

MIDDLE EAST & AFRICA CARPET AND FLOORING NEWS

MENA CARPET NEWS

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DOMOTEX asia/CHINAFLOOR 2026 Exhibitor List Is Now Available Online

Mohawk Industries SmartStrand Earns Allergy- Friendly Certification

In a notable development for the flooring and indoor air quality segment, Mohawk Industries has announced that its Smart-Strand carpet

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 ...

Nordic Knots Secures \$100 Million Investment to Accelerate Global Growth

Swedish rug brand Nordic Knots has announced its first-ever external funding round, securing a \$100 million minority ...

DOMOTEX asia/CHINAFLOOR 2026

Exhibitor List Is Now Available Online



The exhibitor list for the 28th edition of DOMOTEX asia/CHINAFLOOR, taking place in Shanghai from May 27 to 29, 2026, is available online at <https://online.dacf.cn/en/show-room-2026>.

Worldwide flooring professionals can now explore participating companies, discover the latest products, and schedule meetings in advance.

As the leading trade fair for the carpet and flooring industry in the Asia-Pacific region, this year's edition will host over 1,500 exhibitors across 210,000 square meters of fully booked exhibition space.

More than 80,000 buyers from over 120 countries are expected to visit the event, making it a key global platform for sourcing new products, identifying trends, and exploring business opportunities within the region's dynamic flooring markets.

A key international sourcing hub for the

full carpet and flooring ecosystem

The show will offer a comprehensive sourcing platform spanning the entire carpet and flooring value chain, from raw materials and production technologies to finished products and application solutions.

As a core feature, the carpet sector will occupy two halls and host around 550 companies and brands from all over the world.

It will showcase the full spectrum of carpet manufacturing, from handmade and machine-made carpets to rugs, carpet tiles, mats, as well as the complete production supply chain, including raw materials, machinery, and advanced carpet production technologies.

Notably, the Coir Board of India will make its debut in this area this year, presenting a dedicated country pavilion that will highlight some of the finest products from India.

At the same time, the Red Note (Xiaohongshu) curated area will showcase a selection of handmade carpets through an innovative exhibition format that blends product display with an enhanced program of talks, trend releases, influencer-led tours, and more.

The resilient flooring sector, one of the exhibition's most prominent segments, will once again play a central role in 2026, featuring over 450 companies and brands.

Meanwhile, the wood flooring segment will bring together 400 leading exhibitors, presenting a diverse portfolio ranging from solid and engineered wood to laminate, bamboo, and cork flooring.

The wood halls will, among others, host also the European pavilion, which includes leading European brands such as Kronospan, Neuhofer, Stauf, etc.

In addition, Cadex – the co-located event dedicated to contract, architects and designers – will bring in the same hall its main summit “Sense It! Design and Sensory Economy” as well as a series of seminars, talks and panel discussions.

Together, the wood and resilient flooring sectors will occupy four halls, showcasing the latest innovations and most advanced hard flooring solutions.

The Floor Tech sector will highlight the full manufacturing supply chain across more than 20,000 square meters, with over 200 exhibitors.

It will reflect the growing demand for intelligent and customized production systems, featuring advanced equipment designed for energy efficiency, high performance, precision, and flexible small-batch manufacturing.

From “Made in China” to Chinese Brands: Rising Quality and Global Competitiveness

DOMOTEX asia/CHINAFLOOR 2026 will give participants the opportunity to witness firsthand the continued transformation of China's flooring industry from manufacturing-led production to globally recognized brands.

This evolution reflects a broader shift toward higher quality, stronger design capabilities, and greater value creation across the sector, reinforcing the growing international competitiveness and credibility of Chinese manufacturers.

The Chinese exhibitors will present evolving global strategies, including the increasingly adopted “China headquarters + overseas bases” model, enabling greater flexibility, resilience, and responsiveness in a changing global market.





Leading companies will also highlight progress in brand building, product innovation, and channel development, underscoring their long-term international ambitions.

At the same time, sustainability, which continues to drive China's flooring industry innovation, will have a strong emphasis. With rising consumer awareness and stricter scrutiny of indoor materials, demand for safer and environmentally friendly solutions is increasing rapidly in China.

This shift reflects a broader move toward low-impact materials and alignment with evolving regulatory standards and expectations for transparency and safety.

As the flagship exhibition for the Asia-Pacific flooring industry, DOMOTEX asia/CHINA FLOOR 2026 will continue to leverage the region's strong industrial base to deliver a highly efficient and reliable supply chain ecosystem. It will connect the global demand with the strengths of the Asian manufacturers, showcasing their end-to-end industry capabilities and strategic market positioning.

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EF Contract Introduces Ground Work Carpet Tile Collection Inspired by Industrial Materials

EF Contract has unveiled Ground Work, a new carpet tile collection that draws inspiration from core construction materials such as masonry, wood, and steel, translating raw industrial elements into refined, design-forward flooring solutions for commercial interiors.

The launch reflects a broader trend within the contract flooring sector, where designers increasingly seek materials that combine durability with aesthetic sophistication. According to Laura Holzer, Design Director, Commercial at EF Contract, the collection balances its rugged inspiration with a more elevated finish.

“Although the original inspiration stems from raw materials, the final design feels sophisticated and rich in texture,” she noted.

Dual-Pattern Concept Brings Visual Depth and Flexibility

At the core of the Ground Work collection are two complementary patterns—Crosscut and Masonry—each offering distinct visual characteristics while maintaining overall cohesion.





ing adaptability across a wide range of interior concepts.

Performance-Driven Design for Modern Commercial Spaces

Beyond aesthetics, Ground Work is engineered to meet the practical demands of high-traffic environments.

Both patterns are produced in an 18 x 36 tile format and manufactured using 100% Encore SD nylon, a material known for its durability and performance in commercial applications.



EF Contract has also integrated logistical efficiency into the offering.

Selected colorways from each pattern are included in the company's Quickship program, enabling orders of up to 1,500 square yards to be delivered within 10 business days on standard backing systems. This approach addresses the increasing industry demand for shorter lead times and faster project turnaround.

The collection's versatility extends across EF Contract's broader product ecosystem, coordinating seamlessly with platforms such as broadloom carpet, luxury vinyl tile (LVT), and Kinetex textile composite flooring.

Crosscut and Masonry Create Balance Between Bold and Subtle Design

The Crosscut pattern introduces a strong visual identity, defined by sharp lines and dynamic texture that make it particularly suitable for large, open commercial environments where statement flooring is desired.

In contrast, Masonry offers a more understated aesthetic, inspired by the enduring strength of stone while delivering a softer, tactile surface.

Together, the two patterns allow designers to mix and match elements, creating layered spaces that balance contrast and continuity.

The collection is available in eight neutral colorways, carefully curated to blend warm and cool tones, ensur-

This cross-platform compatibility allows architects and designers to create unified interior environments across multiple surfaces without compromising on design intent.

With Ground Work, EF Contract reinforces its focus on delivering solutions that merge material inspiration, functional performance, and design flexibility—key elements shaping the future of commercial flooring.





The Persian Carpet in China: A Strategic Analysis of Growth and Cultural Barriers

Introduction: Navigating the World's Largest Consumer Frontier

China has evolved from being the “world’s factory” into the most competitive consumer market on the planet. From luxury fashion to high-end interior surfaces, every global brand aims for a foothold in the Middle Kingdom.

However, for the Persian Carpet—a legendary icon of Middle Eastern craftsmanship—the Chinese market presents a unique paradox: a region with immense wealth but a fundamental cultural disconnect from traditional carpet usage.

Based on my professional observations and years of analyzing the textile sector, it is clear that success in China requires more than just a high-quality product; it requires a radical shift in strategy.

Cultural Resistance: The “Floorless” Lifestyle of China

The primary obstacle for Persian carpet exporters is not the quality of the product, but the lifestyle of the Chinese consumer.

During my recent field studies in Shanghai, it became evident that the culture of living in China differs fundamentally from Iran or the MENA region.

In China, the home decoration hierarchy puts carpets at the very bottom.

While a Chinese household may spend lavishly on high-end furniture or designer bedding, a carpet is often viewed as a non-essential item.

Most importantly, the primary concern for the Chinese buyer is not the artistic value, but the practicality—specifically, the difficulty of maintenance and professional cleaning.

