

MIDDLE EAST & AFRICA CARPET AND FLOORING NEWS

MENA CARPET NEWS

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Technology Drives a New Era of Innovation in the Carpet and Flooring Industry

**Neumag BCF
Technology
Demonstrates
The Potential
for Carpet-to-
Carpet
Recycling**

**Intertextile
Shanghai Home
Textiles unveils
Trends 2027
alongside new
lifestyle zone and
product
expansion**

**ege Carpets
Debuts Superflex
Modular
Flooring
Collection at
3daysofdesign
2026**



Intertextile Shanghai Home Textiles unveils Trends 2027 alongside new lifestyle zone and product expansion

Shanghai, 22 May 2026. Intertextile Shanghai Home Textiles – Autumn Edition 2026 will spotlight forward-looking design directions and evolving consumer demand, as the global home and lifestyle market continues to adapt to sustainability priorities, emotional well-being, and diversified living spaces.

Taking place from 18 – 20 August 2026 at the National Exhibition and Convention Center (Shanghai), the fair will present its latest trend theme, 'BREATHE UP!', developed in collaboration with leading international trend forecaster NellyRodi™ Agency, alongside expanded product categories, and the debut of the Home Textiles Lifestyle Zone.

Amid a shifting market landscape shaped by greener consumption policies in China, the rise of home-centric lifestyles, and growing demand for multi-functional and emotionally resonant interiors[1], the fair serves as a key platform for trend-led sourcing, cross-sector collaboration, and business exchange.

These developments will be reflected across four halls, from curated displays to exhibitor showcases aligned with emerging consumer preferences.

Guided by NellyRodi™ Agency, the 2027 trend directions are developed by a committee including the agency's Founder and Trendsetter Ms Nelly Rodi, Global Creative Director Ms Cécile Rosenstrauch, and Founder and Design Director of the Interior Architects Design Mr Shen Lei.

At the fair, the concept 'BREATHE UP!' will be brought to life through a dedicated trend area featuring curated spaces and immersive installations, offering visitors a preview of the season's key directions.

'BREATHE UP!' reflects a renewed search for balance and vitality in an increasingly complex world.

Inspired by the rhythm of breathing, the theme explores how design can restore emotional well-being, reconnect individuals with their surroundings, and open new creative possibilities at home.

It captures a shift from purely functional living spaces towards environments that nurture both body and mind, a transition that will be echoed in product innovations presented on-site.

The concept unfolds through three key textile directions. RE-DECORATE celebrates expressive interiors, where bold aesthetics, rich textures, and artisanal craftsmanship transform the home into a stage for individuality and creativity.



RE-CONNECT embraces a softer, more mindful approach, combining pared-back design with intelligent functionality to create calm, restorative spaces.

RE-USE highlights circular thinking, encouraging experimentation with recycled materials and innovative processes to redefine sustainability as both practical and aesthetic.

New zone and offerings reflect lifestyle convergence, emerging demand

In response to the continued expansion of lifestyle-driven consumption, and the growing desire for more holistic, well-being-oriented living environments, the fair will also introduce the Home Textiles Lifestyle Zone, bringing together complementary categories such as carpets, wallpapers, aromatherapy, and home accessories.



Featuring highlighted exhibitors such as Simple Home and Zhejiang Nine home Co Ltd, this new zone reflects the growing integration between home textiles and broader lifestyle products, as consumers increasingly seek cohesive, experience-led living environments.

It also broadens the show's offering, providing visitors with a more comprehensive resource across core home textiles and a wider range of home products.

Meanwhile, the fair will expand its commerce product scope, tapping into a fast-growing segment in consumer market and reflecting the increasing integration of digital shopping experiences into everyday lifestyles.

With the growing adoption of e-commerce platforms and digital retail tools

in brand strategies, this addition aims to help exhibitors capture emerging opportunities and reach new customer groups.

Aligned with China's policy direction towards sustainable development, green consumption, and commercial refurbishment, the fair will further spotlight exhibitors specialising in contract business and eco-friendly innovations, helping to meet rising demand for low-carbon, wellness-oriented, and future-ready living spaces.

These better positions the fair to connect exhibitors with buyers in the hospitality, contract, and public sectors seeking practical solutions that support sustainable operations and the ongoing upgrading of built environments.

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).



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China International Trade Fair for Home Textiles
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ege Carpets Debuts Superflex Modular Flooring Collection at 3daysofdesign 2026

Danish flooring manufacturer ege Carpets introduced its latest modular carpet solution, Superflex, through an immersive installation at 3daysofdesign in Copenhagen, showcasing how flooring can become both a functional surface and a powerful design element.

Designed for high-traffic commercial and public interiors, Superflex consists of 60 interchangeable components featuring a wide range of shapes, sizes, textures, and visual effects.

The collection allows architects and interior designers to create highly customized flooring layouts while seamlessly defining different functional zones within a space.

The new modular system includes two-tone sfumato gradients, organic-cut tone-on-tone patterns, marbled surfaces, stone-in-

spired relief effects, florals, and patchwork designs.

Available in 48 × 48 cm, 96 × 96 cm, and 24 × 96 cm formats, Superflex offers exceptional flexibility for creating dynamic floor compositions with varying scales, rhythms, and geometries.

“The Shape of Perception” Brings Flooring to Life

To launch the collection, ege Carpets collaborated with anthropologist, behavioral researcher, and designer Rikke Skytte, who created an immersive installation titled “The Shape of Perception.”

The exhibition transformed Superflex from a flooring product into an experiential environment, exploring how geometry, texture, and material influence human perception and emotional response.

The installation featured floating sculptural forms—including

cubes, cylinders, spheres, prisms, and cuboids—fully covered with Superflex materials.

Draped textiles, loose carpet fibers, and metal frameworks wrapped in fabric encourage visitors to engage with the materials through sight, touch, and spatial interaction.

Designed for Creative Commercial Interiors

Beyond its artistic presentation, Superflex demonstrates practical advantages for architects, hospitality designers, workplace planners, and commercial developers.



Its modular structure enables designers to quickly create customized flooring layouts, simplify installation, and adapt spaces to changing functional requirements without sacrificing aesthetics.

By combining design freedom with durable construction, ege Carpets aims to provide a flooring solution that supports creativity while meeting the performance demands of modern commercial environments.

As flexible workplace design and experiential interiors continue to shape the architecture and flooring sectors, Superflex represents a new generation of modular carpet systems where geometry, functionality, and sensory design converge.



DOMOTEX asia/CHINAFLOOR 2026 brought together the global community for the carpet and flooring industry's largest event of the year

Record international participation and expanding market opportunities highlighted the sector's resilience and ability to adapt in the face of continued challenges



DOMOTEX asia/CHINAFLOOR 2026 concluded successfully in Shanghai from 27–29 May, reaffirming its position as the largest and most influential dedicated flooring event on the global stage.

Despite persistent economic and trade headwinds, the exhibition once again demonstrated the resilience of the global carpet and flooring industry, attracting 83,887 visitors and creating valuable business opportunities for industry professionals worldwide.

International attendance exceeded expectations, reaching a record of 18,302 visitors from 146 countries, up from 124 ones represented in 2025.

In addition to strong participation from key regional markets from Far East (South Korea and Japan), Southeast Asia, and Oceania, buyers from Europe and North America continued their attendance in significant numbers. In particular, countries such as Canada, Germany, Spain, and Poland recorded visitation growth,

alongside emerging markets from Belt and Road region and South America, reflecting the strengthening trade and business ties between these regions and China.

This strong international participation underscores China's continued appeal as a leading global sourcing destination, supported by resilient supply chains and a stable business environment.

The scale of the event, combined with its record international reach, further reinforces DOMOTEX asia/CHINAFLOOR's position as a crucial global meeting place for the flooring industry.





Global Connections, Real Opportunities

Despite global economic challenges,
DOMOTEX asia/CHINAFLOOR 2026
proved the resilience and adaptability
of the flooring industry.



83,887 Visitors
from around the world



18,302 International visitors
from **146** countries



1,500 Exhibitors & brands
showcasing innovation



250 International buyers
joined the Buyer Club program



The record international participation highlights one clear message:
**In today's flooring market, staying connected to global opportunities
is more important than ever.**

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www.kohantextilejournal.com

The event will return at the Shanghai National Exhibition and Convention Centre (NECC) again from May 26 to 28, 2027.

Looking ahead, as announced earlier this year, the DOMOTEX brand will expand its presence with the launch of DOMOTEX Southeast Asia, taking place from 11–13 November 2026 at the Bangkok International Trade & Exhibition Centre (BITEC).

Complementing the annual DOMOTEX asia/CHINAFLOOR exhibition in Shanghai, the new event will strengthen the brand's reach across Southeast Asia and create new opportunities for business growth in the region.

Co-located with R+T South East Asia, the inaugural platform is expected to span 10,000 sqm and host over 150 exhibitors.

A Showcase of the full flooring spectrum

Covering 210,000 sqm across seven halls, the exhibition brought together around 1,500 carpet and flooring companies and brands from around the world.

Exhibitors presented the latest advancements in technology, design, and sustainable solutions, reinforcing the event's role as the largest platform for industry trends and innovation.

Across the three-day show, manufacturers highlighted their adaptability in a challenging market environment, responding to shifting global demand with forward-looking and competitive product offerings.



Among new comers this year was also the pavilion organized by Coir Board of India. Mr. Shaubhik Bhardwaj, Section Officer (Coir) of Ministry of MSME in India stated: "This was the first time our Board organized a pavilion at DOMOTEX asia, and we met strong interest from our members to participate in this new opportunity to expand their business in China and the broader Far East region.

China remains an important market for our members, and participation in leading industry platforms such as DOMOTEX asia provides unique opportunities to connect with buyers from across Asia.

The exhibition met our expectations in terms of visitor quality, business opportunities, and market exposure."

Brands such as Arte Mundi, Artist, Almas Carpet, Card-Monroe, CFL, Craft Flooring (Ter Hurne), Daejin, Dajulong, Freudenberg, Haima, Jey Key Rugs, Kaili, KDF,

KTE, Kingdom, Paulig, Power Dekor, Ruixin Carpet, Standard Carpets, Uny Group, Xingyue Carpet, Mahesh Carpet to name a few have already rebooked their participation at the 2027 edition.

Expanded Outreach and Buyer Engagement

This year, a record 250 selected international buyers representing 34 countries joined the Buyer Club program for participating in targeted matching events and enjoying exclusive hospitality benefits.

Selected in partnership with regional industry associations and media partners, the buyers engaged in over 650 business meetings with more than 100 exhibitors.

Phil Buckely, CEO of Australasian Timber Flooring Association, organizer of the buyer delegation from Australia, said "DOMOTEX asia/CHINA FLOOR was such a well-run and well attended expo.

The variety and quality of exhibitors were first class, with so many business opportunities for our Australian and New Zealand buyers to explore. We are really excited to see what Domotex South-

east Asia in Bangkok can deliver in November."

