fine fibre remains the benchmark for premium apparel applications, reinforcing its strategic importance in the global textile industry.

New Zealand and Mid-Tier Producers Strengthen Market Diversity

New Zealand ranks third with about 124,000 tonnes, focusing largely on coarser wool used in carpets and upholstery.

Other key producers include Turkey, the United Kingdom, and Morocco, each contributing significantly to regional textile ecosystems. Turkey, for example, supplies its extensive carpet and textile industries, while Morocco's wool supports both traditional craftsmanship and industrial applications.

Emerging Players and Structural Shifts





One of the most notable developments is the rise of Turkmenistan, which has moved into the global top ten with approximately 49,100 tonnes of production, driven by its Karakul sheep breed.

At the same time, India has dropped out of the top ten rankings as its wool output declined, reflecting a shift toward meat production and reduced competitiveness in textile-grade fibre.

Wool's Role in Textile Value Chains

The global wool market reflects diverse production models. While countries like China and Australia dominate in scale and export value, others such as Iran, Turkey, and Morocco are deeply linked to traditional carpet and textile industries.

This diversity highlights wool's continued relevance—not only as a raw material for apparel but also as a cornerstone of cultural and industrial textile production worldwide.

A Stable Yet Evolving Market

Although rankings among top producers have remained relatively stable, structural changes are emerging as countries adapt to shifting demand, sustainability concerns, and economic priorities.

As textile markets evolve, wool is expected to maintain its position as a key natural fibre—particularly in premium, sustainable, and heritage-driven applications across the global industry.





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**



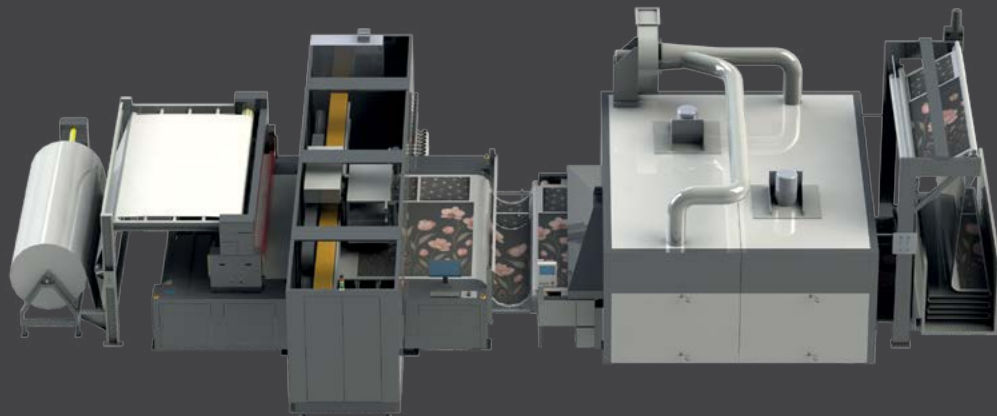
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PRODUCTS**

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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.

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Precise mechanics and reliable electronics

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

Zimmer Austria to Showcase Advanced Textile Printing Technologies at ITM 2026 in Istanbul

Zimmer Austria, a globally recognized leader in textile printing, coating, and finishing technologies, will participate in ITM 2026, one of the most influential textile machinery exhibitions in the region.

The event will take place at the Tüyap Fair Convention and Congress Center in Istanbul, where Zimmer Austria will welcome industry professionals at Hall 4, Booth 404C.

ITM 2026: A Strategic Platform for Regional Textile Growth

ITM Istanbul has established itself as a key meeting point for textile manufacturers,

technology providers, and investors across Türkiye, the Middle East, and Africa.

The exhibition plays a critical role in connecting regional demand with global innovation, particularly in areas such as digital printing, automation, and sustainable production technologies.

For leading machinery manufacturers, ITM represents not only a showcase of innovation but also a strategic opportunity to strengthen relationships with existing partners and explore new business opportunities in high-growth markets.

Zimmer Austria Strengthens Its Presence in Key Markets





Zimmer Austria's participation at ITM 2026 reflects the company's strong footprint in the textile industries of Türkiye, the Middle East, and Africa.

With decades of expertise in advanced textile machinery, the company continues to support manufacturers seeking higher efficiency, precision, and performance in their production processes.

As demand for digital printing and high-performance finishing technologies continues to grow across the region, ITM provides an ideal platform for Zimmer Austria to demonstrate its latest developments and engage directly with industry stakeholders.

Experience Innovation Firsthand at Booth 404C

Visitors to Hall 4, Booth 404C will have the opportunity to explore Zimmer Austria's cutting-edge solutions in digital and screen printing, coating, and finishing technologies.

The company's experts will be available throughout the exhibition to discuss application-specific requirements and share insights into current market trends and technological advancements.

ITM 2026 offers a valuable opportunity for textile professionals to discover new solutions, exchange ideas, and build long-term partnerships.

Zimmer Austria's presence at the exhibition highlights its ongoing commitment to innovation and its strategic focus on the region's evolving textile landscape.





Turkish Carpet Industry Targets Malaysia as Strategic Growth Market

Türkiye's carpet industry is intensifying its efforts to expand in Southeast Asia through a new trade mission to Malaysia, reflecting the sector's broader strategy of diversifying export destinations and strengthening its global market presence.

Organized within the framework of the government-supported Carpet UR-GE Project, the "Malaysia Carpet Trade Delegation" will take place from 11-14 May 2026, bringing together nine Turkish carpet companies for a series of business meetings and market exploration activities in Kuala Lumpur.

Türkiye Strengthens Its Position in Global Carpet Trade

The initiative comes at a time when Türkiye continues to hold a leading position in the international carpet industry.

According to sector representatives, the country reached approximately \$2.8 billion in carpet exports in 2025, maintaining its position as the world's second-largest carpet exporter.

As global competition intensifies and traditional export markets become more challenging, Turkish manufacturers are increasingly focusing on emerging regions with long-term growth potential. Malaysia has now become one of the priority destinations within this strategy.

Malaysia Seen as a High-Potential Flooring Market

Industry officials describe Malaysia as a strategically important market due to its growing carpet imports and expanding hospitality, commercial, and interior design sectors.

Malaysia's annual carpet imports are estimated at approximately \$110 million, while Türkiye's carpet exports to the country reached around \$18 million in 2025.

Turkish industry representatives now aim to more than double this figure and increase exports to \$40 million in the coming years.



According to sector leaders, the delegation's primary objective is to establish direct commercial connections with Malaysian importers and strengthen the visibility of Turkish carpet manufacturers in the region.

Business Meetings and Market Research Activities

The program will include a series of B2B meetings between Turkish producers and Malaysian buyers, along with market research visits focused on pricing structures, quality standards, distribution systems, and logistics operations within the Malaysian flooring sector.

Participating companies are mainly active in:

1. mosque carpets
2. hotel carpets
3. decorative carpets
4. commercial flooring solutions

The delegation will also visit local carpet businesses and potential buyers as part of a broader effort to better understand regional consumer expectations and commercial opportunities.

A Broader Strategy Beyond Traditional Markets

The Malaysia delegation represents the third international marketing activity organized under the Carpet UR-GE Project. Previous missions were held in the

United Arab Emirates and the United Kingdom.

The broader export development strategy identifies several priority markets, including:

1. the United States
2. the United Kingdom
3. Canada
4. Germany
5. the UAE
6. Saudi Arabia
7. Qatar
8. Malaysia
9. Indonesia
10. Australia

This reflects Türkiye's ongoing effort to reduce dependency on traditional export destinations while expanding into fast-growing international markets.

Türkiye's Carpet Industry Looks Toward Asia

The growing focus on Southeast Asia highlights a larger transformation within the global carpet trade.

As purchasing power, tourism investments, hospitality projects, and urban development continue to expand across Asian economies, flooring demand is increasing accordingly.

For Turkish manufacturers—already recognized globally for their

strong production infrastructure, flexible manufacturing, and competitive pricing—Malaysia offers both commercial potential and strategic regional access.

At the same time, the initiative demonstrates how Turkish carpet exporters are increasingly combining manufacturing strength with organized international market development strategies.

Editor's View – Behnam Ghasemi, Editor-in-Chief of MENA Covering

"In recent years, the Turkish carpet industry has shown remarkable adaptability in responding to changing global trade dynamics.

The growing focus on Southeast Asia is not accidental. Markets such as Malaysia represent the next phase of growth for international flooring suppliers, particularly in hospitality and decorative carpet segments. In our opinion, the companies that succeed in these regions will be those capable of combining competitive pricing with strong design identity, flexible logistics, and long-term market presence."





Saurer at ITM 2026:

Answering Markets Needs for Flexibility

The textile industry is facing unprecedented challenges: geopolitical tensions, natural disasters and pandemics are changing market conditions overnight. Today, flexibility is no longer an option, but a survival strategy.

At the ITM 2026 in Istanbul, Saurer will be demonstrating how modern machine technology delivers flexibility – from bale to yarn – in hall 7 at booth 709 A.

Five spinning systems for flexible decisions and a wide range of materials

The Saurer machines follow the E³ concept, being optimised for energy-saving, economics and ergonomics, and offering real customer value.

As the only supplier in the industry to offer all five end-spinning systems, Saurer helps customers plan their optimised yarn production layout.

These are ring spinning (Zinser 51), compact spinning (Zinser 51 Zpact FX), worsted spinning (Zinser 451), air spinning (Autoairo) and rotor spinning (Autocoro 11 and BD 8).