The Fierce Competitive Landscape in East Asia

The Chinese market is an open battlefield for global flooring brands.

Persian carpets are not competing in a vacuum; they face aggressive competition from manufacturers in India, Pakistan, Afghanistan, and Turkey.



Price Sensitivity vs. Luxury Heritage

In my analysis, I have observed that many competitors have gained market share by offering simpler, modern designs at a fraction of the cost of a traditional Persian rug.

The younger Chinese generation, who are increasingly influenced by minimalist interior trends, often prefers a modern, “disposable” luxury over a high-priced, generational heirloom. This reality proves that the Chinese market cannot be won with the same sales tactics used in Europe or the US decades ago.

Strategic Pivots: Design, Storytelling, and Trust

To secure a future for Persian carpets in China's evolving interior design sector, I believe the industry must implement three critical shifts:

. Modernizing the Aesthetic: While traditional motifs are our heritage, the modern Chinese apartment demands simplicity. We must offer designs that harmonize with contemporary furniture while retaining the “Persian Soul.”

. Authentic Storytelling: The Chinese luxury consumer buys “the narrative.” They want to know the philosophy behind the patterns and the history of the craftsmanship. We must move from selling a commodity to selling a piece of history.

. Combating Non-Professional Traders: A major threat I've identified is the presence of non-expert individuals selling second-hand or poorly repaired rugs as authentic masterpieces. This damages the “Persian Brand” and erodes consumer trust.

Protecting our reputation is vital to prevent the same decline we witnessed in the European markets.

Sustainability and the Roadmap for 2026

The 2026 outlook for the Chinese market remains positive, but only for those who adapt. Digital presence, transparency in pricing, and a focus on specialized, expert-led distribution are the only ways forward. We must stop relying on outdated methods and start speaking the language of the modern East Asian consumer.

Conclusion: A Vision for the Future

China offers a massive potential for Persian carpets, but entering this market is a “difficult path” that requires innovation and honesty.

As I have often emphasized, the era of traditional selling is over. If we can present our heritage through the lens of modern design and professional marketing, the Persian carpet can once again claim its status as the ultimate floor covering in the East.





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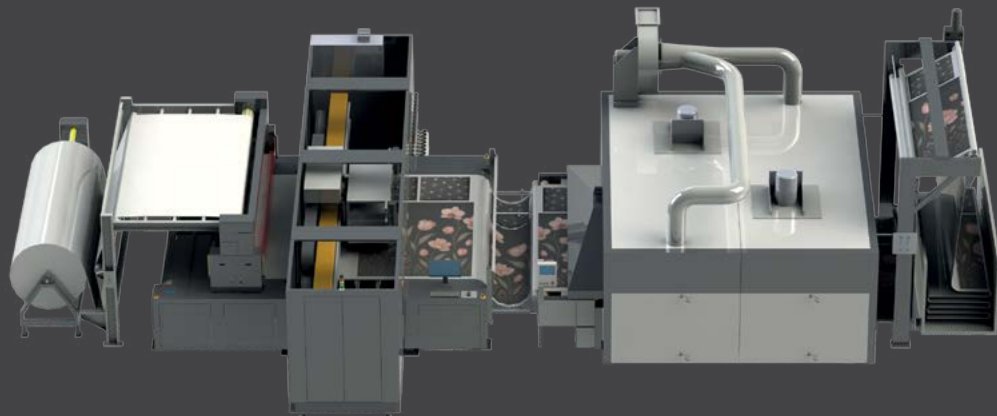
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Kaplan Re-Elected as Exports Hit 144 Countries

The General Assembly of the Southeastern Anatolia Carpet Exporters Association has re-elected Zeynal Abidin Kaplan as Chairman, reaffirming leadership continuity at a critical time for Türkiye's carpet industry.

The election took place during the association's ordinary general assembly meeting, held at the Southeastern Anatolia Exporters' Unions headquarters, where Kaplan was unanimously reappointed.

Turkish Carpet Industry Maintains Strong Global Reach

Despite global economic challenges, Türkiye's carpet sector continues to demonstrate resilience. In 2025, the country exported carpets to 144 countries, underlining its strong international presence.

According to official figures:

- Türkiye's total carpet exports reached \$2.83 billion in 2025, marking a slight 1% decline compared to 2024
- GAHİB exports increased by 1%, reaching \$1.96 billion

• The association accounted for 69.1% of Türkiye's total carpet exports

Machine-made carpets dominated exports, representing 83.9% of total shipments, followed by tufted carpets at 14.3%, with the remainder consisting of handmade carpets and kilims.

Key Export Markets Show Mixed Trends

The United States remained the largest export market, despite a 5.5% decline, accounting for 27.3% share with exports valued at over \$535 million.

Iraq ranked second with strong growth of 16.7%, followed by Saudi Arabia with an 11.3% increase, reflecting continued demand from regional markets.

Gaziantep Remains the Heart of Global Carpet Trade
Speaking at the assembly, Chairman Kaplan emphasized the strategic importance of the carpet industry for both Türkiye and the city of Gaziantep.

He described Gaziantep as the "heart of global carpet trade," highlighting the sector's contribution to production, employment, and exports.





However, he also acknowledged ongoing challenges, including rising raw material costs and global market instability driven by geopolitical tensions.

Industry Faces Global Pressures but Remains Optimistic

Kaplan noted that while input costs have increased significantly, manufacturers have struggled to reflect these increases in export prices, putting pressure on margins.

Despite these challenges, he expressed confidence in the sector's long-term outlook, emphasizing the importance of unity and strategic coordination among industry stakeholders.

"The challenges we face today are temporary, and we believe the future will be stronger. By acting together and maintaining our competitive strength, we can overcome these difficulties," he stated.

Focus on Innovation and Future Growth

Looking ahead, Kaplan outlined key priorities for the new term, including:

- Digital transformation
- Sustainable production practices
- Expansion into new export markets
- Design-driven growth strategies

He stressed that continued collaboration within the industry will be essential to maintaining Türkiye's global competitiveness in the carpet sector.

Leadership Continuity Signals Stability

The unanimous re-election reflects strong industry support and signals stability at a time when global market conditions remain uncertain.

As Türkiye continues to position itself as a leading exporter of machine-made carpets, the role of GAHB will remain central in navigating challenges and unlocking new growth opportunities.

Turkish Carpet Exporters Turn to Scandinavia for Strategic Market Expansion

In a strategic move reflecting the evolving dynamics of global textile trade, Turkish carpet exporters are increasingly focusing on the Scandinavian region as a high-potential market for expansion. Recent trade delegation activities organized under Türkiye's international competitiveness development programs highlight a clear shift toward targeted, value-driven export strategies.

From the editorial perspective of MENA Covering, this initiative is more than a routine trade mission—it represents a calculated repositioning of Turkish carpet producers toward markets that prioritize sustainability, design sophistication, and long-term partnerships.

A Targeted Shift Toward High-Value Markets

The delegation, led by industry representatives and supported by institutional frameworks, conducted a series of business meetings and market exploration activities across key Scandinavian countries, including Finland, Sweden, and Norway.

The first phase of the program was successfully completed in Helsinki, where Turkish exporters engaged in direct B2B meetings with local importers and design-focused buyers.

Rather than expanding indiscriminately, Turkish exporters are now prioritizing countries where they can capture high-value market segments. Scandinavia, known for its strong purchasing power and design-oriented consumers, offers precisely this opportunity.

This strategic direction signals a departure from volume-driven exports toward a more refined approach—one centered on positioning, branding, and long-term competitiveness.

Sustainability as a Market Entry Requirement

One of the most critical insights emerging from this initiative is the central role of sustainability in Scandinavian markets.

Countries in this region are at the forefront of environmental regulation and circular economy practices, particularly under the broader framework of the European Green Deal.

For Turkish carpet manufacturers, this presents both a challenge and an opportunity.





On one hand, compliance with strict environmental standards requires investment in sustainable materials, production processes, and certifications.

On the other, companies that successfully align with these expectations gain access to a premium market with relatively stable demand.

From MENA Covering's viewpoint, exporters who can integrate sustainability into their core value proposition—not merely as a marketing tool but as a production reality—will be the ones to secure long-term growth in Europe's northern markets.