On the Chinese visitor side, in addition to traditional trade audiences, the exhibition strengthened its cross-industry outreach, by welcoming professional delegations from sectors including e-commerce, construction and engineering, architecture and design, application industries, healthcare, and senior living.

Over 400 hosted Chinese buyers were brought to the event through 17 local associations such as Shanghai Yilian Building Materials Market, Suzhou Zhejiang Chamber of Commerce, Shanghai JiaShiJia, and other industry partners and associations.

The program also engaged industry influencers brought together by the leading social media platform-RED NOTE.

Next year, DOMOTEX asia/CHINA FLOOR will continue its commitment to serving as a premier international hub for the global flooring industry, fostering business growth, encouraging innovation, and addressing the key challenges and opportunities shaping the sector's future.



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Iranian Carpet Titan Shines at ICFE 2026

Zarif Mosavar's Sales Chief: "Global Demand for Iranian Carpet Surpassed All Expectations"

Zarif Mosavar, one of Iran's most prominent industrial manufacturers of machine-made carpets and tufted carpets, made a powerful impact at the Istanbul International Carpet and Flooring Exhibition 2026 (ICFE).

Operating as the sole representative of the Iranian tufted carpet sector at this premium international trade fair, the manufacturing complex successfully captured the attention of major global commercial buyers and European procurement networks.

According to Mena Covering, Mr. Javad Rasouli, Sales Manager for European and Southeast Asian Markets at Zarif Mosavar, spoke exclusively on the side-lines of the exhibition to analyze the company's strategic milestones and outline the structural challenges facing domestic exporters.

Exceptional Feedback Across Europe and Asia Pacific

Reflecting on the strategic purpose of their presence at the Istanbul fair, Javad Rasouli noted: "Based on our high-end export portfolio, Zarif Mosavar selected the ICFE Istanbul platform as the most specialized global gateway to expand our target consumer base. Frankly speaking, the feedback and commercial outcome of this event far exceeded our initial forecasts."

Addressing the physical location of the booth, he added: "Even though our booth was located somewhat far from the central high-traffic exhibition halls, the raw volume of inquiries and highly positive feedback we received from international traders was remarkably high."

This proves that premium Iranian textile products continue to command a dedicated following in the competitive global arena."

Challenging Global Perceptions of Iranian Manufacturing Capabilities

The International Sales Manager highlighted a profound cultural and commercial shift that occurred during the trade show: "One of our most satisfying achievements during this edition was re-establishing the industrial prestige of Iran on a global stage."

Due to the advanced finish and high quality of our carpets, foreign buyers initially assumed we were a Turkish manufacturing company.





It has reached a point where we secure lucrative export contracts from international buyers, but face internal delays in fulfilling them due to un-optimized material supply chains.”

He emphasized: “If these domestic supply chain obstacles are cleared, no foreign factory or brand in the region can compete with the quality, craftsmanship, and pricing of Iranian manufacturers.”

Future Trajectory and Continuous International Presence

Looking ahead, Zarif Mosavar has finalized its long-term strategy to expand its presence at future editions of ICFE Istanbul and alternative global trade platforms. Rasouli concluded: “Our corporate executive board maintains a highly positive outlook on this exhibition.

By working through domestic constraints and upgrading our supply networks, we will absolutely return in the coming years with a significantly larger operational capacity to serve global textile markets.”

However, when they reviewed our corporate profiles and business cards, they were deeply surprised and impressed by Iran’s production capabilities.

We successfully demonstrated that Iran moves in lockstep with international standards in industrial tufted carpet and contract flooring.”

The Raw Material Bottleneck: The Core Obstacle to Export Acceleration

Transitioning to domestic manufacturing hurdles, Rasouli urged policymakers to streamline the international trade pipelines for professional Iranian manufacturers.

He identified raw material procurement as the most critical bottleneck currently facing carpet and textile mills, stating:

“We operate in a country that possesses massive domestic petrochemical industries, meaning we should theoretically have abundant, frictionless access to raw chemical materials.

Yet, domestic supply issues have turned raw material procurement into our greatest daily operational challenge.



Coverings 2027 Returns to Orlando as North America's Premier Tile and Stone Exhibition

Coverings 2027 is set to bring the global tile, stone and surface design industry back to Orlando, Florida, from 6–9 April 2027 at the Orange County Convention Center – North/South Building.

As one of the most influential international events for ceramic tile and natural stone, the exhibition will once again connect manufacturers, distributors, retailers, architects, designers, contractors, fabricators and installation professionals under one roof.

Recognized as North America's leading tile and stone exhibition, Coverings has become a key platform for discovering new products, identifying design trends, building business relationships and exploring the future of surfaces for residential, commercial, hospitality and architectural projects.

A Global Meeting Point for Tile and Stone Professionals

Coverings brings together the entire ceramic tile and natural stone value chain, making it an essential destination for industry professionals seeking new suppliers, innovative materials and business growth opportunities.

The event attracts a wide range of visitors, including distributors, retailers, stone fabricators, contractors, installers, architects, interior designers, builders, remodelers, manufacturers, suppliers and media professionals.

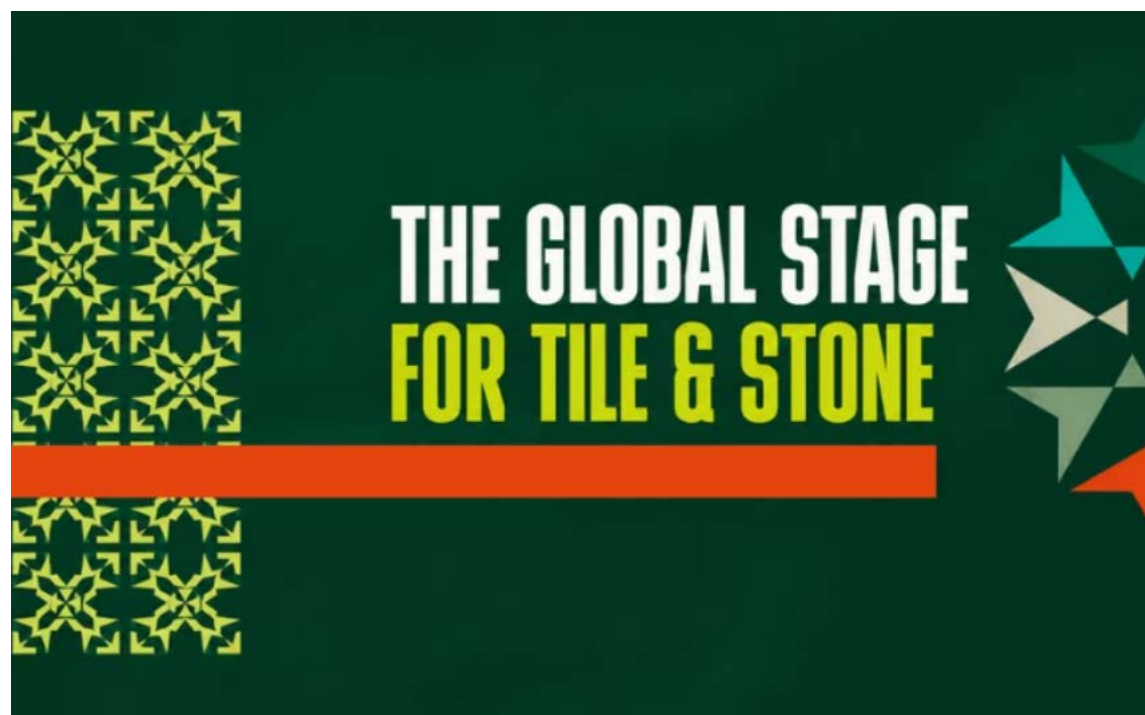
This strong professional mix makes Coverings a powerful networking platform for companies looking to expand their presence in the North American market.

Discover the Latest Trends in Ceramic Tile and Natural Stone

The exhibition floor at Coverings 2027 will showcase a broad range of products and solutions across the tile and stone industry, including ceramic tile, porcelain tile, natural stone, mosaics, slabs, countertops, decorative surfaces, installation materials, tools, machinery and surface care solutions.

For architects and designers, the show offers direct access to the latest colors, textures, formats and material innovations shaping interior and exterior design.

For distributors, contractors and retailers, it provides a valuable opportunity to compare suppliers, discover new product lines and identify solutions that meet evolving market demand.





Why Coverings 2027 Matters for the MENA Market

For professionals from the Middle East and North Africa, Coverings 2027 offers more than a trade show experience. It provides a direct window into one of the world's most dynamic tile, stone and surface markets.

MENA-based importers, distributors, project developers, architects and interior design companies can use the event to discover international suppliers, explore premium surface solutions and understand trends influencing the U.S. and global building materials market.

As demand for high-quality tiles, natural stone, slabs, sustainable surfaces and luxury interior materials continues to grow across the MENA region, Coverings can help regional buyers identify products suitable for hospitality, residential, commercial and large-scale construction projects.

Education, Innovation and Business Growth

Coverings is not only a sourcing platform; it is also a major education and knowledge-sharing event.

The show features learning opportunities, demonstrations, stage presentations and expert-led sessions designed to help professionals improve technical knowledge, installation practices, design strategies and business performance.

Visitors can gain insight into emerging trends, sustainability, installation standards, market developments and new technologies that are reshaping the tile and stone industry.

For companies seeking to grow their business, strengthen supplier relationships or enter new markets, Coverings 2027 provides a valuable environment for networking, education and long-term commercial development.

Orlando Hosts the Global Tile and Stone Industry

The Orange County Convention Center in Orlando will provide a major international stage for Coverings 2027.

With strong transport links, hospitality infrastructure and a proven reputation as a world-class exhibition destination, Orlando is expected to welcome thousands of professionals from across the global tile and stone community.

The event will support companies aiming to expand their international reach, introduce new collections, connect with decision-makers and stay ahead of design and construction trends.



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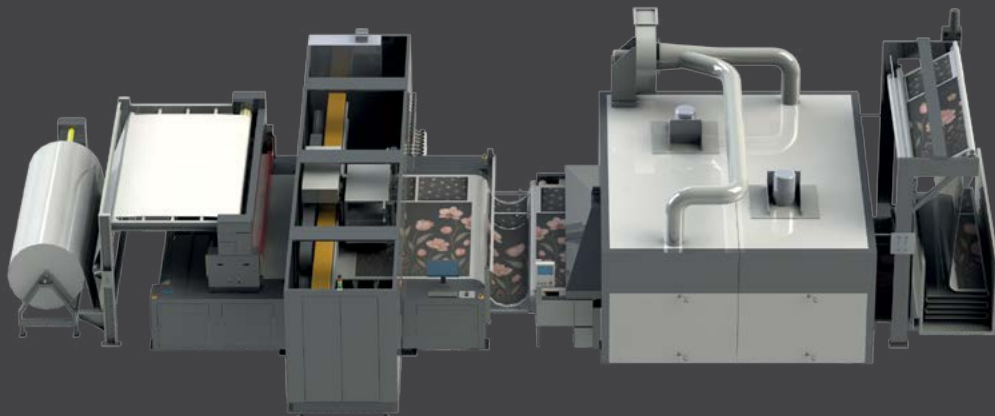
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Xetma: Sustainable Surface Finishing Technologies for a Changing Textile Industry

Interview with Karsten Heinz, Director Sales & Marketing, Xetma Vollenweider GmbH

During ITM 2026 in Istanbul, Behnam Ghasemi, Editor-in-Chief of Kohan Textile Journal, spoke with Karsten Heinz, Director Sales & Marketing at Xetma Vollenweider GmbH, about the company's latest surface finishing technologies, its long-standing presence in Türkiye, the growing importance of African textile markets, and the role of sustainability in textile machinery development.