In addition to production flexibility, the market demands the capability to process a wide range of fibres and yarn counts.

Saurer machines can process all of these, including cotton and wool, synthetic fibres, high-performance materials such as aramid, and recycled or regenerated fibres – from bale to yarn.

Pre-spinning for all applications

The Saurer pre-spinning product portfolio offers several options for either mass production or flexible lots.

Different combinations of opening and carding, using modern technology and digital control, ensure the best possible quality of sliver for subsequent processes in the spinning mill.

At ITM, Saurer will present the Autocard SC8: a high-performance card designed to meet the demands for flexibility of modern spinning mills.

With a carding area of 4.8 m², a carding width of 1.38 m, and a cylinder diameter of 1.46 m, the Autocard SC8 delivers superior sliver quality, higher productivity, while optimising energy efficiency.

Its smart design with optimised licker-in and doffer positioning extends the length of the carding section, giving spinning mills the flexibility to adapt to different raw materials and fibre types – including recycled fibres – without compromising on quality or output.

Zinser 51 Zpact FX for unlimited flexibility

The Zinser 51 is the longest ring frame on the market, with up to 2,200 spindles for universal yarn counts (except for very coarse yarn) and is already running successfully in Türkiye.

The Zpact FX is the universal, modular, highly flexible compact system from Saurer that can be used for a wide range of yarn counts and applications. It is suitable for high-speed spinning, siro and core yarns.



Even yarns with low twist can be spun at high speeds to fulfil customers' lower hairiness requirements on Zinser 51 Zpact FX. Spinning mills can quickly adapt to market needs because they can easily switch between compact and conventional spinning.

Autocoro 11 with Duo Sliver Feeding at ITM

Two slivers can be blended directly on the Autocoro 11 machine with the help of two opening rollers – adjustable in smallest increments.

The result is cost-effective production of coloured mélange yarns, especially in smaller batches, with maximum reproducibility. This is a revolution for manufacturers who need to react quickly to fashion trends, customer requirements, or the processing of recycled materials.

Fashionable yarns in flexible production

Thanks to the Multilot function, multiple lots can be processed simultaneously on a single machine during rotor spinning (Autocoro 11 and BD 8), air-spinning (Autoairo) and twisting (TC2), allowing orders to be redistributed flexibly. Short set-up times ensure that product changes keep pace with the market.

Fancytation software enables any fancy yarns to be produced on ring and rotor spinning machines, providing a direct lever for differentiation and new market opportunities.

Increased flexibility with world-class components

Components from the Texparts product line ensure excellence in spinning. The world's most versatile short-staple weighting arm series, the PK 2630, is available for both round and hexagonal support rods to ensure the highest stable yarn quality.

Various types of high-speed spindles are available for all applications, including the latest innovative Eshape spindle with the Spinnfinity Zero underwinding system to ensure maximum productivity.

These spindles are complemented by a range of high-speed rings manufactured by Texparts.

Digitalisation and automation

The Senses Mill digital control and monitor-

ing solution provides real-time data for fast, informed production decisions.

Saurer has been integrating automation into its machines for decades, including doffers in rotor spinning machines and automatic doffing in roving and ring spinning machines.

Today, modern automation is complemented by external solutions such as the Bobbin Transport System BTS, AGVs and cobots for mill automation. The new Hunter S1 can-transport AGV is designed to transport sliver cans from draw frames to roving or rotor spinning machines.

Sun – Service Unlimited: lasting a lifetime

Saurer offers customised service solutions for its machines to ensure a long and productive lifespan. Customers can upgrade their machines with the latest technology to enhance productivity for processing recycled fibres.

These services help mills to improve quality, performance and profitability. rX Recycling Xtreme Autocoro upgrades allow customers to benefit from the latest Saurer developments, even in older machine generations.



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CarpetCabler 1.12 CarpetTwister 1.12

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

Contact us to elevate your manufacturing process!

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Colaris Carpet Technology: Ushering in a New Era of Digital Design in the Flooring Industry



A Revolution in Machine-Made Carpets

In recent years, the global carpet and flooring industry has undergone a silent yet profound transformation, driven by innovation, customization, and consumer demand for more diverse, high-performance products.

One of the most disruptive technologies to emerge in this space is Colaris — a cutting-edge digital printing system that redefines what machine-made carpets can look and feel like.

This breakthrough has allowed manufacturers to produce carpets with stunning detail, unlimited

colors, and a much wider range of design styles, all while maintaining durability, softness, and functionality.

With Colaris, flooring producers can now break free from the limitations of traditional jacquard weaving and enter the digital age of design — where flexibility, speed, and personalization are the new standards.

Designed for the Modern Consumer

What sets Colaris carpets apart is not just their appearance but the

way they are created.

Traditional carpets rely on a fixed set of yarn colors woven into patterns by jacquard looms.

While this method is well-established and capable of producing elegant results, it is inherently limited by the number of colors that can be woven at once and by the constraints of mechanical design control.

Colaris technology flips this model entirely. By leveraging high-resolution digital printing on carpet surfaces, manufacturers can produce virtually any

image, motif, or texture with no color limitation. From intricate vintage rugs to vibrant children's themes, fantasy-inspired visuals, and minimalist contemporary styles — Colaris can do it all.

This level of design freedom is particularly important in today's market, where global consumers — especially in urban and luxury segments — seek individuality in their home décor.

They want carpets that reflect their personality, values, and aesthetic preferences. Colaris carpets are uniquely suited to deliver on this promise.

Core Features and Benefits

Beyond its visual capabilities, Colaris carpets are engineered for performance.

Most models in the market today produced with this technology offer a 700-reed structure with a density of 2550, which contributes to a soft, durable feel while ensuring the product withstands heavy foot traffic.

Some of the key performance features include:

- Exceptional softness and comfort, thanks to the use of premium polyester yarns.
- Anti-allergenic properties, suitable for sensitive households with children or pets.
- No pilling or shedding, ensuring a clean and tidy floor at all times.
- Abrasion and chemical resistance, increasing lifespan in both domestic and commercial spaces.

- Ease of washing and maintenance, including quick drying.

- Excellent thermal and shape memory, meaning the carpet retains form under pressure and heat.

These qualities not only cater to residential users but also meet the requirements of hospitality, retail, and office sectors that demand both beauty and resilience.

Design on Demand: Customization in the Spotlight

One of the most exciting aspects of Colaris carpet technology is its potential for true personalization.

Thanks to digital printing, manufacturers can offer bespoke designs tailored to customer requirements — whether it's a company logo, a child's drawing, a photograph, or a traditional motif with a modern twist.

This ability to “print your imagination” empowers architects, interior designers, and individual customers to become co-creators of their own spaces.

As interior trends move toward storytelling and personal expression, this function has become a valuable sales tool for forward-thinking carpet producers.



A Global Solution for a Global Market

Colaris carpet production has gained attention not only for its creativity but also for its efficiency and cost-effectiveness. Digital printing significantly reduces production waste, dye consumption, and water usage compared to conventional dyeing and weaving processes.



This aligns with the global push toward more sustainable and environmentally responsible textile production.

Moreover, because digital printing eliminates the need for complex yarn management, color setting, and physical jacquard components, manufacturers can respond faster to market trends and consumer demands — whether launching seasonal collections or catering to niche segments such as Islamic art carpets, 3D illusion rugs, or smart interactive surfaces.

The rise of e-commerce in home furnishing has also created a new channel for Colaris carpets. The ability to preview designs digitally before production allows brands to test styles with minimal risk and customize inventory based on real-time consumer interest.

What Is Colaris Technology?

Colaris is a high-performance digital carpet printing system developed by Zimmer Austria — a global pioneer in textile printing machinery with decades of experience in screen printing, rotary printing, and digital inkjet systems.

Zimmer's Colaris technology uses high-speed inkjet printing to apply specially formulated dyes directly onto pre-treated carpet substrates, such as polyester, nylon, or viscose pile.

The system is equipped with industrial-grade printheads (including options from Fujifilm Dimatix StarFire SG1024 series), capable of handling 4 to 12 colors at resolutions as high as 600 dpi, with widths ranging up to 4200 mm.

Depending on the type of dyes used — such as acid, reactive, disperse, VAT, or pigment inks — and the carpet material, the Colaris system can produce brilliant, lightfast, and wash-resistant results that match or exceed the performance of conventional carpets.



Zimmer Austria also offers integrated pre- and post-treatment units for steaming, washing, drying, and fixation, making the entire digital carpet printing process efficient and industrially scalable.

Key advantages of Colaris technology include:

- Unlimited color palette and photographic resolution
- Shorter production cycles with faster turnaround
- No need for screens, templates, or jacquard design files
- On-demand production with minimal inventory waste
- Lower environmental footprint
- Reduced labor and setup costs

By digitizing the design-to-production workflow, Colaris enables a more agile, flexible, and profitable business model — especially vital in today's competitive flooring market.

The Future of Carpet Manufacturing is Digital

The introduction and adoption of technologies like Colaris mark

a major milestone in the evolution of the carpet industry.

While jacquard weaving and traditional techniques will remain important for heritage and high-end luxury segments, the future undoubtedly belongs to digital.

As consumer expectations shift toward personalization, sustainability, and rapid access to new styles, carpet manufacturers must adapt — and Colaris offers a way to do just that.