Beyond Trade: Understanding Market Sensitivity

Another key takeaway is the importance of understanding regional sensitivities. Scandinavian buyers are not only price-conscious but also highly attentive to product origin, environmental impact, and ethical production practices.

The delegation's approach—combining on-site market research with face-to-face negotiations—demonstrates a growing awareness among Turkish exporters that success in these markets depends on deep market understanding rather than transactional sales.

In this context, such trade missions serve as platforms for knowledge transfer as much as business development.

Unlocking Untapped Potential

Despite currently holding a relatively modest market share in Scandinavia, Turkish carpet exporters see strong growth potential. The region's demand for high-quality, aesthetically refined, and sustainable flooring solutions aligns well with Türkiye's manufacturing capabilities.

However, capturing this opportunity will require consistent effort—particularly in branding, certification, and adaptation to local preferences.

As observed by MENA Covering, the future of Turkish carpet exports will not be defined solely by production capacity, but by the ability to navigate complex market expectations and deliver differentiated value.

A Strategic Roadmap for the Future

The Scandinavian initiative reflects a broader transformation within Türkiye's carpet industry. Exporters are increasingly moving toward:

- Market-specific strategies
- Sustainability-driven production
- Higher value-added products
- Stronger international positioning

This evolution is essential for maintaining competitiveness in a global market that is becoming more selective, regulated, and design-oriented.



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

75
1949–2024





Product range for the textile finishing industry

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





Mohawk Industries SmartStrand Earns Allergy-Friendly Certification

In a notable development for the flooring and indoor air quality segment, Mohawk Industries has announced that its SmartStrand carpet portfolio with Pur-Ease technology has received the Asthma & Allergy Friendly Certification.

The recognition marks the first treated carpet product to meet the enhanced requirements of the certification program's textile flooring standard.

First Treated Carpet to Meet Enhanced Standard

The certification was granted by the Asthma & Allergy Friendly Certification Program, a joint initiative of the Asthma and Allergy Foundation of America and Allergy Standards Limited.

The program evaluates products through controlled laboratory testing, focusing on measurable performance criteria related to allergen reduction and indoor air quality.

SmartStrand carpets featuring Pur-Ease technology were assessed under the ASP:05-03 Textile Flooring Standard, including its newly introduced addendum for treated carpet technologies.

This framework establishes a structured, performance-based approach to verifying claims related to allergen control.

According to the evaluation results, the carpets demonstrated the ability to significantly reduce common allergens such as pollen, pet dander, and dust mite particles—achieving reductions of at least 75 percent, while also lowering allergens trapped within carpet fibers by more than 50 percent compared to untreated alternatives.

The products were also found to maintain stable airborne allergen levels, prevent the release of irritants into the air, and meet strict indoor air quality standards with low volatile organic compound (VOC) emissions.

Industry stakeholders note that such certifications are becoming increasingly relevant as consumers seek healthier indoor environments.

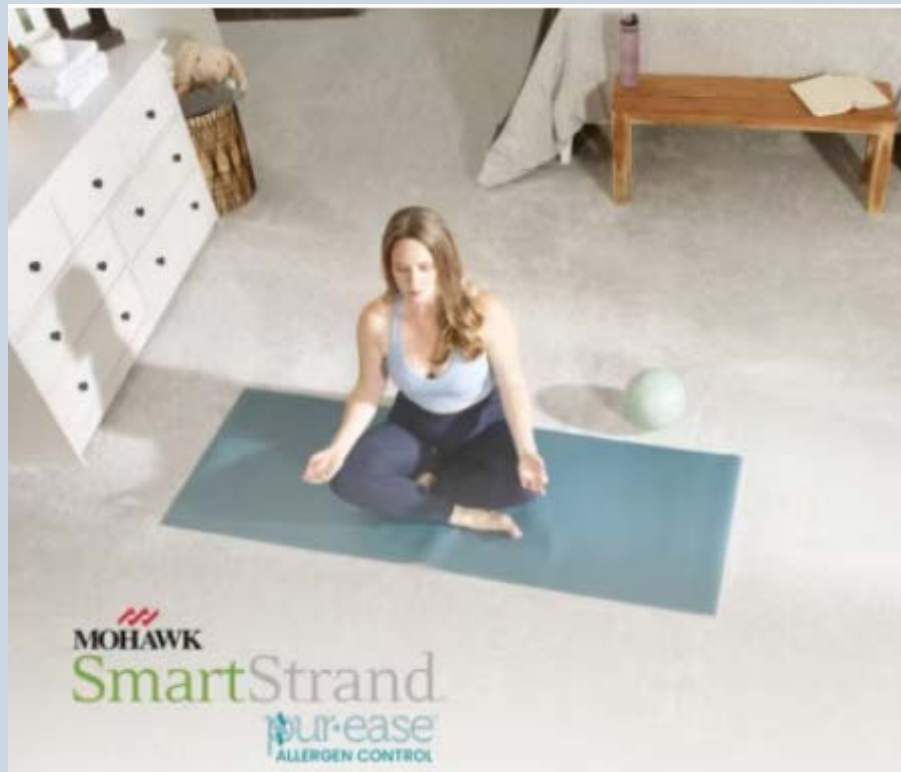
Kenneth Mendez, President and CEO of the Asthma and Allergy Foundation of America, emphasized that improving indoor air quality requires a multi-faceted approach, highlighting the importance of innovations that can demonstrably reduce allergens.

Dr. John McKeon, CEO of Allergy Standards Limited, added that advancements in textile and flooring technologies necessitate objective and science-based evaluation methods.

He noted that the certification program aims to ensure transparency and credibility in allergen-related product claims.

From a broader industry perspective, the introduction of performance-based certification pathways for treated carpets reflects growing demand for verifiable product performance rather than marketing-driven claims.

This shift aligns with ongoing innovations in materials science and the increasing integration of functional technologies into home furnishings.



Mohawk's SmartStrand with Pur-Ease technology incorporates natural probiotics designed to target and reduce household allergens over time.

According to Joe Semaan, President of Residential Carpet at Mohawk, the certification reinforces the company's commitment to developing flooring solutions that combine durability, design, and improved living conditions.

As the flooring industry continues to evolve, third-party certifications such as this are expected to play a critical role in shaping consumer trust and guiding purchasing decisions—particularly in segments where health and environmental performance are key differentiators.



Kazakh Syrmak: Traditional Felt Carpets Revived Through Cultural Craftsmanship

Syrmak, the traditional felt carpet of Kazakhstan, is once again drawing attention as both a cultural symbol and a living craft, reflecting the deep-rooted heritage of Central Asia's nomadic lifestyle.

Handcrafted from natural sheep's wool, syrmak has historically served as a functional and artistic centerpiece inside yurts—providing insulation against harsh climates while showcasing the aesthetic sensibilities and craftsmanship of Kazakh women.

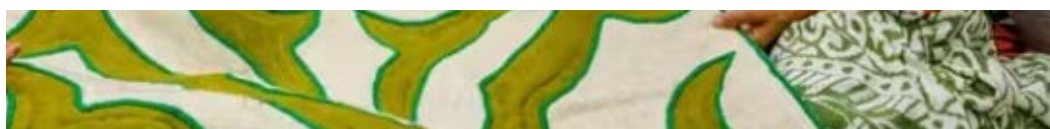
Today, this centuries-old textile tradition is experiencing renewed interest, blending cultural preservation with contemporary appreciation.

A Craft Defined by Precision and Symbolism

Unlike other felt carpets such as tekemet, syrmak requires a more advanced level of craftsmanship. The production process involves preparing and felting wool, followed by a distinctive mosaic technique where two layers of felt are cut and stitched together to form mirrored ornamental patterns.

This method not only creates a visually striking contrast but also enhances durability, making syrmak suitable for long-term use.

The intricate stitching—reflected in the name “syrmak,” derived from a Turkic verb meaning “to sew tightly”—is central to its identity.



Motifs used in syrmak designs carry deep symbolic meaning. Patterns such as the “ram’s horns” represent strength and prosperity, while geometric forms reflect harmony, continuity, and the cyclical nature of life.

Beyond decoration, these carpets function as visual narratives, preserving cultural stories across generations.

