ELTEX OF SWEDEN ; THE LEADING SUPPLIER OF YARN BREAK SENSORS AND YARN TENSION MONITORS

Interview with Mr. Karl Gustaf Lundholm, Director of sales, Textile division, Eltex of Sweden

Please let us know more details about ELTEX Company, history and success story.

Eltex began life in Sweden more than 50 years ago when the company’s co-founders set about solving a problem that had created difficulties for the textile industries for as long as it had been mechanised. They wanted to find a way of detecting broken or missing weft yarn in a shuttle weaving machine.

The result was the development of the world’s first electronic weft stop motion sensor. The invention had its public debut at the ITMA exhibition in Hanover, Germany, in 1963, and Eltex was founded the following year in Sweden to manufacture these revolutionary products.

Today Eltex of Sweden is the leading supplier of yarn break sensors and yarn tension monitors in the world, supplying our products to many of the largest OEM textile machinery makers.

Eltex Global holding: Our headquarters is based at Osby in Sweden. Our primary production facility, based in Ireland and the U.S. a branch, serves as the group’s sales and service facility for the American continent.

Let us know about services that you offer to textile and carpet and flooring sector?

Eltex is a world leader in yarn break sensors and yarn tension monitoring systems on textiles to improve the quality of the fabrics and carpets, artificial grass and make the overall manufacturing process much more efficient.

Eltex of Sweden has been researching and developing technologies that enable weavers to increase output volumes and minimise errors. This has allowed manufacturers to increase production capacity and reduce waste.

We offer our technology and applications of our sensors in different fields of the textile industry by monitoring every single yarn either in the form of yarn breakage or by monitoring tension and or controlling the yarn tension in real-time of single and multiple threads to improve quality, machine efficiency, cost efficiency, less waste of material, less maintenance and relief to the machine operator.

On the tufting carpet and artificial grass side, EYE Compact sensors are designed for yarn fault detection on tufting machines. It is designed to improve quality and efficiency by REDUCING MENDING AND DOWN TIME. Eltex is contributing a significant role in the tufting carpet, artificial grass and yarn producing companies by offering intelligent sensors.

The most apparent benefit is making sure that every single yarn is monitored. In addition, it is a great relief for the machine operator to know that the machine stops almost instantly when a yarn breakage occurs.
READY TO SUPPORT YOU

TEXTILE PRINTING

COLARIS Digital Printing Systems can print on almost any fiber-based material.

Through certified ink manufacturers reactive, low and high energy disperse, direct sublimation, acid, VAT Indanthrene and cationic inks are available. Common end-products are home textile incl. bedding, furnishing, window fashion, terry towel, velour substrates but also knit fabrics in the fashion industry.

The wide range of products such as contract, automotive, promotion, residential or function carpets etc. requires matching of specific fastness properties for each individual product. Accordingly, different inks, print and finishing processes are required.

COLARIS and CHROMOJET technology cover the complete range of textile-based floor coverings incl. wall to wall carpets, rugs, mats and tiles, no matter whether they are produced from PA, PES, CDPES, PAN, CO, VIS, Sorona.

Single pass printing at highest efficiency onto a big variety of different substrates.

Full range of inks such as acid, sublimation, high energy disperse, automotive grade disperse, pigment and reactive inks is available through various certified suppliers.

COLARIS-NF can be integrated into an existing dyeing range or laid out as a fully integrated production line including inline pre-treatment, post treatment, washing and finishing.

FLOOR COVERINGS

NARROW FABRICS

CHALLENGE US

TECHNICAL TEXTILES

Functionality fabrics, military applications, automotive textile, sunblind fabrics, umbrellas, awnings, fabrics for flags and banners, camping and different outdoor use such as construction fabric are covered under our Technical Textile business unit.

Mentioned products can be printed either with our valve based CHROMOJET or the piezo based COLARIS or COLARS-NF technology.

Our technologies based on CHROMOJET and COLARIS product lines can also be used for special coatings, conductive printing or may also cover other products.

Electro conductive printing, thermophore coatings, security prints, 3D digital manufacturing are just a few applications that are covered.

ZIMMER AUSTRIA Digital Printing Systems is the competent partner to your success in printing and finishing of textile-based substrates.