Moreover, with global climate targets pressing manufacturers to reduce water and chemical usage, digital printing presents a viable, eco-conscious alternative.

Regions like the Middle East, North Africa, Central Asia, and Eastern Europe — home to some of the world's most active carpet industries — stand to benefit immensely from this transition.

With strategic investment in digital printing, regional pro-

ducers can leapfrog older manufacturing limitations and become globally competitive in design, quality, and environmental responsibility.

Conclusion

Colaris carpet technology is more than just a new way of printing carpets — it is a game-changer that blends tradition with innovation, artistry with engineering, and local identity with global scalability.

As digital printing gains traction across all segments of the textile industry, from apparel to interiors, the carpet sector is well-positioned to ride the wave of transformation.

Technologies like Colaris are not just trends — they are tools that will shape the next generation of flooring solutions.

For manufacturers, designers, and industry leaders in the MENACovering community, the message is clear: The future of carpets is digital, and it's already here.



Interface Expands Australian Manufacturing with Minto Investment

Interface has announced a multimillion-dollar investment in its Minto manufacturing facility in New South Wales, reinforcing its long-term commitment to local production, sustainability, and operational excellence.

The upgrade includes the installation of a state-of-the-art packaging line and an advanced yarn preparation system, aimed at enhancing production efficiency and product quality across the company's carpet tile operations.

Strengthening a 50-Year Manufacturing Legacy

The Minto facility, located in New South Wales, has been producing carpet tiles for more than five decades, serving both domestic and regional markets.

According to Mark Dixon, Interface Operations Director for ANZ, the investment reflects a strategic move to sustain local manufacturing while meeting evolving customer demands:

"This strategic investment helps us continue our legacy, meet cus-

tomers' needs, create career opportunities, and stay true to our sustainability commitments."

Enhancing Efficiency and Product Quality

With most upgrades expected to be operational in the first half of 2026, the project is designed to deliver measurable improvements across several areas:

- Higher production quality and consistency
- Reduced yarn and packaging waste
- Improved shipping efficiency through streamlined processes
- Enhanced workforce opportunities through upgraded operations

The integration of new technologies will also enable Interface to handle increasingly complex product designs and color variations within its carpet tile portfolio.

Supporting Sustainability and Local Production

The investment aligns with Interface's broader sustainability goals, including its commitment to becoming carbon negative by 2040.

By improving resource efficiency and reducing waste, the upgraded facility will strengthen the company's "Made in Australia" strategy—offering faster delivery times and a lower environmental footprint for locally manufactured products.

A Strategic Move in a Competitive Market

At a time when global supply chains remain under pressure, Interface's investment signals a renewed focus on regional manufacturing resilience.

By combining advanced technology with local production capabilities, the company is positioning itself to respond more effectively to market demands while maintaining its leadership in sustainable flooring solutions.



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J+J Flooring Introduces View Making Collection

J+J Flooring has launched View Making, a new carpet collection centered on the concept of perspective and how design is experienced through movement and changing sightlines.

The collection explores the interaction between geometry and organic texture, creating dynamic visual effects that shift depending on the viewer's position within a space.

A Design Approach Built on Movement and Perception

According to Laura Holzer, Design Director of J+J Flooring's commercial division, the collection aims to challenge traditional spatial perception:

"Each of the three patterns in the collection invites you to stop, reconsider and reflect.

It explores movement, depth and dimension while maintaining an organic yet structured design language."

By combining layered visual elements, the collection delivers patterns that evolve visually as users move through interior environments.

Three Coordinated Patterns for Flexible Design

The View Making collection consists of three complementary patterns designed to function both independently and as part of a cohesive system:

- Traverse features large-scale broken geometric lines, creating bold visual impact
- Vantage introduces a smaller windowpane pattern softened by textured surfaces
- Panorama blends horizontal and vertical structures with a blurred effect achieved through yarn construction

This combination allows designers to create layered environments suited for a range of commercial applications.

Expanding Creative Possibilities Through Color

A key strength of the collection lies in its color strategy. Four distinct color families offer a broad palette, enabling applications across branding, educational environments, and wayfinding systems.

The flexibility in color and pattern coordination supports both functional and aesthetic requirements in modern interior design.

Performance and Sustainability Features

View Making is produced using 100% Encore SD Nylon, ensuring durability and long-term performance in high-traffic areas.

The collection also offers an optional Advance modular backing, a PVC-free solution that enhances stability while aligning with sustainability goals.

Products are designed in 24 x 24-inch tiles and integrate seamlessly with J+J Flooring's wider platform, including carpet tile, broadloom, luxury vinyl tile, and Kinetex flooring systems.



Reflecting Evolving Design Trends

The launch of View Making highlights a growing emphasis on experiential design in commercial interiors—where flooring plays an active role in shaping perception, movement, and spatial identity.

By combining visual depth, material performance, and flexible application, J+J Flooring is responding to the increasing demand for multifunctional and design-driven interior solutions.

Circular Design Reshapes the Global Flooring Industry

The flooring industry is undergoing a structural shift as circular design and lifecycle thinking become central to product development. What happens to flooring at the end of its life is no longer a secondary consideration—it is now embedded into the manufacturing process from the outset.

Driven by regulatory pressure, evolving consumer expectations, and the economic need to reduce waste, manufacturers are increasingly integrating recycling systems, take-back programs, and sustainable material strategies into their operations.

From Concept to Standard Practice

Companies such as Tarkett have been aligning product development with circular principles for over a decade.

Since 2010, the company has incorporated Cradle to Cradle frameworks into its portfolio, targeting improvements in material health, circularity, renewable energy, and water stewardship.

Through its ReStart recycling initiative, Tarkett has diverted more than 129,000 tons of flooring waste from landfills globally, while advancing closed-loop systems that transform used carpet materials into new products.

Similarly, Shaw Industries has leveraged lifecycle assessments since 2004 to identify emission reduction opportunities.

According to company data, raw materials account for approximately 60 percent of a typical carpet tile's carbon footprint, reinforcing the importance of recycled and bio-based inputs.



Scaling Recycling and Material Innovation

Across the sector, manufacturers are accelerating the use of recycled content. Shaw reports that nearly 90 percent of its products now carry Cradle to Cradle certification, while innovations such as PET-based fibers and recycled underlayments are becoming increasingly common.

At Mohawk Industries, lifecycle thinking is embedded in product design, with large-scale recycling programs such as EverStrand carpet diverting billions of plastic bottles from landfills annually.

These initiatives reflect a broader shift toward integrating sustainability directly into manufacturing processes rather than treating it as an add-on.

The Cost of Circularity

Despite clear environmental benefits, the transition to circular systems presents financial challenges.

Building infrastructure for recycling, reverse logistics, and material recovery requires substantial upfront investment.

Industry leaders acknowledge that returns on these investments are often long-term, making it difficult to align with short-term financial expectations.

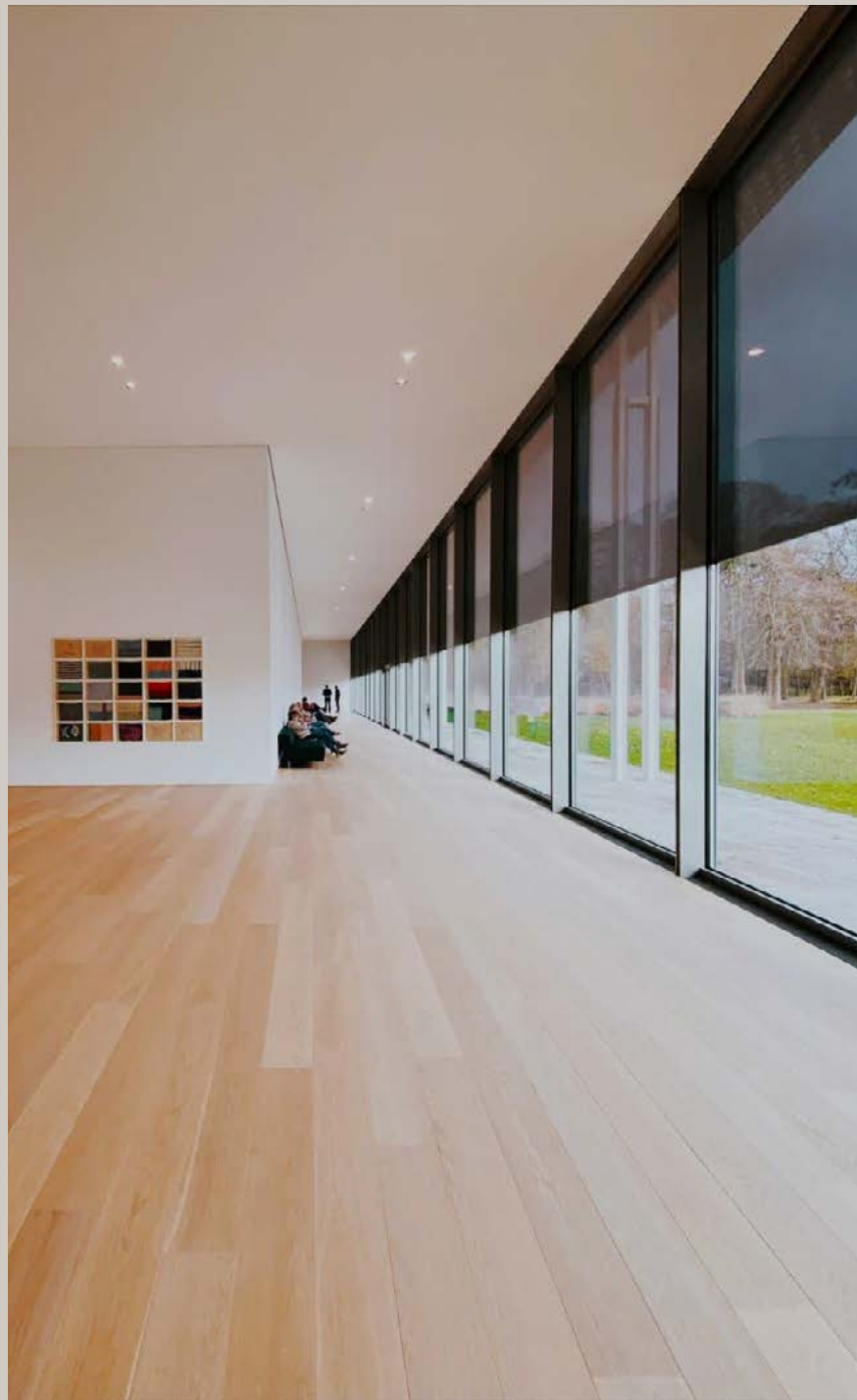
However, many companies now view circularity not as optional, but as a strategic necessity for future competitiveness.