From Nomadic Heritage to Modern Revival

Traditionally, syrmaks were essential elements of nomadic life, used to cover floors, walls, and even animals during migration.

Larger ceremonial pieces occupied prominent positions within yurts, symbolizing status and cultural identity.

Today, this heritage is being actively revived. In Almaty, artisans are currently working on a monumental 112-meter-long syrmak to celebrate the Nauryz holiday, one of the most important cultural events in Kazakhstan.

The project reflects not only artistic ambition but also a broader movement to reconnect younger generations with traditional crafts.

Each section of the carpet represents one of the four seasons, using color symbolism to express the natural cycle of life—blue for winter, green for spring, red for summer, and gold for autumn.

Craftsmanship as a Collective Cultural Experience

The making of syrmak has always been a communal activity. Historically, women gathered to work together, sharing knowledge, stories, and traditions. This collective process infused each piece with a sense of identity and emotional value beyond its physical function.

Today’s revival efforts aim to preserve not only the techniques but also this collaborative spirit.

The large-scale syrmak project in Almaty is expected to be showcased publicly during Nauryz celebrations, with organizers also planning to register it as an international record.

Preserving Tradition in a Modern Textile Landscape

As global textile markets increasingly shift toward industrial production, crafts like syrmak highlight the enduring value of handmade textiles.

They represent sustainability, cultural authenticity, and emotional connection—qualities that are gaining importance among modern consumers.

The renewed focus on syrmak underscores a broader trend within the textile industry: the rediscovery of traditional craftsmanship as both a cultural asset and a source of innovation.



Iran's Handwoven Carpet Exports Reach 61 Global Markets

Iran's handwoven carpet industry continues to demonstrate resilience in international markets, with exports reaching 61 countries worldwide during the first 10 months of the current Iranian year.

The latest figures highlight the sector's ongoing role as a key contributor to the country's non-oil economy.

According to Zahra Kamani, Head of the Iran National Carpet Center, Iran produced approximately 2.43 million square meters of handwoven carpets during this period, reflecting sustained activity across the country's traditional weaving hubs.

Export Performance and Key Markets

Kamani reported that exports of Iranian handwoven carpets generated over \$30 million in foreign currency earnings, with a total of 1,737 tons shipped to international markets.

The top five export destinations were identified as the United Arab Emirates, Germany, Japan, China, and South Africa, underlining the global reach and continued demand for Iranian handwoven carpets across diverse regions.

Despite ongoing economic and logistical challenges, the sector has maintained a steady export flow, supported by the craftsmanship and heritage associated with Iranian carpets.

Production Reflects Industry Stability

The production of 2.43 million square meters nationwide signals a stable level of output, driven by the efforts of thousands of artisans and producers working across Iran's carpet weaving regions.

Industry experts note that while export volumes remain below historical peaks, the consistency in production indicates that the sector continues to adapt to changing global market conditions.



International Exhibition to Support Growth

Looking ahead, the industry is set to gain further momentum through the upcoming 32nd International Handwoven Carpet Exhibition, scheduled to take place at Tehran's permanent exhibition grounds.

Organized with the support of the Ministry of Industry, Mine and Trade, the event will offer a 50% discount on booth fees for carpet producers, aiming to encourage participation and strengthen export opportunities.

The exhibition will run from February 23 to 27, between 3:00 p.m. and 10:00 p.m., and will include a series of specialized meetings covering key segments of the carpet value chain, including dyeing, weaving, and trade.

A Strategic Asset for Iran's Economy

Kamani emphasized that handwoven carpets remain one of Iran's most important non-oil export products, combining economic value with cultural significance.

Beyond their commercial role, Iranian carpets continue to serve as a tool of cultural diplomacy, showcasing the country's artistic heritage to global markets.

As Iran seeks to expand its presence in international trade, the handwoven carpet sector remains a strategic industry with strong potential for growth, particularly through targeted exhibitions and market diversification efforts.

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The Future of Sustainable Carpets:

Materials, Innovation and Market Transformation

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

Across Europe, the United States, and increasingly the Middle East, buyers are no longer asking only about price and design—they are asking how carpets are made, what materials are used, and what impact they leave behind.

From the editorial perspective of MENA Covering, sustainability is no longer a secondary narrative.

It is becoming the central axis around which the future of carpet manufacturing and trade is being built.

What Makes a Carpet Truly Sustainable?

Beyond Materials: A Lifecycle Perspective

A sustainable carpet cannot be defined by a single factor.

It is the result of a full lifecycle approach that includes sourcing, production, usage, and end-of-life management.

This means evaluating not only the raw materials but also energy consumption, chemical usage, durability, and recyclability.

The Role of Certifications and Standards

Global certifications such as OEKO-TEX®, GRS, and other environmental standards are playing an increasingly important role in validating sustainability claims.

However, one of the major challenges remains the inconsistency in certification systems and the growing risk of greenwashing.





From a critical standpoint, the industry must move toward greater transparency, where sustainability is measurable rather than promotional.

Natural Fibers vs Synthetic Innovation The Return of Natural Materials

Natural fibers such as wool, jute, cotton, and bamboo are regaining attention due to their renewable and biodegradable nature.

These materials align well with premium and eco-conscious markets, particularly in Europe and Scandinavia.

Their appeal is not only environmental but also emotional—consumers increasingly associate natural materials with authenticity and long-term value.

Rethinking Synthetic Fibers

At the same time, synthetic materials are undergoing a transformation.

Recycled polyester derived from PET bottles and recyclable nylon systems are redefining the role of synthetics in sustainable production.

Rather than a simple “natural versus synthetic” debate, the industry is moving toward performance-driven material selection, where durability, recyclability, and environmental footprint are evaluated together.

Circular Economy and Recycled Yarn Systems From Waste to Resource

One of the most significant shifts in the carpet industry is the adoption of circular production models.

Materials that were once considered waste—such as plastic bottles and post-consumer textiles—are now being converted into high-performance yarns.

This transition reduces dependency on virgin raw materials while aligning manufacturers with global sustainability regulations.



Industrial Implications

For carpet producers, circularity is no longer optional. Markets such as the European Union are increasingly demanding traceability and recycled content, making circular systems a prerequisite for market access.

From MENA Covering's analysis, companies that fail to integrate recycled materials into their production strategies risk losing competitiveness in export markets.

Dyeing Technologies: The Hidden Sustainability Factor Reducing Water and Chemical Impact

Dyeing remains one of the most resource-intensive stages of carpet production.

Traditional processes involve high water consumption and significant chemical usage, creating environmental challenges.

Innovations such as low-water dyeing technologies, natural pigments, and non-toxic chemical systems are beginning to address these issues.

Aesthetic and Market Value

Interestingly, sustainability in dyeing is also creating new design opportunities. Natural dyes and eco-friendly processes offer unique color variations that are increasingly valued in premium markets.

In this sense, sustainability is not limiting creativity—it is expanding it.

Energy-Efficient Manufacturing and Smart Production The Shift Toward Low-Carbon Production

Modern carpet manufacturers are investing heavily in energy efficiency. Solar energy systems, heat recovery technologies, and closed-loop water management are becoming standard in advanced facilities.



These investments are driven not only by environmental concerns but also by economic logic, as energy efficiency directly reduces long-term operational costs.

ESG and Transparency

Sustainability reporting and ESG frameworks are gaining importance, particularly for companies working with international partners. Transparency is becoming a competitive advantage, not just a compliance requirement.

Design Evolution in the Era of Sustainability From Aesthetics to Responsibility

Sustainability is influencing not only how carpets are produced but also how they are designed. Minimalist patterns, natural color palettes, and organic textures are becoming dominant trends.

Regional Design Differences

While European markets emphasize simplicity and ecological harmony, Middle Eastern markets still value richness and detail—but with increasing interest in sustainable materials.

This creates a hybrid design language that combines tradition with innovation.

Global Market Dynamics and Demand Shifts

Europe: Regulation-Driven Demand

Europe remains the most advanced market in terms of sustainability requirements. Strict regulations and informed consumers are pushing manufacturers toward certified and traceable products.

United States: Performance Meets Sustainability

In the U.S., sustainability is growing in importance, particularly in commercial projects, where durability and lifecycle performance are critical.

Middle East: Emerging Opportunity

The Middle East, including Saudi Arabia and the UAE, is gradually adopting sustainability, driven by large-scale development projects and increasing environmental awareness.