Q: Could you please introduce Xetma and tell us about the company's background?

Xetma Vollenweider is a Swiss-German company with a history of more than 176 years in textile machinery manufacturing and development.

We specialize in mechanical surface finishing technologies for

textiles, including raising, shearing, sueding, carpet shearing, and fabric cleaning.

Throughout our long history, we have focused on developing innovative finishing solutions that help textile manufacturers improve product quality, flexibility, and productivity.

Q: What technologies and innovations are you showcasing at ITM 2026?

At ITM 2026, we are presenting our latest developments in textile surface finishing technologies.

One of our key highlights is our advanced sueding technology. Our machines are capable of producing not only traditional sueding effects but also combining brush sueding and emerizing technologies within a single machine system.

This combination delivers softer hand-feel, superior finishing effects, and higher production performance compared to conventional systems.

Another important advantage is flexibility. Our machines can be converted from one technology to another, allowing manufacturers to adapt quickly to changing fashion trends and market demands.

Instead of investing in a machine dedicated to only one process, customers can use the same platform for multiple finishing applications.

This flexibility makes the investment more sustainable and future-proof.

Q: How long has Xetma been active in the Turkish market?

We have been active in Türkiye for many decades and have built a very strong position in the market.

Historically, we have been particularly successful in shearing applications, but today we are also strongly involved in sueding and raising technologies.

One of our most important segments in Türkiye is carpet finishing. Many carpet manufacturers in the Gaziantep region operate Xetma carpet shearing machines, making Türkiye one of our key markets worldwide.

Q: What are your goals for the Turkish market in the coming years?

Our objective is to further strengthen our market position in Türkiye and neighboring countries.

At the same time, we aim to remain a technology leader in textile surface finishing through continuous innovation and the development of new finishing solutions. Maintaining technological leadership and competitiveness remains one of our primary goals.



Q: How do you view the opportunities in the Middle East and Africa?

These regions are very important markets for us.

In particular, I believe that North African countries will continue to grow as textile manufacturing hubs in the coming years. We already have customers across Africa and see increasing activity in many markets.

Alongside Europe and Asia, Africa is becoming increasingly important for textile production, and we expect its role within the global textile industry to continue expanding.

Q: Are there any specific countries that you see as particularly promising?

Not necessarily. Xetma is active globally and has representatives in more than 60 countries worldwide. We are not focused on one or two specific markets.

Our strategy is to be present wherever high-quality textiles are produced and where manufacturers value advanced textile machinery and finishing technologies.

Q: How important is sustainability for Xetma?

Sustainability is already a major priority for us and will become even more important in the future.

Our technologies are inherently sustainable because they are dry mechanical finishing processes that operate without pollution and with reduced energy consumption.

We continuously optimize our machines to minimize power usage while maximizing productivity and performance.

Sustainability is also integrated into our manufacturing operations. For example, our production facility operates its own solar power plant, which generates more electrical energy annually than we consume for manufacturing our machinery.

This reflects our commitment to reducing environmental impact both in our products and in our own operations.



Technology Drives a New Era of Innovation in the Carpet and Flooring Industry

The global flooring industry is undergoing a major technological transformation as manufacturers increasingly adopt advanced production systems, artificial intelligence, automation, and sustainable manufacturing processes to meet evolving consumer demands.

From AI-powered design tools and automated tufting machines to stain-resistant fibers and allergen-reducing carpets, leading flooring companies are investing heavily in innovation to improve product performance, sustainability, and customer experience.

Sustainability and Performance Lead Innovation

Manufacturers are increasingly focusing

on technologies that combine environmental responsibility with enhanced durability.

Among the industry's technology leaders is Engineered Floors, which continues to expand its PureColor technology platform. The company has integrated innovation directly into its fiber extrusion process, allowing it to manufacture high-performance carpets with significantly reduced environmental impact.

According to the company, its production process uses 87% less water, 32% less energy, and generates 42% fewer greenhouse gas emissions compared with traditional carpet manufacturing methods.

Engineered Floors has also developed twistX technology, which enhances carpet durability through a specialized yarn construction process that increases fiber density and wear resistance while maintaining a natural appearance.



Advanced Fiber Technologies Improve Carpet Performance
Fiber innovation remains one of the most important areas of development within the flooring sector.

Shaw Industries continues to expand its portfolio of high-performance carpet solutions through technologies such as Anso High Performance fibers, which combine solution-dyed yarns, advanced engineering, and built-in stain protection.

The company's R2X technology provides long-term resistance against stains and soil, while its LifeGuard Spill-Proof Technology incorporates a moisture barrier designed to protect carpet backing and subfloors from spills and pet-related accidents.

Several manufacturers are also adopting ColorGuard technology, which enhances color retention and fade resistance, helping carpets maintain their appearance even under prolonged exposure to sunlight.

Mohawk Introduces Allergen-Reducing Carpet Technology

Innovation is increasingly extending beyond durability and aesthetics into indoor health and wellness.

Mohawk Industries recently achieved a significant milestone when its SmartStrand carpet portfolio featuring Pur-Ease technology became the first treated carpet product to receive Asthma & Allergy Friendly Certification under updated textile flooring standards.

The technology utilizes natural probiotics to help reduce common indoor allergens such as pet dander, pollen, and dust mite allergens.

Mohawk has also invested in ColorMax technology for richer color performance and EasyClean technology, which enhances stain resistance and simplifies carpet maintenance for homeowners.

Digital Tools and AI Reshape Customer Experience

Beyond manufacturing, digital technologies are transforming how flooring products are designed, marketed, and sold.

Stanton Carpet Corporation has introduced an Advanced Visualizer platform that allows customers to preview flooring products directly within their own rooms or digital environments before making purchasing decisions.

Meanwhile, Kaleen is increasingly utilizing artificial intelligence and data analytics for market research, customer engagement, and product development.

The company is also developing an interactive custom rug design platform that will enable designers, retailers, and consumers to personalize rugs by selecting colors, shapes, sizes, and finishing options.

Traditional Techniques Continue to Play an Important Role

While new technologies are driving industry change, some manufacturers continue to rely on proven production methods for premium products.





The Dixie Group continues to use beck dyeing for selected luxury carpet collections. The process involves immersing large carpet rolls in heated dye solutions, ensuring deep color penetration and exceptional color consistency, particularly for premium and custom flooring applications.

Flooring Industry Enters a Smart Manufacturing Era

As consumer expectations continue to evolve, the flooring sector is rapidly embracing a combination of automation, digitalization, sustainability, and advanced material science.

Artificial intelligence, computerized manufacturing, innovative fiber technologies, and eco-friendly production processes are no longer experimental concepts—they are becoming core competitive advantages for manufacturers worldwide.

The result is a new generation of carpets and flooring products that offer improved durability, easier maintenance, healthier indoor environments, greater design flexibility, and a reduced environmental footprint, positioning the industry for continued growth in an increasingly technology-driven market.



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Tarkett Introduces Transcribe Flooring Collection Inspired by Human Communication

Tarkett has unveiled Transcribe, a new carpet tile and luxury vinyl tile (LVT) collection inspired by humanity's enduring desire to communicate through symbols, marks, and layered visual expressions.

Designed specifically for modern workplace environments, the collection combines artistic storytelling with high-performance flooring solutions.

According to Tarkett, the Transcribe collection explores how people have shared ideas and experiences across generations through written symbols, abstract markings, and visual language. The result is a flooring range that brings movement, identity, and connection into commercial interiors.

"Humanity's form of expression has always evolved, yet its purpose remains connection," said Omoleye Simmons, Vice President of Design at Tarkett. "Every design in this collection feels intentional and is rooted in human experience, bringing movement and identity to the floor while supporting shared experiences within the workplace."

Four Carpet Tile Designs Reflect Layers of Meaning

The Transcribe collection features four carpet tile styles available in nine coordinated colorways:

- Pulse Code showcases rhythmic and irregular line patterns that transform raw information into texture.
- Dialect combines dense markings and layered visual elements to create a unique graphic language.
- Hieroglyph incorporates symbolic motifs that evoke both ancient inscriptions and contemporary design.
- Unsaid takes a minimalist approach, using subtle color accents to create depth and visual interest.
- Together, the carpet styles offer designers flexibility in creating collaborative, creative, and dynamic workspaces.



Six LVT Styles Expand Design Possibilities

Complementing the carpet collection are six luxury vinyl tile designs, each offered in four colorways:

- Code Work
- Glyphic
- Narrative Thread
- Typeform
- Without Words
- Written Form

The LVT designs draw inspiration from early writing systems, fragmented narratives, and evolving forms of communication. Patterns range from hand-drawn grids and symbolic markings to oversized abstract letterforms that create visually engaging floor surfaces.

Designed for Performance and Sustainability

All carpet styles in the Transcribe collection are available with Tarkett's ethos® carpet tile backing and Flex-Aire® cushion carpet tile construction.

The ethos carpet tile platform is Cradle to Cradle Certified® Bronze v4.0, Declare Red List Free, and manufactured with up to 78% recycled content.

The product is engineered for high-traffic commercial environments while simplifying installation and maintenance.

Flex-Aire cushion carpet tile provides enhanced comfort underfoot while maintaining durability for demanding workplace settings.