A Structural Industry Transformation

As global regulations tighten and younger consumers place greater emphasis on sustainability, lifecycle design is rapidly shifting from a competitive advantage to a baseline requirement.

Manufacturers are increasingly collaborating across supply chains to close material loops, improve transparency, and develop scalable recycling systems.

The industry's direction is clear: circular design is evolving into a fundamental pillar of flooring production, shaping both innovation strategies and long-term market positioning.



An Overview of the History of Iranian Carpets Across Different Eras



The history of Iranian carpets is one of the oldest continuous artistic traditions in the world.

Carpet weaving in Iran has evolved over thousands of years, reflecting cultural, social, and artistic changes across different historical periods.

Early Origins of Carpet Weaving in Iran

Evidence suggests that carpet weaving in the region dates back to ancient times, possibly as early as the Bronze Age.

One of the most important surviving examples is the Pazyryk carpet, dating to around the 5th century BCE. Its advanced design and weaving technique indicate that carpet-making traditions were already highly developed at that time.

Carpets in the Achaemenid and Sassanid Periods

During the Achaemenid and Parthian eras, carpets were considered valuable luxury items and were used in royal and ceremonial contexts.

By the Sassanid period, carpet weaving had become a refined and established craft. Carpets were commonly used in palaces and royal courts, showing both artistic and functional importance.

Development After the Islamic Conquest

After the Islamic conquest, carpet design began to incorporate new artistic influences. Geometric patterns, floral motifs, and calligraphic elements became more common.

This period marked an important transformation in the visual identity of Iranian carpets.

The Golden Age of Carpet Weaving

The Safavid period is widely regarded as the golden age of Ira-

nian carpet weaving. During this era, organized workshops were established, and highly skilled artisans created complex and finely detailed carpets.

Silk materials and intricate designs were widely used, and many of the most famous historical carpets originate from this period.

Later Historical Developments

In later periods, including the Mongol, Timurid, and Qajar eras, carpet weaving continued to evolve.

Different regions developed their own distinctive styles, leading to a rich variety of designs and techniques. Nomadic, rural, and urban weaving traditions all contributed to this diversity.

Modern Era of Iranian Carpets

In the modern period, carpet weaving remains an important cultural and economic activity.

While industrial production has increased, traditional handwoven carpets are still preserved and valued as part of Iran's artistic heritage.

Conclusion

Iranian carpets represent a long-standing artistic tradition that has developed over many centuries. Each historical period has contributed unique styles and techniques, creating a rich cultural legacy that continues to this day.

Phoenix Textiles Invests in Advanced Carpet Back-Coating Line from Brückner

Phoenix Textiles Ltd. has taken a significant step in strengthening its production capabilities through the installation of a state-of-the-art carpet back-coating line supplied by Brückner.

With a heritage spanning more than 70 years, Phoenix Textiles has built a strong reputation for quality and innovation in the textile sector.

Founded in 1954 in Huddersfield, a historic hub of the UK textile industry, the family-owned company—now in its fourth generation under the Mosley family—continues to balance tradition with forward-looking industrial strategy.

Today, the company is highly specialized in the production of carpets, floor mats, and play rugs, with approximately 80% of its output still manufactured at its UK headquarters.

Strategic Investment to Drive Growth

The decision to invest in advanced back-coating technology comes as part of Phoenix's broader strategy to respond to increasing market demands, enhance production efficiency, and explore new business opportunities. The new coating line is designed to expand capacity while maintaining consistently high product quality—an essential factor in today's competitive flooring market.

Following a detailed evaluation process, Brückner was selected as the technology partner for the project.

The German machinery specialist, known for its expertise in textile finishing and coating solutions, delivered a system that quickly demonstrated strong performance after commissioning.

Performance Exceeds Expectations

According to the company, the new coating line



not only met but exceeded contractual production targets during the initial start-up phase. This early success highlights the system's efficiency, reliability, and ability to integrate seamlessly into Phoenix's existing operations.

The collaboration between the two companies played a key role in the project's outcome. Close technical cooperation, combined with Brückner's engineering expertise and service support, ensured a smooth implementation process and rapid operational readiness.

Long-Term Partnership and Future Outlook

Beyond the installation itself, Phoenix views its relationship with Brückner as a long-term strategic partnership. The cooperation extends beyond machinery supply to include ongoing technical consulting, maintenance services, system upgrades, and fast access to spare parts.

As demand for high-quality carpet and flooring products continues to evolve, investments in advanced finishing technologies such as back-coating are becoming increasingly critical.

For Phoenix Textiles, this latest upgrade not only reinforces its production capabilities but also positions the company to remain competitive in both domestic and international markets.

With a strong foundation rooted in tradition and a clear focus on innovation, Phoenix is set to continue its growth trajectory—supported by modern technology and strategic industrial partnerships.



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





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



DOMOTEX asia/CHINAFLOOR 2026 to Unite The Global Carpet and Flooring Industry in Shanghai, Reinforcing Asia's Role as a Driving Force in Industry's Transformation

The 28th edition of DOMOTEX asia/CHINAFLOOR will open its doors next week, from May 27 to 29, at the National Exhibition and Convention Center (NECC – Hongqiao) in Shanghai.

The event is set to deliver another key edition for the global carpet and flooring industry, bringing together players from around the world for three days of business exchange, innovation, and market engagement.

As Asia strengthens its position at the center of global manufacturing, design, and consumption trends, DOMOTEX asia/CHINAFLOOR 2026 comes at a pivotal moment for the industry.

Amid shifting trade flows, rising sustainability expectations, and rapid technological change, the show will offer a focused platform for companies seeking partnerships, market insights, and growth opportunities across mature and emerging markets.

“In today's environment, where global supply chains are being reshaped and demand patterns are evolving rapidly, the need for a trusted international platform is stronger than ever.” said Edwin Tan, CEO of GLOBUS Events, co-organizer of the show.

“DOMOTEX asia/CHINAFLOOR continues to serve as a meeting point where industry players can explore opportunities, build resilient partnerships, and better understand market direction.”

In 2025, the show welcomed 83,056 visitors from 124 countries – the highest number of participating nations since the event's inception. International attendance continued its strong growth trajectory, reaching 18,121 overseas visitors.

The visitor pre-registration figures to date show a similar trend for this year, reinforcing DOMOTEX asia's expanding global footprint, as well as China's and Asia's enduring role as hubs for flooring innovation and sourcing.

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cadex



A global platform of leading brands and innovation

Leading Chinese and international brands continue to place their trust in the event.

More than 1,500 exhibitors will showcase their latest products and technologies across 210,000 square meters and seven halls.

The carpet sector – at the core of DOMOTEX asia/CHINA FLOOR – will occupy two dedicated halls. Hard flooring, the largest segment, will span four halls, while FLOORTECH Asia will showcase advanced production technologies in a dedicated hall, highlighting innovations across the entire flooring value chain, from materials and design to machinery and application.

The full exhibitor list is available at: <https://online.dacf.cn/en/showroom-2026>

Growing international visitation and curated buyer programs

International participation remains a defining feature of the show. Each year, the event attracts a growing number of visitors from East Asia, Southeast Asia, Oceania, Europe, South America, and emerging markets worldwide, reflecting the increasingly interconnected nature of the global flooring supply chain.

The 2026 edition is expected to further strengthen this international reach through curated buyer programs and delegation activities designed to connect decision-makers more efficiently with relevant suppliers and solutions.

A key highlight will be the participation of nearly 250 selected buyers in the show's Buyer Club hosted buyer program, including individually selected buyers and delegation groups organized in partnership with industry associations and media such as the Australasian Timber Flooring Association (ATFA), Italy's Federparquet, the Malaysian Interior Industry Partners Association (MIIPA), and others. These curated groups will take part in guided tours, matchmaking programs, and targeted business meetings aimed at fostering meaningful connections and accelerating commercial opportunities across the industry.

An educational and information exchange platform

DOMOTEX asia/CHINA FLOOR is focused also on being a reference point for education, information, and knowledge exchange within the flooring industry in Asia. As part of the broader Build Asia ecosystem, it will feature a dynamic program of forums, exhibitions, and knowledge-sharing events spanning architecture, interior design, construction, and materials innovation.