From an editorial perspective, this region represents one of the most important growth opportunities for sustainable carpets in the coming decade.

Challenges Facing Sustainable Carpet Production

Cost vs Competitiveness

One of the main barriers remains cost. Sustainable materials and processes often require higher initial investment, making price competitiveness a challenge in certain markets.

Infrastructure and Supply Chain Gaps

Recycling systems and certified raw material supply chains are still developing, particularly outside Europe.

The Risk of Greenwashing

Perhaps the most critical issue is the gap between perception and reality. As sustainability becomes a marketing tool, the risk of superficial claims increases, potentially undermining trust in the industry.

The Future Outlook: A Value-Driven Industry

The carpet industry is moving toward a value-driven model where sustainability, design, and innovation define competitiveness.

For leading producers such as Türkiye, this transition represents a strategic opportunity. With strong manufacturing infrastructure and global market access, the ability to integrate sustainability into core operations will determine long-term success.

From MENA Covering's viewpoint, the next decade will not be dominated by the largest producers, but by those who can adapt fastest to this new paradigm.

Join the Discussion

Sustainability is reshaping the carpet industry—but the transformation is still ongoing.

Do you believe sustainable carpets can achieve price competitiveness in global markets?

Which factor will define the future more: materials, technology, or regulation?

Share your thoughts in the comments and join the conversation.



Curran Launches Synsisal Carpet Tiles Inspired by Natural Sisal

US-based flooring brand Curran has expanded its product portfolio with the introduction of Synsisal, a new carpet tile range designed to replicate the appearance of traditional sisal textiles while meeting the performance demands of large-scale contract environments.

Synthetic Innovation Meets Natural Aesthetics

Developed to closely mimic the look and texture of sisal fibres, Synsisal reflects Curran's long-standing expertise in working with natural materials.

The company, which has over three decades of experience in sisal-based flooring, has translated this knowledge into a synthetic alternative tailored for modern commercial applications.

Designers Stephanie Piché and Cristina Orozco Cuevas led the development process, aiming to create a product that visually matches natural sisal to the extent that it is nearly indistinguishable in real-world settings.

Particular emphasis was placed on replicating the material's distinctive riven texture and nuanced colour variations, typically achieved through the inter-twining of sisal yarns.

The resulting carpet tiles offer the visual richness of natural fibres while delivering enhanced durability and functionality.

Manufactured using 100% recycled Econyl polyamide yarn, Synsisal aligns with circular economy principles and can be fully recycled at the end of its lifecycle.

From a performance perspective, the product is engineered for high-traffic environments such as offices, hospitality spaces, and commercial interiors. Its modular tile format allows for easy installation without the need for traditional adhesives, reducing the use of potentially harmful chemicals.

Additionally, individual tiles can be removed and replaced if damaged, extending the overall lifespan of the flooring system.

Available in four colour options, Synsisal reflects a broader industry trend toward combining sustainability, design authenticity, and practical performance.

As demand grows for environmentally responsible materials that do not compromise on aesthetics, hybrid solutions like Synsisal are expected to gain increasing traction in the global contract flooring market.



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Interface Expands norament kivo Rubber Flooring Collection with 17 New Colors

Global flooring manufacturer Interface has expanded its norament kivo nora rubber flooring collection, introducing 17 new color palettes aimed at enhancing design flexibility across high-traffic environments.

Originally launched in 2021, the norament kivo range combines the visual appeal of concrete with the durability and comfort of rubber flooring. The latest update reflects growing demand for materials that balance aesthetics, performance, and long-term cost efficiency.

Broader Design Flexibility for Modern Spaces

The expanded palette introduces a mix of neutral tones and bold accent colors, allowing designers to create more dynamic and adaptable interior environments.

The collection retains its signature concrete-inspired appearance, characterized by an irregular granulate pattern that softens the typically rigid look of traditional concrete surfaces.

This evolution highlights a broader trend in flooring design, where materials are increasingly expected to deliver both visual identity and functional performance.

Focus on Education and High-Traffic Applications

Interface has positioned the updated collection particularly for K-12 educational environments, where durability, ease of maintenance, and acoustic comfort are critical factors.

Rubber flooring's inherent properties—such as sound absorption and underfoot comfort—make it suitable for learning spaces with heavy daily use.

However, the application scope extends beyond education. The product is also designed for public buildings and commercial interiors where budget considerations, durability, and design consistency must be carefully balanced.

Performance and Maintenance Advantages

The norament kivo collection emphasizes long-term usability, offering a flooring solution that requires minimal maintenance while maintaining consistent performance over time.





Key characteristics include:

- . Enhanced color range for greater design versatility
- . Durable rubber construction for high-traffic environments
- . Improved acoustic performance and walking comfort
- . Cost-effective solution balancing quality and affordability
- . Adaptability across multiple sectors, including education and public spaces
- . Aligning Design with Practical Needs

The expansion of norament kivo reflects a continued shift toward multi-functional flooring solutions, where design is closely integrated with performance requirements.

As interior environments evolve to meet new user expectations, materials that combine durability, comfort, and aesthetic flexibility are becoming increasingly important.

With this latest update, Interface strengthens its position in the resilient flooring segment, offering solutions tailored to both design professionals and facility managers seeking reliable, long-term materials.



Tarkett Expands QuickShip Carpet Program to Accelerate Commercial Flooring Delivery

Global flooring manufacturer Tarkett has expanded its QuickShip program, increasing the availability of commercial soft surface flooring products designed for rapid delivery and project flexibility.

The enhanced program now includes 85 products, all available for shipment within five business days, reflecting growing demand from contractors and designers for faster, more reliable supply chains.

Responding to Time-Sensitive Projects

The QuickShip initiative is designed to support customers operating under tight project timelines, offering immediate access to a curated selection of flooring solutions without compromising on quality or design.

According to Michael Mathews, Senior Vice President of Commercial Strategy at Tarkett North America, the program aims to simplify procurement processes while improving responsiveness.

“Our QuickShip program is designed to help our customers be more nimble, responsive and successful,” he noted, emphasizing the company’s focus on operational efficiency and customer-centric solutions.

Expanded Portfolio with Proven Solutions

The updated QuickShip offering includes a range of established and high-performance products, such as Powerbond hybrid carpet, ethos carpet tile, and walk-off systems, alongside newly added color options from the Aftermath III SD and Primary Color collections.

These solutions are tailored to meet the evolving needs of commercial interiors, where durability, maintenance, and design consistency are critical.

Focus on Performance, Sustainability, and Health

Among the key highlights, Powerbond continues to stand

out for its durability and moisture management capabilities.

Its chemically welded seams create a wall-to-wall moisture barrier, helping reduce conditions that support microbial growth. Notably, Powerbond RS is recognized as the first soft surface flooring certified Asthma & Allergy Friendly.

Meanwhile, ethos carpet tile reflects Tarkett’s sustainability strategy.

The product is Cradle to Cradle Certified Bronze and Declare Red List Free, containing up to 79% recycled content and featuring a fully recyclable backing system.

It is also available with Flex-Aire cushion backing, offering enhanced comfort and resilience for high-traffic environments.

Flexible Ordering and Fast Turnaround

The QuickShip program sup-

ports a wide range of order sizes, from small quantities—such as a single carton of carpet tile or five square yards of Powerbond—to larger orders up to 1,500 square yards. All orders are processed with an approximate one-week lead time, enabling faster project execution across commercial sectors.

Aligning Supply Chains with Market Demands

The expansion of Tarkett’s QuickShip program reflects a broader shift in the flooring industry toward agile supply chain solutions, where speed, availability, and reliability are becoming key competitive factors.

As project timelines tighten and customer expectations evolve, manufacturers are increasingly prioritizing programs that combine design versatility with rapid delivery, positioning QuickShip as a strategic offering within Tarkett’s commercial flooring portfolio.



Nourison Introduces New Rug Collections

Reflecting Texture, Heritage and Bold Contrast



Nourison Home has unveiled a series of new area rug collections at the New York Home Fashions Market, highlighting evolving design directions that combine tactile richness, traditional influences, and contemporary visual contrast.

The latest collections reflect a broader shift in interior design, where materials, textures, and layered aesthetics are increasingly prioritized to create more engaging and functional living environments.