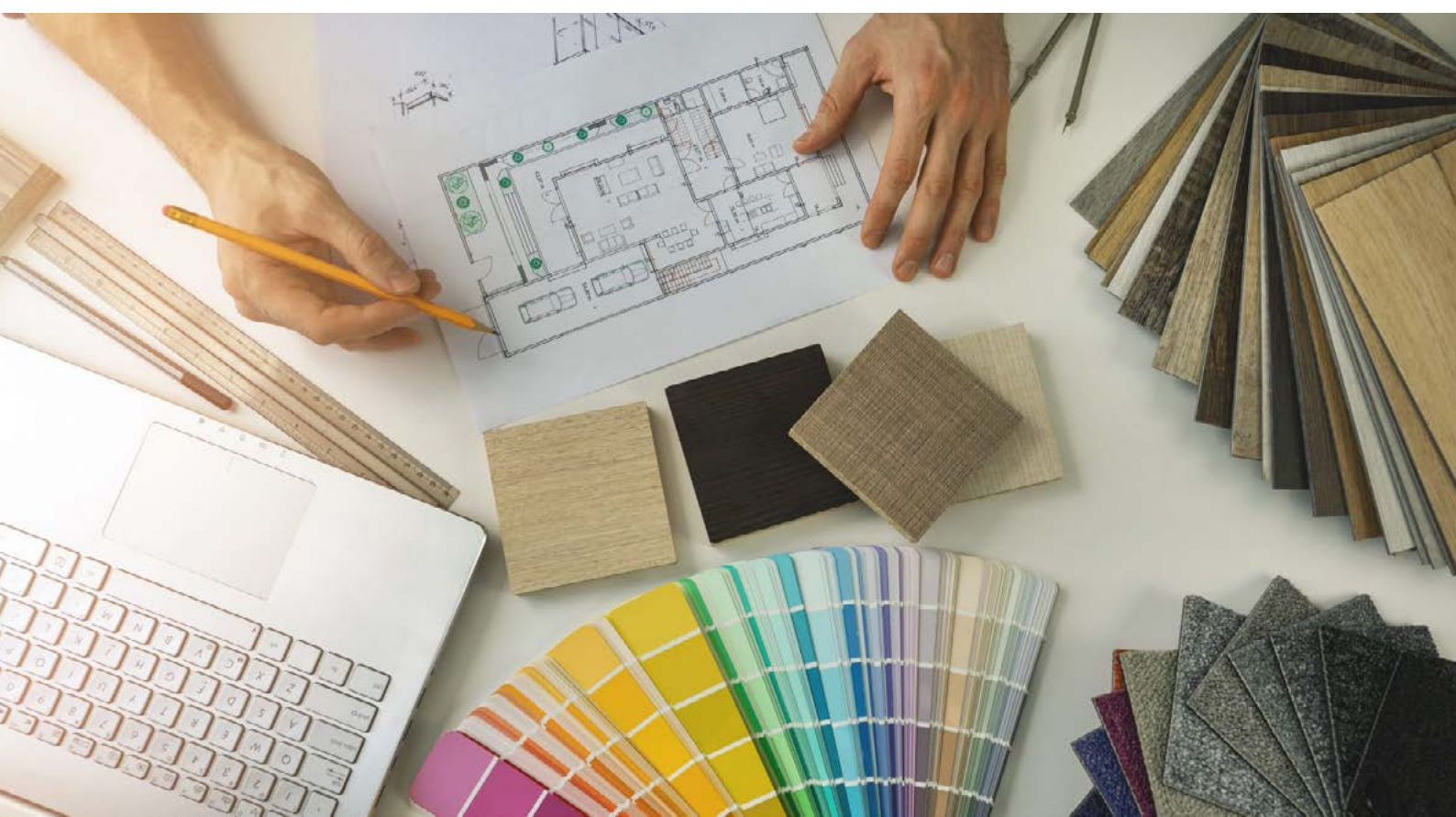
The LVT portion of the collection is produced on Tarkett's 3mm Contour® LVT platform, featuring a 32-mil wear layer and Techtonic® polyurethane coating for long-term performance in high-use environments.

Circular Economy Commitment

Tarkett emphasized that the entire Transcribe collection participates in the company's ReStart® take-back and recycling program, supporting circular economy principles within the flooring industry.

Through the program, ethos carpet tile backing can be recycled back into new flooring products, while Contour LVT offers an open-loop recycling pathway designed to reduce waste and extend material life-cycles.

With Transcribe, Tarkett combines design innovation, workplace functionality, and sustainability, offering architects and interior designers a flooring collection that reflects both human creativity and environmental responsibility.



Global Tufted Carpet Market Expected to Reach \$99 Billion by 2035

Strong residential demand, commercial renovation projects, and sustainability innovations are driving growth across the global tufted carpet industry.

The global tufted carpet market is poised for significant expansion over the next decade, with industry forecasts projecting market value to increase from \$25 billion in 2025 to approximately \$99.3 billion by 2035, representing a compound annual growth rate (CAGR) of 14.8%.

Tufted carpets remain the dominant flooring category worldwide due to their cost efficiency, durability, design flexibility, and ability to meet both residential and commercial requirements.

The manufacturing process, which involves inserting yarn loops into a primary backing and securing them with

adhesives and a secondary backing layer, allows producers to achieve consistent quality at large production volumes.

Residential Sector Remains the Main Growth Engine

Residential applications continue to account for the largest share of demand, representing 67.8% of the global market in 2025.

New housing developments, apartment construction, and home renovation projects are driving steady demand for tufted carpets, particularly in bedrooms, living rooms, and hallways where comfort, thermal insulation, and noise reduction are key considerations.

As homeowners increasingly view flooring as an essential element of interior design rather than simply a functional surface, manufacturers are responding with more sophisticated textures, colors, and custom design options.

Commercial Markets Create Long-Term Demand

Commercial sectors such as hospitality, healthcare, corporate offices, airports, and retail facilities continue to provide a strong secondary demand base.



Hotels and office buildings regularly replace carpets during renovation cycles, creating recurring demand regardless of fluctuations in new construction activity. The hospitality industry, in particular, values tufted carpets for their ability to combine durability, acoustic performance, and visual appeal at competitive costs.

Manufacturers are also introducing new technologies to address evolving customer requirements. In 2025, Shaw Floors expanded its Pet Perfect+ collection with new tufted carpet designs featuring spill-proof backing systems aimed at improving durability and maintenance performance.

Synthetic Fibers Dominate Production

By material type, synthetic fibers continue to dominate the market, accounting for 65.3% of total consumption.

Nylon, polyester, and polypropylene remain the preferred materials due to their stain resistance, resilience, color retention, and cost advantages.

However, demand for sustainable and recycled materials is growing rapidly. Manufacturers are increasingly investing in recycled nylon technologies and environmentally friendly production methods to align with green building requirements and corporate sustainability goals.

Sustainability Becomes a Strategic Priority

Environmental concerns are reshaping the tufted carpet industry.

According to industry data, the United States discards approximately 3.5 billion pounds of carpet annually, while only around 5% is recycled, highlighting the need for stronger recycling infrastructure and circular economy solutions.

At the same time, progress is being made. The California Carpet Stewardship Program reported a 43.1% carpet recycling rate in the first quarter of 2025, demonstrating that coordinated recycling initiatives can significantly improve sustainability outcomes.

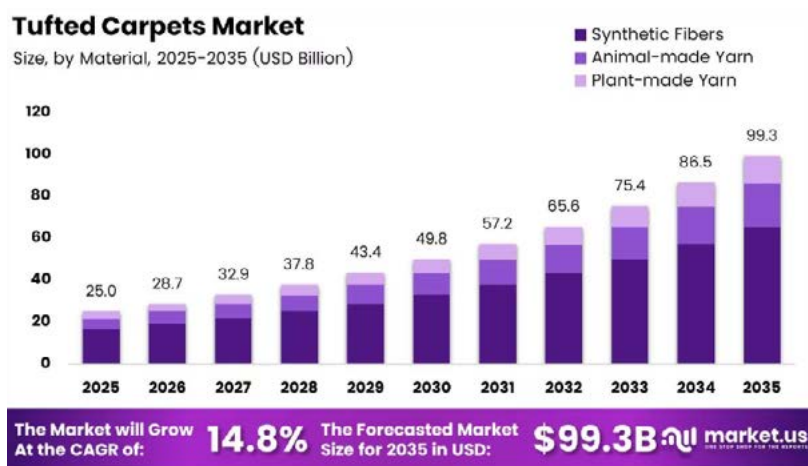
Leading manufacturers are increasingly fo-

cusing on recycled-content carpets, closed-loop production systems, and end-of-life recovery programs to differentiate themselves in a competitive market.

Asia-Pacific Emerges as Fastest-Growing Region

While North America currently leads the market with a 34.6% share valued at \$8.4 billion, Asia-Pacific is expected to be the fastest-growing region over the forecast period.

Urbanization, rising household incomes, expanding hospitality infrastructure, and growing domestic consumption are driving demand across China, India, and Southeast Asia.



Recent investments reflect this optimism. Mohawk Industries announced a \$45 million investment in India to establish new tufted carpet manufacturing capacity, signaling confidence in the region's long-term growth prospects.

Innovation Driving the Industry Forward

Digital printing, antimicrobial treatments, stain-resistant technologies, and modular carpet tile systems are among the innovations transforming the sector. Manufacturers are increasingly shifting their focus from volume-driven growth to value-added products that offer enhanced design flexibility, customization, and sustainability credentials. As commercial and residential customers seek higher-performance flooring solutions, innovation is becoming a key competitive differentiator.

With demand rising across both mature and emerging markets, the tufted carpet industry is entering a new phase of growth characterized by technological advancement, sustainability investments, and increasing emphasis on premium product offerings.

Neumag BCF Technology

Demonstrates The Potential for Carpet-to-Carpet Recycling

In a joint project with Object Carpet GmbH, Denken-dorf; the Institute for Textile Technology (ITA), Augsburg; and Next Generation Recyclingmaschinen GmbH (NGR), Feldkirchen, Austria, Barmag investigated the processing of recycled polyester for BCF yarn.

The goal was to evaluate the fundamental suitability of 100% recycled carpet material for re-use in carpet yarn production to create a closed-loop system in carpet manufacturing.

To date, commercial rPET BCF processes have been based solely on rPET from bottle pellets.

Object Carpet tests production of rPET BCF yarn on Neumag BCF line

The tests were conducted on the Neumag BCF line at the R&D center in Neumünster.

Thanks to its flexible process control and targeted parameterization, the line enables the processing of even challenging materials and is therefore well-suited for development and test runs.

As part of the investigations, recycled PET from 100% polyester NEOO carpet material supplied by Object Carpet was processed without the addition of virgin polymer.

The trials, conducted on a practical production scale, demonstrated that it is possible to feed the material back into the spinning process.

Dr. Kirsten Prehn, who is responsible for the Neumag BCF processes, summarizes: "During the trials, we observed that, as expected, material quality — particularly viscosity and purity — significantly influences process stability and yarn quality.

Using the Neumag BCF system, we were able to adapt the process control specifically and flexibly to the particular requirements of the recycled polymer and thus produce BCF yarn."

Part of the recycled yarn was subsequently used to produce a carpet sample.

The results show that a closed-loop system in the BCF sector is not merely a theoretical concept: a mono-material carpet product can deliver a genuine recycling loop in practice — without the addition of virgin polymer.

Neumag BCF systems can play a key role in the evaluation and further development of recycling processes.

At the same time, the trials have identified areas where approaches for stable industrial implementation and further optimizations in material design and process control are possible.

The flexibility of process control on Neumag BCF systems is an essential prerequisite for this.