Asia Flooring Talks

This half-day, English-language workshop will take place on the second day of the show, offering insights into the latest statistics, trends, and consumer preferences across Asia's largest flooring markets.

Through presentations and panel discus-



sions, 15 international industry experts, representing leading flooring companies, associations, and media will share perspectives on regional Asian market developments, manufacturing innovation, interior design trends, and other key industry topics.

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

For years, cadex has served as a premier platform within DOMOTEX asia/CHINAFLOOR, fostering cross-industry collaboration for the contract, design, and architecture community.

This year's summit, "Sense It! Design and Sensory Economy," will take place on the opening day of the show, bringing together Chinese and international experts in architecture and interior design to explore how sensory economy principles can be integrated into design, supported by real-world case studies and success stories.

Carpet Island by Red Note

Red Note Carpet Inspiration Island, targeting carpet brands, home designers, distributors and industry influencers, will provide an in-depth analysis of Red Note's curator operation system and viral content strategies for carpet influencers.

The initiative will establish a comprehensive pathway integrating trend forecasting, content creation, curator-led distribution and closed-loop transactions.

Hospital Construction & Industry Integration Forum

In response to the implementation of the Healthy China strategy and the need for stronger integration across medical care, elderly care, and construction sectors, this forum will bring together stakeholders from government, industry, academia, research, and application sectors.

It aims to establish an efficient cross-disciplinary collaboration platform, address the core needs of integrated medical and elderly care development, and support the high-quality growth of the industry.



Türkiye's Carpet Exports Reach \$634 Million in Q1 2026

Türkiye's carpet industry recorded strong export performance in the first quarter of 2026, generating \$634.42 million in revenue from the export of 126.09 million square meters of carpets, according to official data from the Southeastern Anatolia Exporters' Associations.

Machine-Made Carpets Dominate Export Growth

The data highlights the continued dominance of machine-made carpets, which accounted for the largest share of exports with \$501.79 million.

Specially designed tufted carpets followed with \$104.71 million, while hand-made carpets contributed \$25.83 million and kilims added \$2.08 million to the total.

Turkish carpet manufacturers exported their products to 182 countries and free zones during the January–March period, underlining the sector's strong global reach and diversified market presence.

United States Leads Key Export Markets

By destination, the United States remained the top market for Turkish carpets, with exports reaching \$180.94 million. Saudi Arabia ranked second with \$89.71 million, followed by the United Kingdom at \$47.39 million.

Regionally, the Americas accounted for the largest share of exports at \$194.69 million, followed by the Middle East with \$165.30 million and European Union countries with \$100.34 million.



Despite global economic pressures and geopolitical tensions affecting key markets, the Turkish carpet sector continues to maintain production and export momentum.

Zeynal Abidin Kaplan, Chairman of the Southeastern Anatolia Carpet Exporters' Association, acknowledged ongoing challenges including regional conflicts and customs-related barriers, but emphasized the resilience of the industry.

He noted that exporters are navigating a complex environment shaped by instability in regions such as the Middle East, Russia, Ukraine, and North Africa, yet remain committed to sustaining growth.

Looking ahead, the sector has set an ambitious target of \$3.5 billion in total exports by the end of 2026. While uncertainties remain, industry stakeholders continue to focus on expanding market presence and overcoming operational challenges to achieve this goal.

Europe Oriental Rug Market Set for Steady Growth Despite Rising Challenges

The European oriental rug market is projected to maintain steady growth over the coming decade, driven by rising demand for luxury interiors, evolving design trends, and increasing consumer appreciation for authentic craftsmanship.

According to recent market insights, the sector is expected to grow from approximately \$14.54 billion in 2026 to over \$20.5 billion by 2034, reflecting a compound annual growth rate (CAGR) of around 4.4%.

This growth highlights the continued relevance of oriental rugs as both decorative and investment assets within Europe's premium home textiles market.

Demand Shifts Toward Authenticity and Design Value

Oriental rugs—traditionally hand-knotted or flat-woven textiles originating from the “Rug Belt”—are increasingly valued for their cultural significance, durability, and unique design identity.

European consumers are moving away from mass-produced alternatives, instead favoring products that offer authenticity, craftsmanship, and long-term value.

Germany remains the leading importer in the region, accounting for a significant share of handmade rug imports, followed by markets such as Denmark and the United Kingdom.

The broader European carpet and rug industry, valued at nearly \$19 billion, provides a strong foundation for niche segments like oriental rugs to expand further.

Interior Design Trends Fuel Market Expansion

A key driver behind the market's growth is the shift in interior design preferences. In 2026, European consumers are increasingly embracing maximalism, layered textures, and heritage aesthetics.

Oriental rugs play a central role in these trends, acting as focal points that add depth, warmth, and artistic character to living spaces.



The rise in luxury home renovation and increasing disposable income across parts of Europe are also contributing to higher spending on premium interior elements. High-net-worth individuals, in particular, are viewing oriental rugs not only as décor but as collectible assets with long-term value potential.

Supply Chain Disruptions and Cost Pressures Challenge Growth

Despite positive demand fundamentals, the market faces significant challenges. Geopolitical instability in key rug-producing regions has disrupted supply chains, increased logistics costs, and created uncertainty around product availability.

Additionally, rising production costs—driven by higher labor, energy, and raw material prices—are putting pressure on manufacturers and retailers.

These cost increases are often passed on to consumers, limiting accessibility and reducing demand among middle-income buyers.

The growing presence of counterfeit and machine-made products falsely marketed as handmade rugs further complicates the market, undermining consumer trust and impacting the reputation of authentic producers.

E-Commerce and Sustainability Open New Opportunities

At the same time, new opportunities are emerging. The rapid growth of e-commerce platforms specializing in artisanal and luxury home décor is expanding market reach and enabling direct access to European consumers.

Digital tools such as augmented reality (AR) and virtual visualization are making it easier for buyers to evaluate rugs online, increasing confidence in purchasing high-value items through digital channels.

Sustainability is another major growth driver. European consumers are increasingly prioritizing ethically sourced and environmentally responsible products.

Handmade oriental rugs, with their durability and natural materials, align well with circular economy principles and are gaining traction among eco-conscious buyers.





Tufted Segment Gains Momentum in Competitive Landscape

While traditional hand-knotted rugs remain dominant in the luxury segment, tufted rugs are emerging as the fastest-growing category.

Their affordability, faster production time, and design flexibility make them attractive to a broader consumer base, particularly in price-sensitive markets.

This segment is also benefiting from the ability to quickly adapt to changing design trends, allowing manufacturers to respond to market demands more efficiently.

Outlook: A Market Balancing Heritage and Innovation

The European oriental rug market is entering a phase where heritage craftsmanship and modern retail dynamics must coexist. While demand for authenticity remains strong, success increasingly depends on adaptability—whether through digital channels, sustainable sourcing, or innovative product positioning.

As the market continues to evolve, companies that can balance tradition with innovation are likely to secure a competitive edge in one of the most culturally rich and design-driven segments of the global textile industry.

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Jaime Griggs of Hohenstein:

“Compliance Today Is About Proof, Not Promises”

As global textile regulations continue to evolve, brands, manufacturers, and suppliers are facing growing pressure to prove product safety, chemical compliance, traceability, and sustainability across increasingly complex supply chains.

Issues such as PFAS restrictions, REACH regulations, Digital Product Passports, and international testing requirements are no longer optional considerations — they are becoming essential components of global textile trade.

To better understand these transformations and their impact on textile manufacturers worldwide, Behnam Ghasemi, Editor of Kohan Textile Journal, spoke with Jaime Griggs, Brand Partnership Director at Hohenstein.

In this exclusive interview, Jaime Griggs shares valuable insights into the changing role of textile certifications, the increasing complexity of compliance in the U.S. and European markets, the growing importance of traceability and digitalization, and the challenges manufacturers in emerging regions such as the Middle East and Africa face when entering global supply chains.

She also explains how Hohenstein supports brands and suppliers through testing, certification, onboarding strategies, and long-term compliance planning in an industry where verified proof is becoming more important than ever.

1- From your perspective, how has the role of textile standards and certification evolved in the global market over the past few years?

Standards and certification used to be a differentiator, something forward-thinking brands pursued to stand out.

That is no longer the case. Regulatory requirements have tightened on multiple fronts: REACH restrictions in the EU, PFAS regulations spreading across U.S. states, CPSIA requirements for children's products, California's own chemical mandates.

Brands and retailers are under real pressure to substantiate what they put on labels and in marketing claims.





That pressure does not stay with the brand. It travels down the supply chain.

When brands and retailers need to prove products are safe, they turn to suppliers and ask the same question. Certification is how that proof moves, in a form that buyers, regulators and consumers actually recognize and trust.

2. How do brands and manufacturers in the US approach compliance and testing today? Has their level of awareness changed?

Brands and manufacturers are thinking about compliance with a global mindset, but the U.S. market adds complexity that catches many suppliers off guard. Federal regulations set a baseline, but individual states can go further.

California, fifth-largest economy in the world, sets some of the strictest chemical standards in the U.S. A substance permitted at the federal level may be restricted in California, effectively setting the legal limit.

Knowing the difference requires understanding exactly which materials and finished goods are affected.

PFAS is the clearest example right now. Restrictions are expanding at both the state and federal level, and we have seen a significant increase in client inquiries and testing requests related to PFAS over the past several years.