From subtle tonal compositions to bold graphic statements, the new releases demonstrate how rugs continue to play a central role in shaping interior identity.

Diverse Design Directions from Soft Minimalism to Graphic Impact

Among the highlights, the Soft Structure collection focuses on texture-driven design, offering plush surfaces and softly blended tones that create depth without relying on strong contrasts. Designed for modern interiors, the collection emphasizes warmth and understated sophistication.

In contrast, the Shiraz Collection draws inspiration from classic Persian rug traditions, incorporating detailed motifs, decorative borders, and layered patterns. Its multi-

color palette introduces a relaxed, heritage-inspired aesthetic suited for both traditional and transitional spaces.

The Modern Comfort Collection shifts toward a more contemporary expression, featuring bold contrasts such as the interplay between deep black and crisp ivory. This approach caters to interiors that favor strong visual structure and clean design language.

Meanwhile, the Pacific Shag collection emphasizes comfort and softness, combining deep pile textures with calming color palettes to enhance relaxed, contemporary living spaces.

Nourison also expanded its licensed offerings with new additions to the DKNY rug line. Designs such as DKNY Pure Cord and Central Park West reflect a blend of organic minimalism and urban-inspired aesthetics, further diversifying the company's portfolio.

Across all collections, the use of power-loomed construction and durable materials ensures practicality alongside design flexibility, supporting applications in a wide range of residential interiors.

With these launches, Nourison reinforces its position in the global rug market, responding to the growing demand for products that balance design expression, comfort, and long-term performance.





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Nordic Knots Secures \$100 Million Investment to Accelerate Global Growth

Swedish rug brand Nordic Knots has announced its first-ever external funding round, securing a \$100 million minority investment from a group of high-profile investors led by Imaginary Ventures.

The deal marks a significant milestone for the fast-growing home textiles brand as it looks to accelerate expansion and strengthen its global presence.

The investment consortium includes well-known names such as Creades, Iris Ventures, and St. Dominique Capital, the investment platform founded by Lauren Santo Domingo.

Imaginary Ventures, which has previously backed leading fashion brands

such as Skims and Reformation, is leading the round—signaling strong investor confidence in the premium rug segment.

Strategic Timing for Growth Acceleration

Founded in 2016 by Fabian Berglund, Liza Berglund Laserow, and Felix Berglund, Nordic Knots has built its identity around offering high-quality, design-led rugs positioned between mass-market products and ultra-luxury custom pieces.

According to co-founder and Chief

Creative Director Liza Berglund Laserow, the company has deliberately waited for the right moment to

accept external investment.

“We’ve had investors approaching us for years, but timing is critical. Now we feel ready to scale the business in a more ambitious way,” she noted.

CEO Fabian Berglund emphasized that while the company has been satisfied with its organic growth trajectory, the new capital injection will enable a faster expansion strategy. “We’ve been happy with our pace, but now we want to move quicker,” he said.

From Niche Brand to International Player

Nordic Knots initially gained trac-

tion through a direct-to-consumer (DTC) model, particularly in the United States, supported by a curated product range and strong design identity. Manufacturing primarily takes place in India, allowing the company to balance quality and cost competitiveness.

The global surge in home décor demand during the pandemic significantly boosted the brand's growth, aligning with a broader resurgence in consumer interest in rugs and interior design.

In response, Nordic Knots has expanded beyond rugs into adjacent home categories such as curtains and bedding, positioning itself as a lifestyle brand rather than a single-category player.

Expanding Retail Footprint and Revenue Targets

As part of its growth strategy, the company has been investing in physical retail. Following the launch of its first U.S. store in Manhattan, Nordic Knots is preparing to open a flagship location in Los Angeles. Its retail network also includes locations in London and Stockholm.

Looking ahead, the brand has set an ambitious target of reaching \$100 million in annual revenue by 2026, reflecting both its growth momentum and the increasing demand for premium, design-focused home textiles.

A Signal for the Global Rug Market

The investment in Nordic Knots highlights a broader trend within the global carpet and home textiles industry, where design-driven brands are attracting significant investor interest. As consumer preferences shift toward curated, high-quality interiors, companies that combine strong aesthetics with scalable business models are increasingly positioned for rapid growth.

For the industry, this deal underscores the growing convergence of design, branding, and investment in shaping the future of the global rug market.



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THE ADDRESS FOR ENVIRONMENTALLY FRIENDLY DYEING AND FINISHING SYSTEMS: ITM 2026

Dyeing and finishing technologies, one of the most critical and value-added areas of the textile sector, have gained strong growth momentum on a global scale. Technologies that are pioneers of this transformation focused on sustainability, quality and efficiency will meet with sector professionals at the ITM 2026 International Textile Machinery Exhibition. Dyeing and Finishing Hall (11-12) will host the latest technologies that increase efficiency, optimize resource use and reduce environmental impact in textile finishing processes.

G

Global Growth Trend in the Textile Dyeing and Finishing Market

The global textile finishing lines market was reached \$7.67 billion in 2024, and is expected to grow to \$10.05 billion by 2029 with a compound annual growth rate of 5.9%.

Increased demand in automotive and technical textiles, the need for sustainable production, and investments in quality and process efficiency are among the key drivers of this growth. On the other hand, the global textile dyeing machinery market is estimated to be approximately \$6 billion in 2025, and is projected to grow at an annual rate of over 5.5% between 2026 and 2030.

This strong growth potential and technological transformation will be presented to industry professionals at the ITM 2026 International Textile Machinery Exhibition, to be held at Tüyap Fair and Congress Center from June 9-13, 2026. The Dyeing & Finishing Hall will offer participants the opportunity to establish new collaborations, examine advanced technology investments, and evaluate market opportunities with innovative machines, smart production lines, and sustainable solutions reflecting global trends.



Technological Transformation in Textile Dyeing and Finishing Machinery

Textile dyeing and finishing machinery is rapidly being reshaped around environmentally friendly production, digitalization, and automation. Low-liquor and salt-free dyeing machines, to be exhibited at ITM 2026, significantly reduce water and chemical consumption while increasing dye uptake efficiency and providing shorter process times.

Supercritical CO₂ dyeing, dope dyeing (mass dyeing), and enzyme-assisted dyeing technologies are among the innovations that stand out, especially in terms of water conservation and carbon footprint reduction.



In post-dyeing finishing processes, energy efficiency is increased thanks to heat pumps, heat recovery, and alternative energy systems, while plasma, ozone, and UV technologies minimize chemical use, enabling antibacterial, water-repellent, and functional finishing applications.

Intelligent Dyeing Lines and Digital Control Systems

IIoT-based dyeing and finishing lines enable real-time monitoring of temperature, pH, color intensity, and chemical dosage. AI-powered color management and quality control systems improve color consistency while reducing rework and waste rates.

Robotic conveying systems and automated roll loading/unloading solutions reduce human intervention on production lines, offering a safe and uninterrupted process. Next-generation energy-efficient stenters, jet and overflow dyeing machines, multi-functional continuous lines, and advanced tension control systems elevate quality standards in dyeing and finishing.

interzum bogota 2026 returns in May to Bogotá as the regional meeting point for the furniture supply and wood industry

Interzum bogota 2026 will bring the international network of the furniture supply and wood industry to Bogotá, with a projected participation of more than 300 exhibitors from different countries and 15,000 trade visitors from over 60 markets.

As the only interzum brand edition in Latin America and the Caribbean, the show strengthens its regional reach and prepares the city to welcome companies and buyers looking to do business, stay up to date, and connect with global trends in one place.

From 12 to 15 May 2026, Colombia will host interzum bogota, the trade fair for the furniture supply and wood industry, at a time when many companies are deciding where to expand production and strengthen their supply networks, looking for high-potential markets, closer proximity to their customers, and reliable sustainability-driven suppliers.

The furniture supply and wood industry is one of the manufacturing sectors with the strongest capacity to create jobs and connect eco-

nomic activities across Latin America. In Colombia, the forestry sector, wood processing and furniture manufacturing generate over 300,000 direct and indirect jobs (DANE data and industry bodies).

These sectors also show significant export potential for furniture, components and solutions for residential, commercial and corporate projects.