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





Marine-Inspired Hospitality Rugs Bring Coastal Elegance to Hotel Interiors

Pelican House has unveiled a curated collection of hand-crafted rugs inspired by coastlines, rivers, and the ever-changing colors of the sea, offering hospitality designers a sophisticated solution for creating calming and immersive interior environments.

Drawing inspiration from natural waterways and marine landscapes, the collection combines artisanal craftsmanship with contemporary design, helping hotels, resorts, and luxury hospitality venues introduce subtle storytelling and organic textures into their spaces.

Water-Inspired Design Meets Hospitality Luxury

As hospitality designers increasingly seek authentic and experiential interiors, nature-inspired elements continue to influence flooring and decorative choices.

Pelican House's latest marine-inspired selection reflects this trend through designs that evoke coastal scenery, inland waterways, and Mediterranean landscapes.

The collection highlights four standout pieces: Rook Inland, Rook Moss, Nile, and Apollonia, each offering a unique interpretation of water and natural environments.

Rook Inland and Rook Moss: Geometric Designs Inspired by Natural Waterways

Part of the company's Harlequin Collection, Rook Inland and Rook Moss feature the same geometric pattern presented in two distinct colorways.

Inspired by architectural forms and decorative traditions, the Harlequin series combines structured borders and contemporary aesthetics to create rugs suitable for a variety of hospitality applications.

Rook Inland reflects the subtle tones of inland rivers and waterways, blending earthy greens and natural shades that create a calm and understated atmosphere.

Rook Moss explores deeper, richer green tones reminiscent of wetlands, marshes, and lush aquatic landscapes.

Both designs are handwoven and produced to order, allowing hospitality designers to specify custom dimensions for hotel guestrooms, suites, lounges, and public areas where standard rug sizes may not be suitable.

Nile: A Tribute to One of the World's Great Rivers

Among the collection's most distinctive pieces is the Nile rug, named after the famous river that has shaped civilizations for thousands of years.

Crafted using the traditional Tibetan hand-knotting technique, the rug is created by wrapping yarn around two warp threads and a temporary rod before carefully cutting the pile.

This meticulous process results in thousands of individual knots, producing exceptional texture, density, and durability.

The handcrafted construction gives Nile a luxurious underfoot feel and a strong visual presence, making it an ideal statement piece for hotel lobbies, executive suites, and upscale hospitality environments.

Apollonia Brings Mediterranean Character to Interior Spaces

Apollonia forms part of the Havens Collection, developed in collaboration with designer Lucy Williams.

Inspired by landscapes across England, Wales, and the Greek Islands, the design draws particularly from the atmosphere of the Aegean region. Its layered textures and sun-washed palette capture the essence of coastal Mediterranean living while maintaining a contemporary and refined appearance.

Rather than directly replicating traditional Greek motifs, Apollonia interprets regional influences in a subtle and modern way, making it suitable for luxury hospitality projects seeking timeless elegance.

Ethical Craftsmanship Remains Central to Production

Beyond aesthetics, Pelican House continues to emphasize responsible manufacturing practices. All rugs in the collection are handmade by skilled artisans in India and Nepal.

The company collaborates with organizations including Good-Weave and Label STEP, both of which promote fair trade principles, safe working environments, and the elimination of child labor within the handmade carpet industry.

This commitment to ethical production aligns with growing demand from hospitality brands seeking sustainable and socially responsible sourcing solutions.

Growing Demand for Bespoke Hospitality Flooring

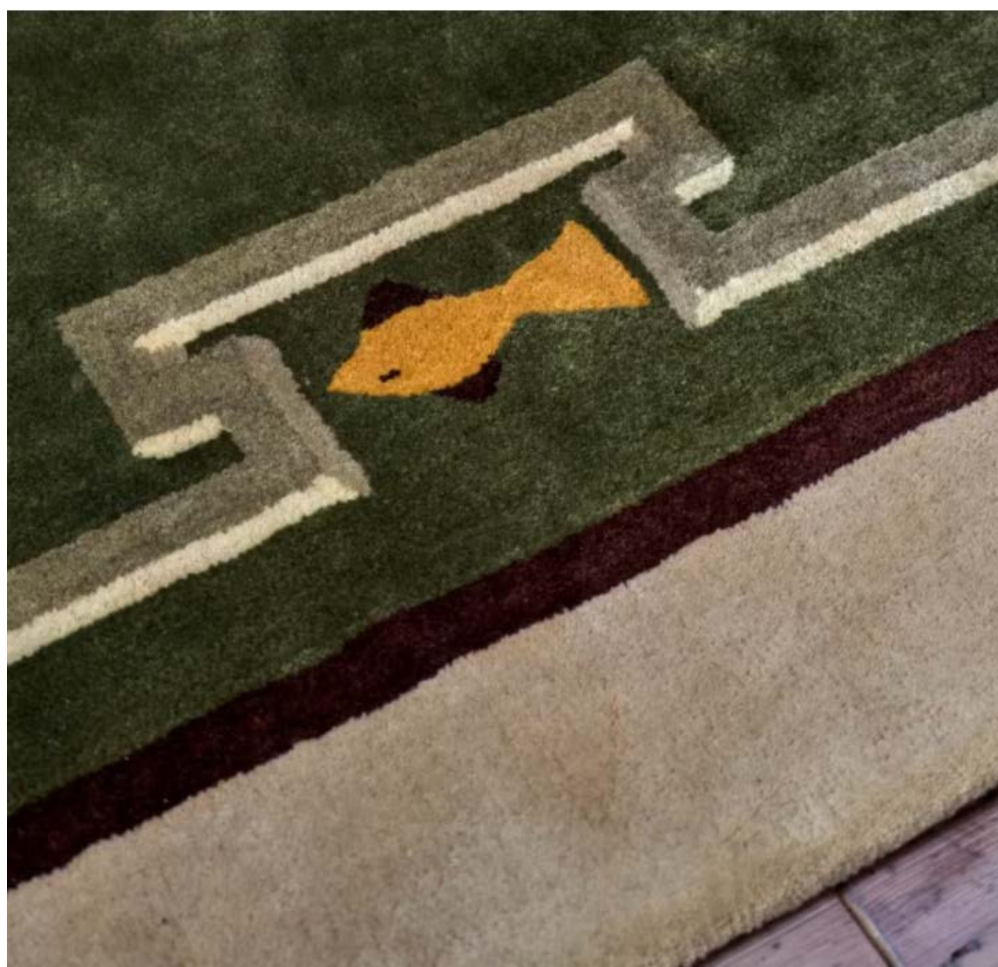
With hotels increasingly focusing on unique guest experiences and personalized design concepts, demand for bespoke

flooring solutions continues to rise.

Pelican House's marine-inspired collection responds to this trend by offering custom-sized handmade rugs that combine craftsmanship, environmental inspiration, and design flexibility.

The Rook Inland, Rook Moss, Nile, and Apollonia designs are all available in bespoke dimensions for hospitality and commercial projects, providing designers with versatile options for marine-themed, coastal, wellness-focused, and luxury interior concepts.

As hospitality spaces continue to embrace biophilic and nature-inspired design principles, handcrafted rugs influenced by water, landscapes, and traditional craftsmanship are becoming an increasingly important element in creating memorable guest experiences.



Brintons Unveils Exuvia Collection Inspired by Transformation, Heritage, and Renewal



Leading woven carpet manufacturer Brintons has introduced Exuvia, the latest addition to its Self Expression Spring 2026 collection. Created by Senior Designer Maxine Kane, the new collection explores themes of transformation, memory, and environmental regeneration through a powerful narrative-driven design approach.

Comprising 16 unique carpet designs, Exuvia takes inspiration from the evolving landscape of Haydock, a town in northwest England with a rich industrial history.

The collection reflects the site's

remarkable journey from coal mining hub to landfill and ultimately to a restored country park, creating a visual story of resilience and renewal.

A Collection Rooted in History and Change

The name Exuvia originates from the concept of shedding an outer layer to allow growth and transformation.

This philosophy serves as the foundation of the collection, which captures how landscapes evolve over time while preserving traces of their past.

For Kane, the project carries

a deeply personal connection. Growing up near Haydock, she witnessed firsthand how the area transformed over generations. Once home to as many as 13 active coal mines, the region played a significant role in Britain's industrial development.

Among these mines was Wood Pit, the last colliery to close in 1971 and the site of a tragic mining disaster in 1878 that claimed the lives of 189 men and boys.

"This land has not always been gentle. It has lived many lives," Kane explained.

"This collection comes from both personal experience and collective memory."

Four Distinct Life Cycles Tell a Story of Evolution

Exuvia is structured around four interconnected “lives,” each representing a different chapter in the site’s transformation.

Life One: Industrial Origins

The first chapter explores Haydock’s mining heritage through a palette dominated by deep charcoals, softened greys, and textured patterns. The designs evoke fractured earth, mineral formations, and the enduring imprint of industrial machinery.

Bright accents emerge subtly within the darker compositions, symbolizing the hidden energy and forces beneath the surface. Influences from the historic Lyme and Wood Pit collieries create a dramatic and emotionally charged starting point for the collection.

Life Two: Exploration and Memory

The second life introduces a warmer and more expressive visual language. Ochres, golden tones, and muted greens are layered over dark backgrounds, creating a sense of movement and nostalgia.

The designs reflect a period when former industrial land became a place for exploration and childhood imagination. Organic markings and dynamic patterns mimic worn pathways, bike tracks, and traces left by people interacting with the landscape.

Life Three: The Landfill Era

The third chapter addresses a more challenging period in the site’s history when the area was converted into landfill.

Here, earthy browns, weathered golds, and charcoal shades are interrupted by unexpected bursts of color inspired by discarded plastics and waste materials.

Dense, fragmented textures communicate accumulation and disorder, while flashes of brightness suggest that beauty and transformation can emerge even from neglected environments.

Life Four: Regeneration and Renewal

The final life celebrates the site’s rebirth as Lyme and Wood Pit Country Park.

Rich greens, vibrant pinks, and soft earth tones dominate the palette, reflecting flourishing vegetation and the return of biodiversity. The patterns become more fluid and organic, representing nature’s gradual reclamation of the land.

The transformation was made possible through extensive restoration efforts, including large-scale tree planting that helped establish a thriving natural environment. Today, the park offers walking trails, green spaces, and a memorial honoring the 189 miners who lost their lives in the Wood Pit disaster.

Storytelling Through Carpet Design

Exuvia demonstrates how flooring can extend beyond decoration to become a medium for storytelling. Through layered textures, carefully developed color palettes, and symbolic design elements, the collection creates a connection between people, place, and memory.

For hospitality, commercial, and luxury interior projects, the collection offers designers an opportunity to introduce meaningful narratives into spaces while maintaining the high-quality craftsmanship associated with Brintons.

As sustainability, regeneration, and place-based design continue to influence the interior design sector, Exuvia reflects a growing trend toward products that combine aesthetic appeal with cultural and environmental significance.

By transforming a local story into a sophisticated woven carpet collection, Brintons highlights how design can preserve history while looking confidently toward the future.