Regulations change constantly, and one of the most common challenges we hear is keeping internal teams and supply chains current. Companies with well-managed chemical programs treat compliance as an ongoing process, not a one-time check.

3- In your opinion, how important are certifications and testing services in building trust between suppliers and international buyers?

Testing is the foundation of any solid compliance program. It gives you the data you need to know your products are safe and meeting requirements. Certification builds on that by signaling something beyond a single test result.

A certified supplier has already done the due diligence. They are not waiting for a buyer to ask. That proactive commitment is what builds trust, because a buyer can see the work has been done before the conversation even starts. There is also a practical efficiency.



HOHENSTEIN

A supplier who holds the right certification brings verified proof to every customer relationship and avoids absorbing the cost of redundant testing for each one. For suppliers working to enter new markets, that combination of credibility and efficiency makes a real difference.

4- What are the most common challenges textile manufacturers face when trying to meet international standards and regulations?

The most common challenge is simply knowing where to start. Regulations vary by market, by product type and by material composition.

A brand or supplier that does not have a clear picture of where their products are sold and what those markets require can end up over-testing, spending budget on requirements that do not apply, or under-testing, which creates real liability exposure including fines and product recalls.

Keeping internal teams current is an ongoing challenge too. Regulations change, and the work of translating those changes into practical testing decisions does not happen automatically.

5- How do you see the level of awareness and adoption of textile standards in emerging markets such as the Middle East and Africa?

From what we observe globally, awareness is growing. Brands are requiring more from their suppliers regardless of where those suppliers are located, and that pressure is reaching manufacturers in every region.

The OEKO-TEX® network of certified facilities is growing across more than 100 countries, which tells us the demand for verified compliance is not concentrated in any one market. What tends to differ is the starting point.



Manufacturers in more established export markets often have more relationships in place.

In emerging markets, the burden of proof can be steeper, but the direction is the same. Buyers are asking for proof, and suppliers who can provide it have a clear advantage.

6- Which key trends (e.g. sustainability, traceability, digitalization) are currently shaping the future of textile testing and certification?

All the above. These things are reshaping testing and certification right now and they are connected.

Traceability. Brands need to document where materials come from and what happens to them at every stage of production. Testing data is becoming the evidence trail that supports those claims.

Digitalization. Test results, certifications and compliance records are moving into digital systems that make it easier to track, share and verify data across supply chains.

The EU's Digital Product Passport, which will require products sold in Europe to carry accessible data about their materials, composition and environmental impact, is accelerating that shift significantly.

Sustainability. As chemical regulations tighten and sourcing requirements evolve, the testing programs that help brands meet those requirements are also helping them make more sustainable sourcing decisions.

These three trends are not separate. The data that proves compliance is the same data that supports traceability and sustainability claims.

7- How is Hohenstein supporting manufacturers and brands in adapting to these evolving requirements?

We put a lot of weight on the onboarding phase of every new client relationship. That is where we do the real discovery work: understanding the products, the materials, the supply chain, the distribution and any claims the brand is making or wants to make. We focus on each of those areas because they all connect to each other.

From that onboarding, we build a cohesive testing plan, one that accounts for what the client is already doing and compares it against their markets and regulatory requirements. That plan can include leveraging certifications, a compliance roadmap, comparisons, etc.

From there the relationship continues. Products change, suppliers change, regulations change. We update testing plans accordingly so clients are prepared something shifts.

8- Looking ahead, what advice would you give to textile companies in developing markets aiming to enter global supply chains?

Entering global supply chains today is less about budget and more about proof: of safety, compliance, sustainability, performance. The companies that succeed build compliance into product design and sourcing from the beginning, not after a buyer asks for it.

Different markets have different requirements. A buyer in Europe will ask for different documentation than a buyer in the U.S. Knowing your target market before you invest in testing and certification saves time and money.

OEKO-TEX® certifications are a practical starting point because they are recognized across markets and cover the supply chain at multiple

levels, giving suppliers a verified record they can bring to any buyer conversation.

Editor's Conclusion

From my perspective, this interview clearly shows that the future of the textile industry will be shaped not only by production capacity and pricing, but increasingly by transparency, compliance, traceability, and verified sustainability.

Today, global brands and retailers expect much more from suppliers than simple manufacturing capability. They are looking for trusted partners who can provide documented proof regarding chemical safety, environmental responsibility, and product performance.

What also became evident during this discussion with Jaime Griggs is that textile manufacturers in emerging regions such as the Middle East and Africa are entering a new phase of global integration.

As international regulations continue evolving, companies that invest early in testing, certification, and compliance systems will gain a stronger competitive advantage in global markets.

For many textile producers, certifications are no longer just marketing tools — they are becoming essential business requirements for entering and surviving in international supply chains.



Turkish Carpet Industry Strengthens Presence in Russia Through Strategic Trade Engagement

The Turkish carpet industry is reinforcing its position in the Russian market through targeted trade initiatives, as part of a broader strategy to expand exports and strengthen international partnerships.

Organized with the support of Türkiye's Ministry of Trade, the Russia/Moscow Carpet Sectoral Trade Delegation Program, led by the Southeastern Anatolia Carpet Exporters' Association (GAHİB), brought together Turkish exporters and Russian importers in a series of high-level B2B meetings and market-focused engagements.

Renewed Focus on a Strategic Market Russia continues to be recognized as one of the key traditional markets for Turkish carpets.

Despite recent geopolitical and economic fluctuations, industry representatives view the market as holding strong long-term potential.

During the program, Turkish companies introduced their latest collections for 2026, alongside innovative product developments, aiming to better align with evolving consumer preferences in the Russian market.

According to industry representatives, the delegation exceeded expectations in terms of engagement and interest, with Russian buyers showing strong attention to both product quality and design innovation.

High-Level Participation and Industry Support

The delegation was attended by prominent industry figures, including representatives from Türkiye's carpet sector leadership and institutional bodies.

Among them were key members of the Turkish carpet industry as well as trade officials supporting international expansion efforts.

The program also included participation from Türkiye's trade representatives in Moscow, further strengthening diplomatic and commercial ties between the two markets.

These high-level engagements underline the importance of structured trade missions in facilitating direct connections between exporters and buyers, particularly in complex and evolving markets.

Market Insights and On-Site Engagement

Beyond formal meetings, the delegation conducted extensive on-site market analysis, including visits to local companies, warehouses, and distribution channels.

This hands-on approach enabled Turkish exporters to gain deeper insights into market dynamics, consumer trends, and operational structures within the Russian carpet sector.



Additionally, participation in Hometextile & Design Moscow 2025 provided further exposure to market trends, allowing Turkish companies to benchmark their offerings against international competitors.

From MENA Covering’s editorial perspective, such combined strategies—merging B2B meetings with real-time market observation—are essential for building sustainable export growth.

Building Momentum for Future Growth

Industry leaders emphasized that the primary objective of these engagements is not only to maintain existing market share but also to expand Turkish carpet exports to Russia in the coming years.



While past export figures have fluctuated, the renewed focus on relationship-building, product positioning, and market-specific strategies is expected to support gradual recovery and growth.

The Turkish carpet sector’s ability to adapt to changing market conditions, while maintaining strong product competitiveness, remains a key advantage in markets like Russia.

A Strategic Outlook

As global trade patterns continue to evolve, the Russian market represents both a challenge and an opportunity for Turkish exporters.

Success will depend on sustained engagement, flexibility, and the ability to respond to local market expectations.

From the viewpoint of MENA Covering, the Turkish carpet industry’s proactive approach—combining institutional support, strategic delegation programs, and continuous product innovation—positions it well to strengthen its footprint in Russia and beyond.

Intertextile Apparel returns this August With New Focus on Pet Textiles and Climate-Adaptive Innovation

Intertextile Shanghai Apparel Fabrics – Autumn Edition will return from 25 – 27 August 2026 at the National Exhibition and Convention Center (Shanghai), set to reinforce its position as a leading global sourcing platform for the ever-changing apparel textile industry.

Building on the success of the 2025 edition, where more than 3,700 exhibitors from 26 countries and regions welcomed over 100,000 buyers from 123 countries and regions, the upcoming fair will place special emphasis on high-growth segments – including advanced functionality, sustainability solutions, and digital transformation.

“In today’s evolving market landscape, buyers are looking for more than materials – they are looking for direction, innovation, and long-term partners,” said Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd.

“Intertextile Apparel continues to evolve alongside the industry, expanding its showcase to address functional performance, sustainability priorities, and emerging product categories,

catering to a wide range of buyer preferences – from the traditional to the unconventional.”

Responding to these priorities, the 2026 edition is guided by four overarching themes reflecting the industry’s most compelling opportunities. Fashion Forward inspires creative direction through curated fabric displays and the Intertextile Directions Trend Forum, offering buyers and designers early insight into upcoming seasonal trends.

Performance Textiles highlights advanced functional fabrics engineered for sportswear, outdoor, and lifestyle applications, addressing growing demand for comfort, durability, and technical enhancement. Under Sustainability, exhibitors present eco-conscious materials, solutions, and innovations aligned with international standards, centred around the Economy Hub’s variety of sustainable textiles and certifications.

Meanwhile, Textile Future spotlights smart textiles, AI-driven design tools, and next-gen manufacturing technologies shaping the digital transformation of the apparel supply chain.