The region increasingly exports complete solutions, with companies contributing to international projects in architecture, specification, interiors and custom manufacturing.

Against this backdrop, interzum bogota connects to the global interzum network, bringing materials, technologies and standards shaping the industry across markets.

“On behalf of Koelnmesse, we welcome international exhibitors to a region with strong timber potential and a solid, growing furniture and wood-processing industry.

interzum bogota opens the door to doing business in Latin America, connecting with buyers and partners, and experiencing a market ready for further investment and exchange,” said Angélica Garzón, Project Manager at Koelnmesse.





The 2026 edition will bring together companies, buyers and professionals from key Latin American markets such as Brazil, Mexico, Chile, Peru, Argentina and Ecuador, alongside strategic players from the United States, Spain, Italy, Germany, Turkey and India.

Latin America joins the global conversation on furniture and wood from Bogotá

The 2026 edition is built around the theme “Roots of the Future”, which highlights the sustainable origins of wood and its role in supporting circular economy, responsible construction and industrial competitiveness.

The show also puts the spotlight on talent and on the trades and professions that keep the value chain moving, from carpenters and builders to architects and interior designers.

“The show helps to connect markets, knowledge and business, creating concrete opportunities for manufacturers, buyers and industry professionals.

For Corferias, interzum bogota is a growing platform that reflects the strength of the regional furniture and wood value chain,” said Ana Linda Garibello, Project Manager at Corferias for interzum bogota.

The interzum bogota experience expands with international-level content and live demonstrations

interzum bogota 2026 will expand its format with a programme of content and live demonstrations to complement the exhibition. Smart Talks will bring together practical sessions on trends, productivity and innovation.

Wood Talks, backed by FEDEMADERAS, will spotlight the forestry value chain and the wood industry.

The Creation and Innovation Centre, developed in partnership with SENA, will offer workshops and hands-on demonstrations and the Business Matchmaking programme, supported by ProColombia, will enable direct meetings between exhibitors and buyers.



Obeetee Carpets Emerges as a Leading Destination for Buying Silk Carpets Online in India

India's premium carpet segment is undergoing a noticeable transformation as digital channels reshape how consumers source high-end home décor products.

In this evolving landscape, Obeetee Carpets is strengthening its position as a key player in the online market for luxury silk carpets, responding to growing demand for convenience without compromising on quality or authenticity.

Strengthening Digital Presence While Preserving Craftsmanship

With a long-standing legacy in handcrafted carpets, Obeetee Carpets continues to build on its reputation by merging traditional weaving expertise with modern retail strategies.

Its silk carpet collections reflect a careful balance between heritage techniques and contemporary aesthetics, appealing to both classic and modern interior design preferences.

Each carpet is produced by skilled artisans using time-honored methods, ensuring a level of detail and texture that machine-made alternatives often struggle to replicate.

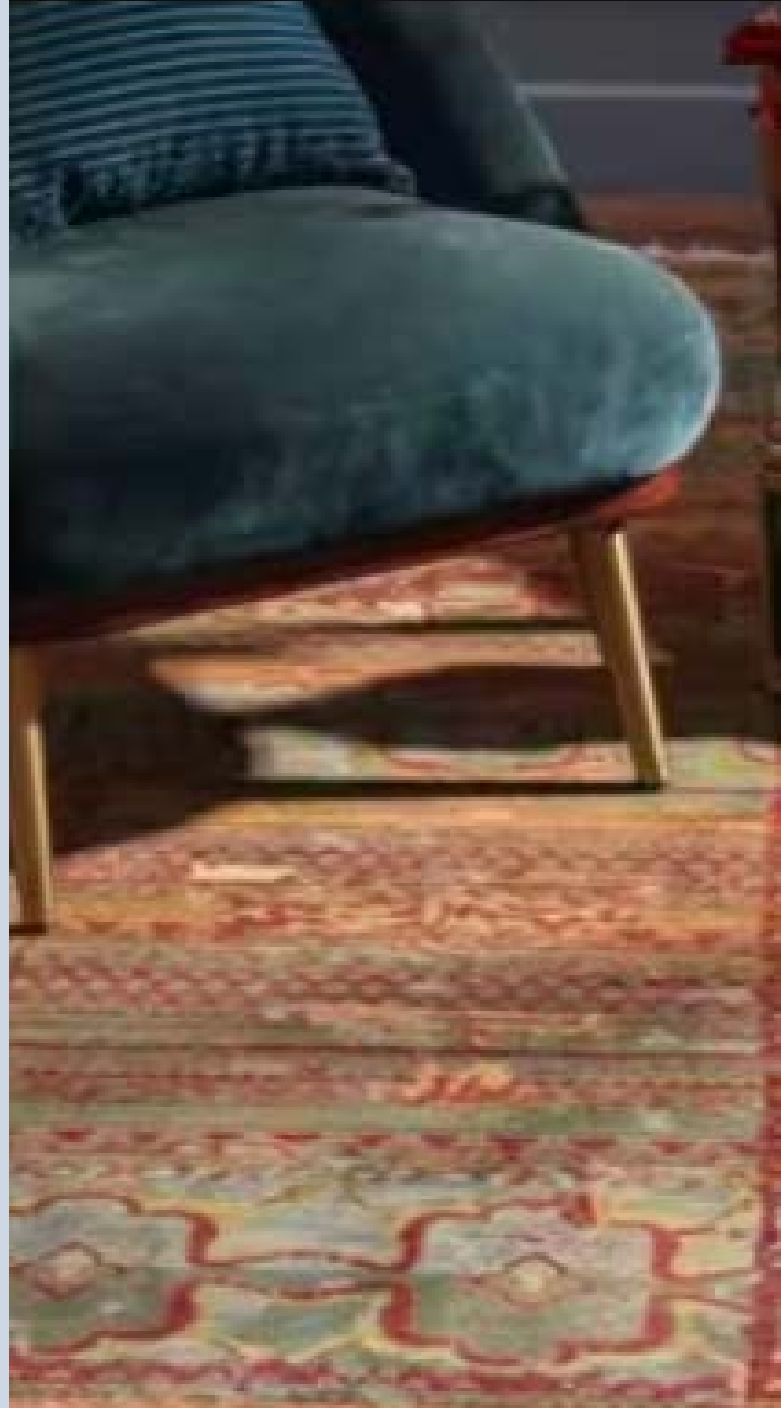
At the same time, the company has adapted to changing consumer behavior by investing in its online platform, allowing customers to explore collections through high-resolution visuals, detailed specifications, and a streamlined purchasing process.

The shift toward online sales is not unique to Obeetee Carpets, but the brand's ability to maintain product integrity in a digital environment gives it a competitive edge.

In a market where authenticity is often a concern, especially for high-value silk carpets, established manufacturers with transparent sourcing and production processes are gaining increased trust.

Silk carpets themselves are seeing renewed interest as statement pieces in modern interiors. Their sheen, softness, and intricate patterns position them at the intersection of luxury and craftsmanship, making them particularly attractive to homeowners, architects, and designers seeking differentiation.

Obeetee Carpets supports this demand with a diverse design portfolio, premium raw materials, and reliable delivery across India.



While the broader online carpet segment is becoming increasingly crowded, brands that combine heritage, quality control, and digital accessibility are likely to define the next phase of growth in this niche.

From an industry perspective, the company's strategy highlights a broader trend: the digitalization of traditionally offline luxury segments, where trust, storytelling, and craftsmanship must be effectively translated into the online experience.

Tarkett Hospitality Unveils “Wild Runway” Collection: Untamed Energy, Elevated

Couture-Inspired Flooring Collection Launched in Collaboration with Award-Winning Designer Kellie Sirna

Tarkett Hospitality, a global leader in innovative flooring solutions, announces the launch of Wild Runway, a provocative new collection designed in partnership with Kellie Sirna, founder and principal of Studio 11 Design.

Coined as “Couture for the Floor,” the collection merges the high-octane aesthetics of 1990s European runway fashion with the raw, metropolitan grit of modern urban landscapes.

The Wild Runway collection represents a departure from traditional hospitality flooring, positioning the floor as a primary protagonist in interior storytelling rather than a neutral backdrop.

By blending animal-inspired motifs with architectural geometries, the collection offers designers a visual narrative defined by confidence and edge.