IFL Highlights Quality, Compliance and Market Intelligence at DOMOTEX Asia/CHINAFLOOR 2026



As the global flooring industry navigates an increasingly complex business environment shaped by geopolitical shifts, evolving trade regulations, sustainability requirements, and rising quality expectations, independent quality assurance has become more important than ever.

Manufacturers, distributors, and buyers are under growing pressure to ensure product consistency, regulatory compliance, and supply chain reliability while remaining competitive in international markets.

Against this backdrop, DOMOTEX Asia/CHINAFLOOR 2026 once again demonstrated its role as one of the world's leading flooring exhibitions, bringing together key industry stakeholders from across Asia, Europe, the Middle East, Oceania, and the Americas.

The event provided a valuable platform for market intelligence, networking, business development, and discussions about the future of the global flooring sector.

During the exhibition, MENA Covering spoke with Mrs. Arezoo Sharifi, Marketing Director at IFL, and Mr. Marco Piombo, General Manager at IFL, to discuss the company's experience at the show, emerging trends in China and South-east Asia, the growing importance of quality assurance, and why independent inspection, testing, and auditing services are becoming increasingly critical for flooring manufacturers and buyers worldwide.

How do you evaluate DOMOTEX Asia/CHINAFLOOR 2026 overall?

Arezoo : From IFL's perspective, DOMOTEX Asia/CHINAFLOOR 2026 once again confirmed its position as one of the most important flooring exhibitions in the world.

The event successfully brought together manufacturers, suppliers, service providers, and buyers from across the global flooring industry, creating a valuable platform for business development and knowledge exchange.

This year, we observed particularly strong interest in product quality, compliance, sustainability, and supply chain reliability.

Visitors were increasingly focused on technical requirements, certifications, and risk management, reflecting the growing importance of quality assurance in international trade.

The exhibition also provided an excellent opportunity to gain first-hand insights into evolving market trends, customer expectations, and the challenges facing the industry.

For IFL, it was encouraging to see quality and compliance increasingly becoming strategic priorities, rather than being viewed solely as operational requirements.

Overall, DOMOTEX Asia/CHINA-FLOOR 2026 delivered a dynamic and professional environment that continues to foster innovation, collaboration, and business growth across the flooring sector.



How do you assess the current flooring market in China and East Asia?

Marco : The global flooring market is currently facing significant geopolitical and economic uncertainty. Key challenges include evolving trade policies, such as EU anti-dumping duties and US tariffs, as well as increasing regulatory requirements.

Furthermore, in the most mature markets, the industry is shifting from a purely volume-driven model to one focused on sustainability, compliance, social responsibility, and value-added manufacturing.

China and Southeast Asia, where the majority of flooring production originates, have been actively adapting to these changes. In this environment, the ability to anticipate emerging trends and respond quickly is becoming increasingly important.

China remains the most mature sourcing destination in terms of quality, cost competitiveness, and supply chain efficiency. However, geopolitical developments and trade measures have encouraged many companies to diversify their sourcing strategies toward Southeast Asia, a trend that continues to accelerate.

Within Southeast Asia, we are seeing production volumes increase as companies diversify their supply chains away from China.

Interestingly, Thailand is currently strengthening its position and gaining market share relative to Vietnam.

Looking ahead, the industry faces three major challenges:

- Geopolitical uncertainty and shifting trade policies.
- Increasingly stringent environmental and compliance regulations.
- Rising quality expectations driven by intense market competition.
- Companies that can anticipate these changes and adapt quickly will be best positioned for long-term success.

How successful was this year's exhibition for IFL?

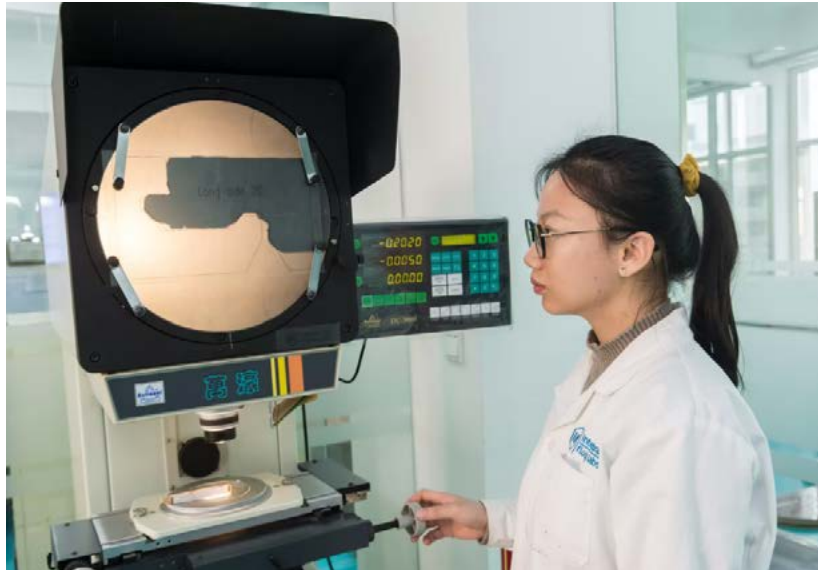
Arezoo : DOMOTEX Asia/CHINAFLOOR 2026 was a highly successful exhibition for IFL. It provided an excellent platform to reconnect with existing clients, strengthen relationships with industry partners, and engage with many new contacts across the global flooring supply chain.

We were particularly encouraged by the strong interest in our inspection, laboratory testing, audit, and quality assurance services.

Many of the meetings translated into concrete project discussions, particularly with manufacturers and buyers seeking to strengthen their quality control systems and reduce supply chain risks.

We also noticed a particularly strong presence of visitors from Australia this year, which reflects a market that appears to be becoming increasingly active and showing strong growth potential within the global flooring supply chain.

Beyond the immediate business opportunities generated during the show, the exhibition significantly enhanced IFL's visibility within the industry and reinforced our position as a trusted independent quality partner.



We are very pleased with the quality of the meetings held and the opportunities identified, and we look forward to further developing these discussions in the months ahead.

Why do flooring manufacturers, distributors, and buyers need IFL's services?

Marco : Flooring manufacturers, distributors, and buyers need IFL's services because we provide comprehensive, end-to-end quality control solutions tailored specifically to the flooring industry.

We act as our clients' trusted quality partner on the ground, ensuring consistency in every shipment. IFL's services are an insurance policy against risk, as a single major quality issue can jeopardize years of hard-earned success.

Our services cover the entire production lifecycle:

. **Audit:** We assess factory production and quality management systems, as well as chain-of-custody requirements for critical topics such as EUDR compliance, illegal logging, and social responsibility, including child and forced labor.

. **Inspection:** We conduct thorough inspections throughout the production process, from raw materials, mid-production, end production and container loading.

. **Testing:** We perform more than 180 tests according to international standards and can tailor testing programs to meet specific customer requirements.

For manufacturers, we help raise quality standards and improve access to premium international markets. Ultimately, IFL provides peace of mind through independent, flooring-focused quality assurance delivered by an ISO-certified third-party organization.

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J+J Flooring Brings Innovation, Design, and Italian Inspiration to Design Days 2026



J+J Flooring is set to make a strong impression at Fulton Market Design Days 2026, showcasing a range of new flooring solutions alongside unique visitor experiences designed to engage architects, designers, and commercial interiors professionals.

Taking place from June 8–10, 2026, Design Days has become one of North America's most influential design events, bringing together leading manufacturers, designers, and industry decision-makers.

During the event, J+J Flooring will welcome visitors to its showroom at 1101 West Fulton Market, Suite 200, where four new product collections will be officially introduced.

The company will debut three new carpet tile collections—Echo, Zen

Garden, and View Making—while also unveiling Ume, the latest addition to its innovative Kinetex flooring portfolio.

The new launches demonstrate J+J Flooring's commitment to combining aesthetics, performance, and sustainability across multiple commercial flooring categories.

According to the company, the collections have been developed to highlight the diversity of its product offering and showcase its ability to create design-driven flooring solutions for modern commercial environments.

New Product Launches Reflect Evolving Design Trends
The newly introduced collections aim to address growing demand for flexible, high-performance flooring products that support wellness, biophilic design, and contemporary workplace environments.

The carpet tile collections Echo, Zen Garden, and View Making feature distinct visual identities while offering the durability and functionality required in commercial spaces.

Meanwhile, Ume expands the Kinetex portfolio, a category recognized for blending the advantages of soft-surface aesthetics with hard-surface performance characteristics.

The launches reflect broader industry trends toward flooring products that balance design, sustainability, and long-term value.



Matcha Bar Experience Adds Hospitality Element

Beyond product introductions, J+J Flooring will enhance the visitor experience with “Matcha on the Corner,” a complimentary matcha bar located at the corner of Aberdeen and Fulton Market.

Open from 9:00 a.m. to 3:00 p.m. on June 8 and June 9, the activation will provide attendees with free matcha beverages before exploring the showroom and the wider Design Days event.

The initiative reflects a growing trend among design brands to create memorable hospitality experiences that encourage networking and deeper engagement with visitors.

Chance to Win a Trip to Milan

As an additional attraction, J+J Flooring will offer attendees the opportunity to enter a giveaway for two trips to Milan, Italy, to attend Salone del Mobile 2027, one of the world's most prestigious design and furniture exhibitions.

Visitors who stop by the showroom between 9:00 a.m. and 5:00 p.m. on June 8 or June 9 will be eligible to participate.

The prize package includes:

- Three-day Salone del Mobile 2027 tickets for two people
- Two round-trip airline tickets to Milan
- A three-night hotel stay for two

By combining new product launches, interactive experiences, and international design inspiration, J+J Flooring aims to create a dynamic destination during Design Days 2026, reinforcing its position as a leading innovator in the commercial flooring sector.



Creative Matters and Reddie Launch Vista Rug Collection Featuring Handcrafted Afghan Designs

Canadian rug design company Creative Matters has partnered with furniture and design destination Reddie to launch Vista, a new collection of handcrafted rugs that combines contemporary design aesthetics with traditional Afghan craftsmanship.

The collection was officially introduced during Clerkenwell Design Week and showcased at Reddie's newly opened London showroom, where selected pieces from the collection are now available for viewing and purchase.

Designed as a series of custom handwoven solid rugs, the Vista collection emphasizes rich textures, ethical production practices, and sustainably sourced materials.

The collaboration reflects growing demand for

artisanal floor coverings that combine modern design with social and environmental responsibility.

Handcrafted by Afghan Women Artisans

A key feature of the collection is its commitment to supporting artisan communities in Afghanistan. Each rug is hand-knotted by skilled Afghan women working either from their homes or in small community weaving centers.

The initiative provides valuable income opportunities for women, many of whom serve as the primary earners for their families.

By creating sustainable employment through traditional weaving techniques, the project contributes to preserving craftsmanship while supporting local communities.



The rugs are crafted using locally sourced Ghazni wool, renowned for its durability and distinctive texture.