Pet Boutique makes its autumn debut



Among this year's notable highlights is the Autumn Edition debut of the Pet Boutique. First introduced at this year's Spring Edition, the dedicated showcase will expand to leverage demand at the larger autumn platform.

Globally, the pet textile market is forecast to compound yearly by 5.6% up to 2031, with Asia-Pacific set for the highest growth.

By bringing together relevant suppliers into a clearly defined showcase, the Pet Boutique enables buyers to efficiently explore fabrics and materials suitable for pet clothing, accessories, and related applications – an increasingly attractive segment within the broader apparel ecosystem. “Applying natural textile materials in the pet sector is still an emerging avenue.

The primary role of this display area is to help the industry understand these materials and master their application methods,” said Mr Fred Wang, BD Manager for Functional Wear at Lenzing, who participated in the Spring Edition.

“We aim to leverage Intertextile Apparel’s strong influence to attract more pet sector 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.”



Functional Lab expands with climate-adaptive textiles and more

The enhanced Functional Lab will continue to offer an integrated booth, display area, and seminar model designed to foster deeper exchange between exhibitors and sourcing professionals. At the centre of the zone, The CUBE is a high-visibility display area showcasing standout functional fabrics and accessories.

New to this edition, The CUBE will introduce a Product Presentation Series, providing brands with a structured opportunity to present their latest innovations directly to an engaged audience.

Beyond its expanded presentation format, this edition's Functional Lab will extend its spotlight to fast-emerging markets, including climate-adaptive textiles and silver-age applications, among others.

Innovations in temperature and humidity regulation are driving the development of fabrics that support comfort across diverse environmental conditions, while the response to ageing demographics ushers in textiles that prioritise comfort, ease of care, lightweight performance, and everyday practicality.

Together, these focus areas illustrate how functional textiles are expanding beyond traditional performance categories, opening new avenues for product development and cross-sector collaboration.

Reflecting on her experience at the last Autumn Edition, Ms Zoe Zhang, Engineer at the Hong Kong Research Institute of Textiles and Apparel (HKRITA), commented: "At the forum (Weaving the Future: Advancing Functional Textiles with Innovative Technologies), we joined forces with partners including Lenzing and Highsun to exchange our latest insights on functional textiles.

The conversations continued well beyond the show floor – with several domestic manufacturers reaching out to us to explore collaboration on nanomaterial applications. Inter-textile Apparel is a springboard for meaningful dialogue and cross-disciplinary innovation in the intelligent and sustainable development of functional textiles."

To enhance sourcing efficiency across the entire apparel value chain, the fair will also feature a broad offering at its other specialised zones:



. **Accessories Vision:** bringing together the full spectrum of trims, zippers, and finishing components essential to garment creation.

. **Beyond Denim:** exploring fabrics at the cutting-edge of denim innovation, sustainable finishing processes, and evolving fashion applications.

. **Essential Suits & Shirts:** a dedicated zone responding to the rising global demand for accessible, ready-to-wear suiting and shirting fabrics.

. **Innovation & Digital Solutions Zone:** presenting AI-driven tools, digital production systems, and advanced manufacturing technologies.

. **Premium Wool Zone:** highlighting the performance and versatility of wool, especially for its applications in top-quality suiting.

. **SalonEurope:** offering a curated window into the finest, high-end European fabric collections, from fashion to function.

. **Verve for Design:** dedicated to creative studios, trend-led patterns, and original textile design.

Aligned with the four pillars of Inter-textile Apparel, these zones combine to create a comprehensive sourcing environment spanning trend-led inspiration, functional innovation, sustainability, and digital transformation.

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center.

It will take place alongside Yarn Expo Autumn, CHIC and PH Value at the National Exhibition and Convention Center (Shanghai), with the venue playing host to the entire apparel textile value chain.

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Shaw Contract Unveils ROAM Tropical Retreat for Hospitality Spaces

Shaw Contract has launched ROAM Tropical Retreat, the latest addition to its ROAM custom series, offering a nature-inspired flooring solution tailored for the evolving needs of hospitality environments.

Designed to create immersive and calming interiors, the collection draws from woven grasses, botanical elements, and organic textures, transforming flooring into a central design feature that enhances the guest experience.

A Design-Led Approach to Hospitality Interiors

According to Carey Stevens, Marketing Director for Hospitality and Multifamily at Shaw Contract, the new collection focuses on enabling creative flexibility for designers:

“ROAM Tropical Retreat invites designers to create immersive destinations that reconnect guests with place. Through custom color, texture, scale and format, this collection empowers partners to craft layered interiors while delivering the performance, sustainability and craftsmanship hospitality projects demand.”

Part of the broader ROAM series, the collection reflects influences from landscape, architecture, and cultural elements, combining aesthetic refinement with functional performance.



Versatile Solutions Across Hospitality Applications

ROAM Tropical Retreat includes a comprehensive range of formats such as carpet tile, broadloom, and rugs, making it suitable for public areas, corridors, and guest rooms.

The collection is designed for seamless layering, allowing designers to build cohesive environments that support both high-traffic functionality and visual storytelling.

Key construction options include:

- 1.** CYP Broadloom, featuring plush cut-pile constructions with multi-color capabilities
- 2.** Colorpoint Broadloom, delivering textured and artisan-inspired surfaces
- 3.** Colorpoint Carpet Tile, offering flexible layouts with PVC-free EcoWorx backing
- 4.** Multituft Broadloom, providing cost-effective dimensional loop constructions

All styles are designed to integrate with Shaw Contract's LVT, porcelain, and ceramic flooring solutions, enabling fully coordinated interior concepts.

Sustainability at the Core

Aligned with Shaw's People Together, Planet Forever commitment, the ROAM Tropical Retreat collection emphasizes environmental responsibility alongside design innovation.

The products are supported

by multiple third-party certifications, including Environmental Product Declarations (EPDs), Health Product Declarations (HPDs), Green Label Plus certification, and Cradle to Cradle Certified Silver status.

These credentials highlight the company's focus on material health, carbon reduction, and circular design—key priorities as sustainability becomes a defining factor in hospitality projects worldwide.

A Reflection of Evolving Hospitality Trends

The launch of ROAM Tropical Retreat underscores a broader industry trend toward experiential design in hospitality, where interiors are expected to deliver both emotional engagement and environmental performance.

By combining customization, durability, and sustainability, Shaw Contract is positioning the collection as a solution for designers seeking to create spaces that are not only visually compelling but also aligned with long-term environmental goals.



interzum forum italy ahead of its opening: the furniture and design supply chain meets in Bergamo on 4–5 June 2026

- **Over 230 exhibitors from 24 countries**
- **25+ talks and 40+ speakers at the Trend Stage**
- **15+ keynote speakers at Surface in Motion Italia**



On 4 and 5 June, companies, designers, industrial partners, and representatives of the main production districts will gather in Bergamo to discuss the transformations currently shaping the design supply chain and sourcing networks.

The result is an evolving landscape: production, logistics, and collaborative dynamics are undergoing a phase of rethinking that involves the entire Italian design ecosystem, with a growing focus on more integrated, resilient, and innovative models.

interzum forum italy captures and reflects this evolution, which is taking place at a particularly significant moment, immediately following the results of the Salone del Mobile.

It provides the ideal context to bring the conversation back to its natural setting: companies, designers, suppliers, and technology partners can engage in concrete discussions about ongoing transformations and future sector strategies.

The focus returns to design and furniture, starting from the very

core of projects: materials, technologies, production processes, economic impact, and the latest trends.

Among the companies that have chosen to take part in the second edition to showcase their innovations are Albrecht Baeumer, Asa Plastici, Brighi Tecnologie, Boyteks, Bock, Cofemo, Gruppo Bonomi Patini, Gruppo Grassi, Kesseboehmer Italia, Linak Italia, Motion Italia, Simalfa, Stellini Textile, Ternoscorrevoli and Top Linea. Designed to be both efficient and highly focused over just two days, the event brings together leading companies from the Function & Components, Materials & Nature, and Textile & Machinery sectors.

It is complemented by a rich program of talks curated by national and international experts, who will energize the conference area with in-depth insights, case studies, and engaging discussions.

The congress topics cover the full spectrum of subcontracting and are designed to engage a broad, cross-sector audience. Visitors include companies and professionals from the furniture and design industries, manufacturers of materials and technologies, general contractors,

design firms and studios, as well as interior designers.

Particular attention is given to project areas that are increasingly interconnected with the world of furniture, ranging from contract to recreational vehicles, and from yachting to transportation design.

Thomas Rosolia, Managing Director of Koelnmesse Italia, expressed satisfaction with the proactive response from companies: "The programme and speaker selection are the result of collaborative efforts with companies and their representatives across the supply chain.

The topics we will address have been strategically developed to provide concrete support to those within companies who are responsible for defining a medium-term vision. The two-day format is designed to bring together tools, analyses, and perspectives that support both operational and strategic decision-making across the sector."

Following the opening ceremony, there will be the conference chaired by Edi Snaidero, President of the European Furniture Industries Confederation (EFIC); Volker Irle, Managing Director of the Association of the Modern Kitchen (AMK); Federica Dallanoce, President of the Italian Association for Purchasing and Supply Management (ADACI); Alessandra Tracogna, Partner and Senior Expert at CSIL and Jörg

Buck, Managing Director of the Italo-German Chamber of Commerce .