“Wild Runway allows design to speak with boldness, attitude, and intention.

We wanted to capture that intersection of runway and room, where sophisticated patterns meet an almost rebellious energy,” said Kellie Sirna, founder and principal of Studio 11 Design.

The partnership marks a significant moment for Tarkett Hospitality as it continues to push the boundaries of custom-feel aesthetics within a scalable hospitality framework.

“At Tarkett Hospitality, we are constantly seeking voices that challenge the status quo,” said Kim Drautz, president of Tarkett Hospitality.

“Kellie Sirna’s vision for Wild Runway perfectly aligns with our mission to provide the design community with flooring that is both a functional necessity and a high-fashion statement.

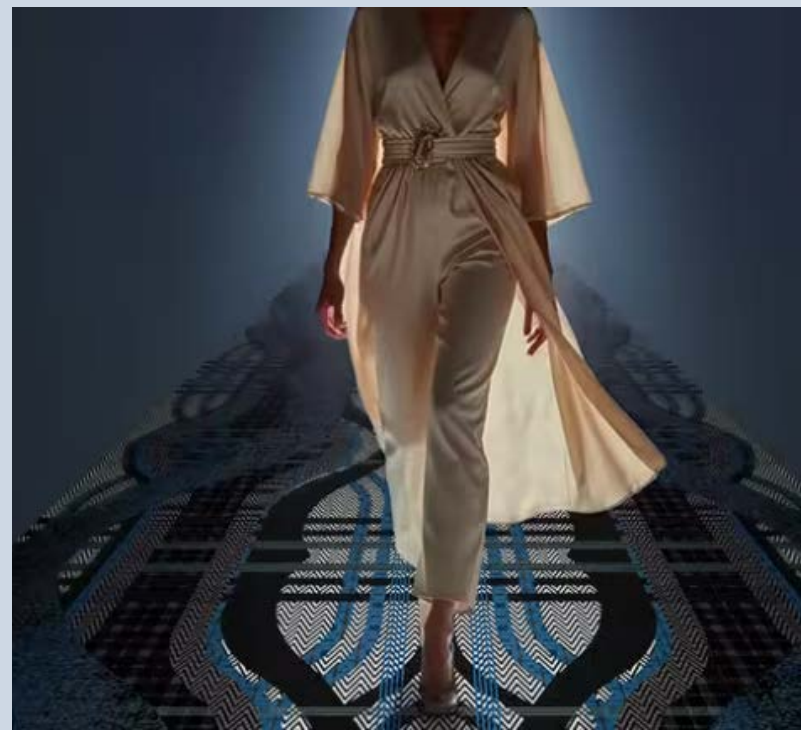
This collection brings an untamed energy to our portfolio that we know will resonate in world-class hotels and public spaces.”

The Collection: Ten Designs for the Spotlight

The Wild Runway collection features ten distinct patterns engineered for versatility, transitioning seamlessly from high-traffic public spaces to intimate guestrooms. Each design is a study in presence, designed for environments that refuse to fade into the background.

• **Houndsplay and Houndsplay II:** A reimagined, oversized houndstooth that breaks traditional symmetry for a more fluid, kinetic feel, with a complementing corridor coordinate.

• **London Crossing:** Inspired by the bustling intersections of the U.K. fashion capital, featuring sharp, overlapping linework.





. **Crosscheck:** A geometric exploration that mimics the structural integrity of metropolitan architecture.

. **Classic Plaid:** A nod to sartorial tradition, updated with textured gradients and a contemporary scale.

. **Urban Underground:** Captures the “gritty sophistication” of the city with a distressed, industrial-inspired overlay.

. **Prowess:** A bold, animal-print-adjacent pattern that exudes luxury and strength.

. **Bespoke Pinstripe:** A refined, linear design that provides a sense of tailored movement across the floor.

. **Ready-to-Wear:** A versatile, textural pattern designed to complement the more aggressive statement pieces in the collection.

. **Wildlife Chic:** A sophisticated, organic pattern that blends raw natural textures to create a luxury animal-print effect.

. **Clawset:** A sharp, feline-inspired design that captures the edgy energy of the catwalk through bold, rhythmic markings.

Conscious Couture: Sustainability Meets Style

True to Tarkett’s “Human-Conscious Design” philosophy, the Wild Runway collection proves that high fashion does not have to come at a high environmental cost.

The collection is integrated into Tarkett’s circular economy initiatives, ensuring that luxury aesthetics are paired with a lower carbon footprint.

Key sustainable features include:

. **Eco-Ensure™ Soil Protection:** A fluorine-free chemistry that

maintains the sharp aesthetic of the patterns while ensuring low maintenance and long-term durability. Eco-Ensure™ has a C2C Material Health Certificate at the Gold Level.

. **Product Emissions Decarbonization:** ClimeCo Certified Product™ decarbonization program available upon request.

. **Healthy Materials:** Non-PVC; PFAS Free; 94% of our raw materials are third-party assessed for their impact on human and environmental health

. **Indoor Air Quality:** CRI Green Label Plus*

. **Transparency Documents Available:** HPD (Health Product Declaration) Tarkett Hospitality

. **Responsible End of Use Management:** Part of Tarkett’s ReStart® take back and recycling program

*Meets California Department of Public Health (CDPH) for low emitting materials Standard Method v1.2-2017

The debut of Wild Runway signals a transformative approach to hospitality interiors, where the technical manufacturing prowess of Tarkett Hospitality meets the high-concept artistry of Studio 11 Design.

According to Drautz, this collaboration represents more than just a product launch; it is a shared commitment to breaking the conventional boundaries of hospitality flooring.

By fusing Sirna’s intuitive eye for “Couture for the Floor” with Tarkett’s heritage of engineering excellence, the partnership provides designers with a toolkit that is as creatively resonant as it is physically durable.

As the industry moves toward more curated, boutique-inspired guest experiences, this alliance sets a new benchmark for how manufacturers and visionaries can co-create environments that feel deeply personal, undeniably bold, and perpetually ahead of the curve.

LSI Flooring Expands Custom Rug Offering with New Tisca Loft Design Series



LSI Flooring is strengthening its position in the custom rug segment with the launch of the Loft Design Series, a new addition to its growing Tisca Rugs made-to-order program across North America.

The expansion follows strong momentum in 2025, as the Tisca platform continues to gain traction among flooring dealers and design showrooms seeking premium, customizable rug solutions supported by reliable lead times and streamlined ordering processes.

New Collection Targets Evolving Design and Performance Needs

Looking ahead to 2026, LSI Flooring expects sustained demand driven by interior design trends that emphasize texture, depth, and multi-tonal color palettes.

These features not only enhance aesthetic appeal but also provide practical benefits such as improved durability and the ability to mask wear in high-traffic environments.

Developed in response to these trends, the Loft Design Series introduces a balance of performance and design flexibility.

The collection includes 36 new colors and two core constructions—Loft Design Rug and Loft Border Rug—each offered in coordinated colorways to simplify specification while maintaining full customization capabilities.

Customization, Sustainability, and Material Innovation

Tisca Rugs are hand-made and hand-loomed to order, allowing customization across a wide range of sizes and configurations.

The program supports widths of up to 19 feet 7 inches, along with options such as borders, striping, and bespoke layouts tailored to project requirements.

Material selection remains a key differentiator. The Loft Design Series is produced using a blend of European and New Zealand felted wools, deliv-

ering durability, dimensional texture, and long-term performance.

The rugs are also naturally hypoallergenic and designed for easy maintenance, making them suitable for both residential and commercial applications.

Sustainability continues to play a central role in the program. The Olbia Pure Nature Collection within the Tisca range has received the Green Collection Award and is certified under GOTS standards, ensuring environmentally and socially responsible production throughout the supply chain.

Reliable Lead Times Support Dealer Confidence

With average production timelines of eight to ten weeks, the Tisca program offers a competitive advantage in the custom rug category, where long lead times often present challenges for designers and project managers.

The broader LSI Tisca Rugs portfolio now includes the Olbia Collection and the Sisal/Jute Design Series, further expanding the range of materials and design options available to customers.

As LSI Flooring continues to grow its dealer and showroom network, the company expects the Tisca program to remain a key driver of growth through 2026 and beyond, reinforcing its position in the evolving custom flooring and rug market.



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.