Harvested from sheep raised in Afghanistan's mountainous regions, the wool is hand-knotted using a traditional 45x45 Persian knot construction method that has been passed down through generations.

Contemporary Designs Inspired by Urban Landscapes

The Vista collection features nine original designs: Promenade, Plaza, Skyline, Horizon, Boulevard, Acreage, Summit, Avenue, and High Street.

Inspired by cityscapes and architectural forms, each design combines geometric color blocks, structured borders, and subtle pattern details.

The contemporary visual language contrasts with the organic texture and handcrafted character of the wool, creating rugs that feel both modern and timeless.

Available in standard dimensions including 8' x 10', 9' x 12', 10' x 14', and 12' x 15', the collection can also be customized to meet project-specific size and color requirements.

The ability to tailor designs makes the collection particularly attractive for hospitality, commercial, and high-end residential interiors where customization is increasingly valued.

Growing Demand for Ethical and Sustainable Rugs

The launch comes at a time when designers and consumers are increasingly seeking ethically produced and sustainably sourced home furnishings.

Handcrafted rugs that offer transparency in production, support artisan communities, and utilize natural materials are gaining popularity across international markets.

Creative Matters has long been recognized for its commitment to fair-trade manufacturing and bespoke rug production.

Founded in Toronto in 1988, the company has supplied custom and hand-knotted floor coverings to clients in more than 40 countries, serving sectors ranging from luxury hospitality and commercial interiors to residential design.

By partnering with Reddie and introducing the Vista collection, Creative Matters continues to expand its presence in the premium rug market while demonstrating how contemporary design and traditional craftsmanship can work together to create products with both aesthetic and social value.

The Vista collection highlights an emerging trend in the global rug industry, where sustainability, artisan craftsmanship, and design innovation are increasingly becoming key drivers of consumer and designer purchasing decisions.



Iranian Hand-Woven Carpet Exports Fall 17.7% Despite Strong Global Demand



Iran's hand-woven carpet exports declined significantly during the last Iranian fiscal year, highlighting the continued challenges facing one of the country's most iconic export industries.

According to the Islamic Republic of Iran Customs Administration (IRICA), Iran exported more than \$471 million worth of hand-woven carpets during the fiscal year ending March 20, 2025, representing a 17.7% decrease in value compared with the previous year.

The report also showed that export volumes fell by 8.6%, indicating weaker international shipments despite the enduring global reputation of Persian handmade carpets.

Carpet Industry Faces Export Headwinds

The decline reflects ongoing pressures on Iran's carpet industry, including changing

global market conditions, international trade restrictions, increased competition from other carpet-producing countries, and shifting consumer preferences.

Despite the decrease, hand-woven carpets remain one of Iran's most valuable non-oil export products and continue to play an important role in supporting rural employment, traditional craftsmanship and foreign exchange earnings.

Following hand-woven carpets, handicrafts and jewellery made from turquoise, precious stones and precious metals ranked among Iran's leading non-oil export categories.

According to customs data, Iran exported 26.6 tons of handicrafts valued at \$563.9 million during the same period.

However, this category also recorded a 12.6% year-on-year decline, reflecting broader chal-

lenges affecting the country's traditional export sectors.

Traditional Exports Continue to Contribute to Non-Oil Trade

Although exports weakened, carpets and handicrafts continued to contribute to Iran's non-oil export portfolio.

Customs statistics show that carpets accounted for approximately 0.2% of non-oil export volume, while carpets and handicrafts together represented 8.8% of total non-oil export value.

Compared with the previous fiscal year, these shares also declined, with weight falling by 0.1% and export value decreasing by 2.9%.

Industry observers note that increasing international marketing efforts, expanding access to global markets, digital sales channels and stronger support for traditional artisans could help revive Iran's hand-woven carpet exports in the coming years.

Widely recognized for their craftsmanship, artistic heritage and durability, Persian hand-woven carpets remain among the world's most prestigious textile products, with demand continuing across luxury residential, hospitality and collector markets despite recent export declines.

MAMOUNIA COLLECTION BY SAHRAI MILANO

Berber Inspirations And Timeless Harmonies



Geometric motifs and organic forms enhance their primal character, while the neutral palette emphasizes authenticity and softness, evoking a welcoming and relaxed atmosphere.

Twenty New Designs Expand the Mamounia Family

The collection expands with the introduction of 20 new designs – Safa, Laila, Taza, Dila, Adilah, Hayat, Rim, Nabila, Azrou, Faiza, Lina, Karima, Sasha, Smara, Marwa, Aissa, Nador, Tan Tan, Salwa, Marrakech – strengthening the dialogue between ancestral tradition and contemporary sensibility, and reaffirming a refined, essential elegance.

Sahrai Milano, a family-owned company that has represented manufacturing excellence in the world of antique and contemporary high-end rugs since 1830, presents a new chapter of its Mamounia collection, reinterpreting the traditional Berber rug through a contemporary lens, expressing an idea of understated, timeless luxury.

Traditional Moroccan Craftsmanship Inspires the Mamounia Collection

Its roots lie in an ancient tradition: Moroccan rugs, originally woven by tribal populations in the Atlas mountain regions, were conceived as functional objects designed to provide warmth and comfort in extreme climatic conditions.

Thick, soft, and characterized by essential motifs passed down through generations, they were used as resting surfaces, coverings, and protective layers.

Crafted from pure wool and hand-knotted, Mamounia designs preserve this material and cultural heritage while reinterpreting it through a contemporary sensibility.



Nourison Hospitality's Glassfall Collection

Named Finalist at Hospitality Design Awards

Nourison Hospitality has announced that its Glassfall collection has been named a finalist in the flooring category of the 22nd Annual Hospitality Design Awards, one of the hospitality industry's most prestigious design competitions.

The recognition places the collection among the leading flooring innovations worldwide, selected from more than 1,100 product and project submissions. Finalists in the flooring category represented a broad spectrum of surface solutions, including carpet, tile, stone, and timber products.

The announcement highlights the growing role of design-driven flooring solutions in shaping contemporary hospitality interiors and reinforces Nourison Hospitality's reputation for combining craftsmanship, innovation, and storytelling through floor coverings.

Inspired by the Beauty of Reeded Glass

Originally unveiled at BDNV 2025, the Glassfall collection draws inspiration from the visual effects of reeded glass, transforming its distinctive play of light, texture, and distortion into sophisticated flooring designs.

The collection reinterprets traditional stripe motifs through layered textures and carefully balanced color compositions, creating patterns that feel both contemporary and timeless.

At the heart of the design concept is viridian, a rich heritage green that serves as the foundation of the collection's color palette.



Additional shades of oxblood, amethyst, and coral red introduce depth and contrast, creating immersive flooring solutions intended for luxury hospitality environments.

According to Nourison Hospitality, the collection was developed to evoke elegance, mystery, and visual richness while maintaining versatility across different hospitality settings.

Multiple Constructions Showcase Technical Expertise

Glassfall is offered across several premium flooring constructions, each selected to maximize the visual impact of the designs.

The collection includes hand-carved Axminster broadloom carpets, woven from 80% premium wool and 20% nylon using advanced electronic jacquard weaving technology. This approach enables the creation of large-scale, non-repeating patterns ideal for hospitality projects.

Additional constructions include hand-tufted rugs featuring intricate color blending and varying pile heights, as well as Nourison's patented Nourmak and Nourmak Plus rugs, which combine hand-woven and hand-knotted techniques to create fully handcrafted pieces.

The collection also incorporates Infinity carpet technology, a complex manufacturing process that produces sophisticated shading effects and multiple pile heights using only two colors.

Designed for Luxury Hospitality Spaces
Glassfall was developed specifically for a wide range of hospitality applications, including hotel lobbies, ballrooms, guestroom corridors, bars, and guestrooms.

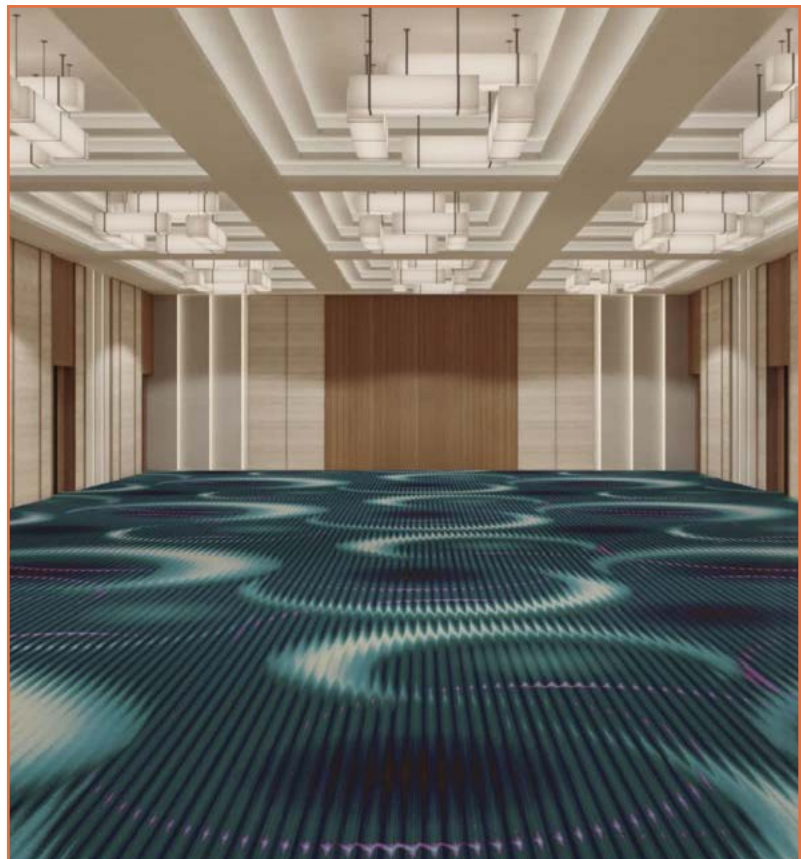
The collection includes coordinated patterns, runners, fills, and door-drop designs that allow designers to create cohesive visual experiences throughout an entire property.

This integrated approach reflects growing demand from hospitality designers for customized flooring programs capable of delivering consistency while maintaining design flexibility.

Recognition Among Industry Leaders

Commenting on the award recognition, Dipesh Haria, Creative Director of Nourison Hospitality, explained that the collection originated from observations of how reeded glass alters and transforms visual perception.

“Glassfall began with a simple observation — the way reeded glass quietly distorts and reorders what passes through it,” he said. “To be recognized in a flooring category that included the best tile and timber products alongside carpet validates the ambition behind this work.”



Feryal Rehman, Vice President of Marketing at Nourison Hospitality, described the recognition as an important achievement for both the design and manufacturing teams.