The event will open with the interzum forum italy award 2026 ceremony, the only recognition dedicated to the technical aspects of the supply chain, highlighting the most relevant and sustainable innovations presented by participating companies.

The submissions are currently being evaluated by an international jury and the winners will be announced on 4 June during the opening ceremony, held on the Trend Stage.

Eco-friendly interior design materials including wood panels, fabric samples, terrazzo surfaces, and sustainable furniture elements showcased in a modern design setting.

Complementing the exhibition areas, interzum forum italy will feature special event spaces developed in collaboration with design companies, where installations will showcase the final application of products.

Visitors will be able to experience firsthand how materials, components, and technologies are transformed into real furnishing solutions, drawing inspiration from innovative installations and settings curated by leading players in the sector.

interzum forum italy benefits from an extensive network of collaborations with knowledge partners who contribute to the development of sessions focused on specific topics.





Key partners include AIPI (Italian Association of Professional Interior Designers), AIPEF (Italian Flexible Polyurethane Foam Association), EBIA (European Bedding Industries Association), NBF (UK National Bed Federation), EFIC (European Furniture Industries Confederation), CSIL, CATAS, the AHK Study Center (ItalianGerman Chamber of Commerce), the Digital Innovation Observatories of the School of Management Politecnico di Milano, and POLI.design.

Koelnmesse – Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. Leading international trade fairs such as ORGATEC, interzum, FSB, aquanale and spoga+gafa come together at the Cologne trade fair location

to form renowned and established industry meeting points.

This strong portfolio is further enhanced by imm cologne and idd cologne, both of which are also held in Cologne.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets. The imm brand family includes imm india and IFFINA+ powered by imm cologne in Indonesia.

The ORGATEC brand has estab-

lished a global footprint with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia.

The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and interzum forum italy.

The FSB brand is also internationally active, with the FSB Sports Show Riyadh and the FSB Forum Italy in Bergamo.

Furthermore, the portfolio features La Feria De Diseño Medellín powered by idd cologne in Colombia.

Upcoming events:

interzum bogota, Bogotá, Colombia, 12.-15.05.2026

interzum jakarta, Jakarta, Indonesia, 24.-27.09.2026

ORGATEC, Cologne, Germany 27.-30.10.2026

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How Gaziantep Became the Global Capital of Machine-Made Carpets

Introduction: The Rise of a Carpet Manufacturing Powerhouse

Over the past three decades, the city of Gaziantep has transformed itself into one of the most influential centers of machine-made carpet manufacturing in the world. Once known primarily as a regional trading and weaving city in southeastern Türkiye, Gaziantep has evolved into a globally recognized industrial cluster that exports carpets to more than 190 countries and shapes trends across international flooring markets.



Today, when global buyers search for machine-made carpets, yarn technologies, woven rugs, or advanced carpet production systems, the name Gaziantep inevitably appears at the center of the conversation. But this transformation did not happen overnight.

Behind the massive export figures, advanced weaving technologies, and growing international presence lies a complex story of industrial strategy, entrepreneurship, design adaptation, technology investment, and manufacturing culture.

More importantly, Gaziantep's success offers valuable lessons for other carpet-producing regions across the Middle East and Asia.

From Traditional Weaving to Industrial Carpet Production

The roots of Gaziantep's carpet culture go back centuries. Historically, the region was known for traditional weaving and textile craftsmanship, benefiting from its strategic position between Anatolia, the Middle East, and ancient trade routes.

However, the real industrial transformation began during the late twentieth century, when Turkish manufacturers started investing heavily in machine-made carpet technologies.

Instead of remaining dependent on traditional production methods, companies in Gaziantep embraced industrialization aggressively.

The introduction of modern weaving systems, particularly technologies supplied by European manufacturers such as Van De Wiele, allowed local producers to dramatically increase production capacity while maintaining competitive pricing.

This technological transition fundamentally changed the scale of the industry.

What was once a regional manufacturing activity gradually became a globally integrated export sector capable of serving markets in Europe, the Middle East, Africa, and North America.

The Power of Industrial Clustering

One of the key reasons behind Gaziantep's success is the development of a highly concentrated industrial ecosystem.

Unlike fragmented manufacturing structures seen in many countries, Gaziantep developed a powerful production cluster where spinning mills, yarn suppliers, dyeing units, weaving factories, machinery distributors, packaging companies, logistics providers, and design studios all operate within close proximity.

This concentration created enormous operational advantages.

Manufacturers could source yarns faster, solve technical issues more efficiently, reduce logistics costs, and adapt rapidly to market demands. The city gradually became a self-sustaining industrial network capable of handling every stage of carpet manufacturing.

This ecosystem also encouraged intense competition between producers, which pushed companies toward continuous investment and innovation.

Technology as the Core Driver of Growth

Technology investment has played a decisive role in Gaziantep's rise.

Turkish carpet manufacturers understood

early that competing globally would require more than cheap labor or low production costs.

The industry invested heavily in modern weaving systems, automation technologies, yarn processing equipment, and digital design infrastructure.

Advanced machine technologies enabled manufacturers to produce:

- . higher-density carpets
- . more complex textures
- . improved color precision
- . faster production cycles
- . larger production volumes

At the same time, automation reduced production errors and increased consistency, which became critical for export markets.

The adoption of polypropylene, polyester, and acrylic yarn systems also helped manufacturers diversify their product ranges for different global markets and price segments.

Today, Gaziantep's factories are among the most technologically advanced carpet production facilities in the region.

The Often-Ignored Role of Carpet Designers

While machinery and production capacity receive most of the attention, another factor has been equally important in Gaziantep's growth: design.

Machine-made carpets are no longer purely industrial products. They are increasingly influenced by fashion, interior design trends, color psychology, lifestyle preferences, and regional aesthetics.



As competition intensified, manufacturers realized that production power alone was not enough. Design became one of the most important differentiators in the market.

Professional designers began using specialized software systems such as Texcelle and Photoshop to create collections tailored to specific export destinations.

European markets demanded minimalist and neutral styles.

Middle Eastern markets preferred luxury-inspired classical patterns.

African buyers often favored bold colors and geometric structures.

This ability to adapt designs quickly to changing international preferences became one of Gaziantep's biggest strengths.

Export Markets and Global Expansion

Gaziantep's success is deeply connected to exports.

Türkiye's strategic geographic location provides direct access to Europe, North Africa, the Gulf region, and Central Asia. This positioning allowed Turkish manufacturers to deliver products faster than many Asian competitors.

Over time, Turkish carpet companies expanded aggressively into international markets through:

- trade fairs
- distributor networks
- private label manufacturing

- international partnerships
- digital marketing channels

The city gradually became one of the largest machine-made carpet export centers in the world.

At the same time, manufacturers learned how to produce for multiple price levels simultaneously—from mass-market retail products to premium collections.

This flexibility helped Gaziantep survive economic crises, currency fluctuations, and changing global demand patterns better than many competitors.

Challenges Behind the Success Story

Despite its achievements, Gaziantep's carpet industry also faces serious challenges.

One of the biggest issues is increasing global competition, particularly from Asian producers offering lower-cost alternatives.

Another challenge is design imitation. Many designers working in the industry complain about rapid copying of successful collections, reducing incentives for original creativity.

Raw material costs also continue to create pressure. Acrylic fiber prices, energy expenses, and logistics costs have increased significantly in recent years.

In addition, global uncertainty, inflation, geopolitical tensions, and slowing construction markets in some regions are affecting international demand for flooring products.

Sustainability is becoming another critical issue.





International buyers increasingly expect recyclable materials, environmentally responsible production, and transparency throughout supply chains.

Manufacturers that fail to adapt to these expectations may struggle in future export markets.

Digital Printing and the Next Evolution

The future of Gaziantep's carpet industry may be shaped by digital technologies.

Digital carpet printing systems are opening entirely new possibilities in:

- customization
- short-run production
- color flexibility
- faster collection development

This transition could fundamentally reshape the industry over the next decade.

Companies investing early in digital carpet technologies may gain major competitive advantages, particularly as global consumers demand more personalized and trend-driven products.

A Model for the Wider Region

Gaziantep's story is not only important for Türkiye.

For many countries across the Middle East, North Africa, and Central Asia, the city represents a model of how industrial specialization, export orientation, and manufacturing ecosystems can transform a regional industry into a global player.

The success of Gaziantep demonstrates that long-term investment in technology, design, and industrial infrastructure can create internationally competitive industries even in highly challenging global markets.

Conclusion

Gaziantep's transformation into a global carpet manufacturing powerhouse is the result of decades of investment, industrial discipline, export strategy, and technological adaptation.

What makes the city unique is not only its production volume, but its ability to combine manufacturing scale with flexibility, speed, and market responsiveness.


As the global flooring industry continues to evolve, Gaziantep appears well positioned to remain one of the world's most influential machine-made carpet hubs—provided it continues investing in innovation, sustainability, and design-driven manufacturing.

Editor's Comment – Behnam Ghasemi, Editor-in-Chief of MENA Covering

"Gaziantep is no longer simply a production city; it has become one of the strategic centers shaping the future of the global machine-made carpet industry.

What makes this ecosystem remarkable is the combination of technology, entrepreneurship, speed, and adaptability to international markets.

In our view at MENA Covering, the next phase of competition in the carpet industry will not be defined only by production capacity, but by innovation, design intelligence, and the ability to respond rapidly to changing global consumer trends. Gaziantep has understood this transformation earlier than many others."



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.