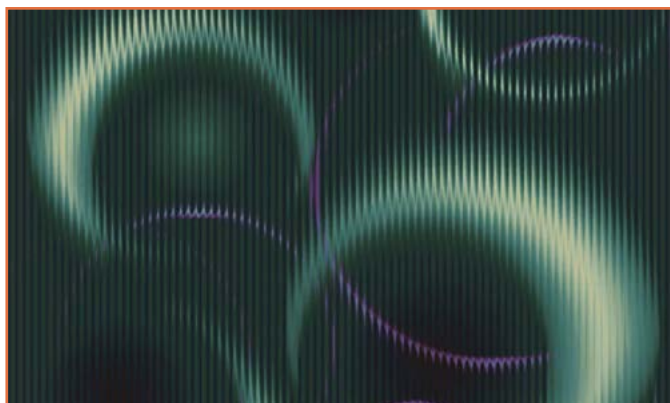
“Glassfall represents the kind of work we want our brand to be known for — thoughtful, technically ambitious, and unmistakably hospitality-grade,” she said.

Looking Ahead to BDNY 2026

The winners of the 22nd Annual Hospitality Design Awards were announced in Las Vegas on May 6, with more than 400 industry professionals attending the ceremony.

Nourison Hospitality plans to showcase the Glassfall collection again at BDNY 2026, where it will be displayed alongside additional new hospitality flooring innovations and installations.

The finalist recognition further strengthens the company’s position in the global hospitality flooring market, where design excellence, customization, and craftsmanship continue to drive demand for premium carpet and rug solutions.



Afghanistan's Carpet Industry Calls for Greater Investment to Create Jobs and Boost Exports

Afghanistan's handwoven carpet industry is demonstrating renewed potential as one of the country's largest sources of employment, with industry representatives calling for greater investment, expanded production facilities, and stronger export support to unlock further economic growth.

Carpet weavers and manufacturers across the country believe the centuries-old craft has the capacity to create thousands of additional jobs while strengthening Afghanistan's position in the international handmade carpet market.

Handwoven Carpets Remain a National Symbol

For many Afghan artisans, carpet weaving is more than a profession—it is part of the country's cultural identity.

Jan Mohammad, a carpet weaver with

more than ten years of experience, says Afghanistan's reputation has long been associated with its handmade carpets.

Working alongside six members of his family to produce a 12-square-meter carpet, he explained that although the work is labor-intensive, it provides a stable source of income for his household.

"I am happy with my work in the carpet sector and would feel more joy if our carpets were exported under the name of Afghanistan," he said. According to Mohammad, handmade carpets are primarily produced for export markets because domestic demand remains limited due to their relatively high value.

Carpet Weaving Supports More Than One Million Livelihoods

Although official statistics are unavailable, industry estimates suggest that more than one million Afghans—most of them women—earn their livelihoods from carpet weaving, making it the country's second-largest employment sector after agriculture.



Experienced carpet weaver Sardar Agha believes the revival of the industry has already generated significant employment opportunities.

Despite the physically demanding nature of the work, he says weaving remains rewarding and provides sustainable income for many families.

However, he emphasized that additional investment, skills training, and workforce development programs would further strengthen the industry.

Producing a handmade carpet often requires two to three months of work by several skilled artisans, reflecting the craftsmanship behind every finished product.

Export Growth Seen as Key to Industry Expansion

Industry leaders agree that expanding exports will be essential to the sector's future growth.

Zafar Khan Daudzai, owner of a carpet manufacturing company, said his business currently employs approximately 15,000 people and produces between 800 and 1,000 square meters of handmade carpets every month.

He believes improved export opportunities would stimulate production, attract additional investment, and create thousands of new jobs throughout the country. "We hope the government will establish more production facilities and facilitate carpet exports abroad," Daudzai said, expressing confidence that Afghanistan's handwoven carpet industry will continue its upward trajectory.

Value Addition Across the Supply Chain

Employment opportunities extend beyond weaving itself. Carpet washing, finishing, quality inspection, packaging, and logistics also provide income for thousands of workers involved throughout the production chain.

According to carpet washer Jan Mohammad from Faryab Province, washing a 10-square-me-



ter carpet takes approximately two to three hours, highlighting the labor-intensive nature of value-added processing before carpets reach international buyers.

Outlook for Afghanistan's Handmade Carpet Sector

As global demand for authentic handmade products continues to grow, Afghanistan's carpet industry has an opportunity to strengthen its position in international markets.

Industry stakeholders believe that stronger export promotion, investment in modern production facilities, skills development, and international branding could significantly increase employment while preserving one of the country's most valuable cultural and economic assets.

With its long tradition of craftsmanship and a workforce exceeding one million people, Afghanistan's handmade carpet sector remains one of the country's most important industries and a promising driver of future economic development.



Reinforcing Global Leadership as a Premier Sourcing Platform

The 61st IHGF Delhi Fair successfully brought together buyers from over 100 countries, engaging with 3,000+ exhibitors across diverse product categories.

Building on this strong momentum, the 62nd edition will be held from 13–17 October 2026, presenting fresh product concepts in home, fashion, lifestyle, gifts, furniture, furnishings, and interiors.

The Vibrant Spring Edition Paves the Way for a Strong Autumn Show

The IHGF Delhi Fair – Spring 2026 concluded on a high note,

reaffirming its stature as one of World's leading sourcing destinations for home, lifestyle, fashion, furnishings, furniture, gifts and interior products.

Centred on the theme Inclusive Growth & Advancement, the fair highlighted sustainability, value-added craftsmanship, and artistic excellence.

The showcase reflected evolving global lifestyle preferences, with a strong emphasis on eco-conscious materials, artisanal techniques, and contemporary design.

Special highlights included curated furniture displays, the

Young Designers Collective, regional craft presentations from various states of the country including handloom collections from the North-East, and innovative offerings from emerging design entrepreneurs.

Spread across 17 halls and 900 permanent showrooms, the fair provided a seamless sourcing experience across categories such as home décor, furnishings, furniture, lighting, fashion jewellery, carpets, garden accessories, wellness products, and more.

International participation was robust, with strong buyer presence from the USA, UK, France, Australia, the Netherlands, Japan,



South Africa, the Middle East and many more. Buyers acknowledged India's strengths in craftsmanship, design innovation, competitive pricing, scalability, and reliability.

Sustainability, customisation, and consistent quality emerged as key sourcing priorities. The fair also reflected a clear trend of supply chain diversification, with buyers increasingly enhancing procurement from India.

A notable trend observed was the growing diversification of supply chains, with several international buyers increasing procurement from India.

Buyers from UK, EU, UAE and others where India has recently signed trade agreements have expressed optimism and are hopeful that it will pave way for increased bilateral trade in future. Similarly Australian buyers acknowledged the positive impact of the India-Australia ECTA in facilitating trade.

Buyers from the USA emphasised scalability and durability, while those from Japan highlighted precision and finishing standards.

Strong appreciation was also noted from buyers in South Africa and the Middle East for In-

dia's quality-to-price advantage and dependable supplier ecosystem.

Over the years, IHGF Delhi Fair has built a distinct identity by fostering international market linkages and enabling meaningful business engagements.

Looking ahead, the 62nd IHGF Delhi Fair – Autumn 2026 is poised to feature over 3,500 exhibitors, curated thematic segments, and expanded design showcases. As a prominent fixture on the global sourcing calendar, IHGF Delhi Fair continues to strengthen India's position as a preferred destination for quality handicrafts, blending heritage with contemporary global relevance.

Organised by the Export Promotion Council for Handicrafts (EPCH) in collaboration with India Expo Centre & Mart Ltd.

(IEML), the fair remains a future ready trade platform connecting global buyers with India's manufacturing hubs, artisan clusters, and creative enterprises.



The Rug Company and Paul Smith Launch Ratio Collection Inspired by Bauhaus Design

Luxury flooring brand The Rug Company has unveiled Ratio, a new rug collection created in collaboration with renowned British designer Paul Smith.

Drawing inspiration from Bauhaus design principles, the collection transforms geometric patterns and modernist compositions into richly textured, hand-knotted rugs that combine precision, craftsmanship, and artistic expression.

The launch marks the latest chapter in The Rug Company's long tradition of collaborating with influential creative figures from the worlds of fashion, art, and design, while further strengthening its position in the premium handmade rug market.

Bauhaus Principles Reimagined Through Handcrafted Rugs

The Ratio collection is rooted in the Bauhaus ideals of order, proportion, rhythm, and repetition.

Known for his distinctive use of color, pattern, and visual balance, Paul Smith has translated these principles into a series of contemporary rug designs that blur the boundaries between graphic art and interior furnishings.

The collection explores how strict geometric structures can be softened through artisanal craftsmanship, creating rugs that offer both visual impact and tactile richness.

A long-time admirer of modernist architecture and design, Smith brings his signature balance of discipline and creativity to the collaboration.

Through The Rug Company's hand-knotting expertise, precise patterns gain depth, texture, and movement, transforming flat graphic concepts into immersive floor coverings.



Four Designs Celebrate Geometry and Texture

Ratio consists of four distinct designs—Axis, Stil, Raster, and Takt—each offering a unique interpretation of geometric order and modernist aesthetics.

The collection ranges from structured grids and architectural layouts to more intricate micro-geometric compositions.

While maintaining a minimalist visual language, each design incorporates subtle variations in texture and tone that add warmth and sophistication.

Among the four designs, Takt stands out as a technical achievement that showcases the craftsmanship of The Rug Company's artisan partners.

The design combines the precision of traditional Tulu knotting techniques with the luxurious softness of Indo-Nepali Persian hand-knotting, resulting in a rug that delivers both structural definition and exceptional tactile comfort.

The innovative construction highlights the growing importance of craftsmanship and material experimentation in the luxury rug sector, where consumers increasingly seek products that combine artistic design with handmade quality.

New Creative Direction for The Rug Company

The launch of Ratio follows the recent appointment of Will Cooper as Creative Director of The Rug Company, signaling a new phase of creative development for the luxury flooring brand.



Founded on a vision of combining contemporary design with traditional craftsmanship, The Rug Company has built an international reputation through collaborations with leading designers, artists, and fashion houses.

Over the years, the company has worked closely with skilled Nepalese artisans while partnering with globally recognized creative figures including Alexander McQueen, Diane von Furstenberg, Dale Chihuly, and Rodarte. These collaborations have helped transform rugs from functional furnishings into collectible design pieces and works of art.

Luxury Rug Market Continues to Embrace Design-Led Collaborations

The introduction of Ratio reflects a broader trend in the global luxury interiors market, where consumers increasingly value products that combine artistic storytelling, craftsmanship, and exclusivity.

Design-led collaborations between luxury brands and influential creatives continue to drive innovation in the premium flooring sector, allowing manufacturers to differentiate themselves through unique aesthetics and limited-edition collections.

With Ratio, Paul Smith and The Rug Company have created a collection that bridges modernist design heritage and contemporary craftsmanship, offering architects, interior designers, and luxury homeowners a new interpretation of geometric elegance through handcrafted rugs.

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.