- Developing the idea
- Building the process
- Installing and commissioning the equipment
- Implementing and transferring the process technology and Know-how
- Servicing the production line
- Designing and manufacturing the printer and line components

SPECIALITIES

INNOVATION | QUALITY | SERVICE

ZIMMER MASCHINENBAU GMBH
DIGITAL PRINTING SYSTEMS

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ELTEX OF SWEDEN: THE LEADING SUPPLIER OF YARN BREAK SENSORS AND YARN TENSION MONITORS

As a leader in yarn detectors sector, tell us more about your latest innovations and new technologies.

For 60 years, our yarn break sensors and yarn tension monitoring systems are enjoying a good reputation in the textile industry globally in more than 100 countries. After a tremendous global success with the EYE Compact for the tufting carpet industry, Eltex’s latest innovation is the EYE Compact II, unveiled at ITMA Barcelona in Spain last June (2019). The product was developed in two years and is an evolution of Eltex’s original EYE Compact yarn break monitoring system.

It is ideal for mounting on more modern graphics-driven machines, where space can be limited, for a 100% detection of every tufting yarn break and end out. EYE Compact II sensor technology operates at a critical stage in high-end carpet production, wherever everything comes together in the entire manufacturing process. The yarns and the carpet backing have already been produced and will be wasted if a fault is only identified later during the tufting stage.

We developed EyETM (tension monitoring for multiple yarn applications), detecting tension in each position on the creel & winder side of the heat set machine and warping creels to ensure that the correct tension is used in the process.

With EyETM in a Heat-Set application, it will be guaranteed that the bobbins later used in the tufting process have the correct tension; it’s crucial to produce bobbins used in tufting with equal tension in the heat set process.

If the tension is wrong, there is a significant risk it will create a fault in the tufted carpet. In the worse case, the fault is discovered only when the carpet is finished and dyed.

How Eltex equipment can help to tufting carpet companies to increase their productivity?

Digitalized solutions like ours, a stepping stone on the long road to Industry and the smart factory, are proving priceless for companies who have already embraced innovation.

Moreover, it has been suggested that businesses that embrace digitalisation will enjoy long-term benefits, and, in many instances, these claims have already come to fruition.

Eltex Yarn Expert (EYE) is a very flexible and versatile yarn detection system. The functions and features of the Control Units, sensors, and operator terminal are software-controlled.

The carpet industry can take full advantage of the technologies of Eltex sensors in terms of revenues, growth, quality improvement, machine efficiency, less maintenance, waste material and related to the machine operator. In addition, Eltex contributes a significant role in tufting carpet, artificial grass & yarn producing companies.

Having fewer machine stops creates less maintenance and downtime. This makes the machines wear less, and the operator can concentrate on other tasks around the machine.

Fewer stops generate less wear and cut the electricity bills since the machine does not need to start many times. It has never been more crucial for companies to be cost-efficient. This all together shows that the EYE Compact system from Eltex saves money from day one.

By eliminating both production waste and machine downtime, manufacturers can boost their profitability and improve their sustainable footprint. This can be achieved by creating a quality product that generates less waste and uses resources more effectively.

We should rely more on sustainability and green products, how we can improve sustainability in textile and textile flooring industry?

Sustainability in the textile industry has become a debated issue due to the nature of the Industry. However, the great efforts made by our R & D department, our products are environmentally friendly because it helps to reduce waste of material.

As mentioned under the previous point, by reducing both production waste and machine downtime, manufacturers can minimize their environmental footprint. This can be achieved by creating a quality product that generates less waste and uses resources more effectively.

How do you evaluate Tufting carpet sector in USA and globally?

Eltex plays an essential role in the tufting carpet. The USA alone stand for 49% of the world’s carpet production, the second is western European countries with 27%, and 3rd is between Australia & Canada has approx. 8% and then the rest of the nations.

Only in these three geographical areas, the total carpet production represents 84% of the global production.

We can say that ~ 70% of the global tufting carpets & artificial grass producers are users of Eltex sensors.

At the moment, both grass and carpet tufting worldwide is in a strong position with a high demand for investment in new machines and other technology. On the carpet side, this is partly driven by a high demand on the US domestic market, and artificial grass seems to be used in an extended range of applications around the globe.

Middle east is an important region for carpet production, do you have export to this market?

The Middle East is the world’s fourth-largest carpet manufacturer after the U.S., Belgium and Holland, and the regional Industry is expected to grow between 10 -25 % over the next five years. We have started our marketing efforts, and we are in communications with some of the carpet producers in the region. We have recently expanded our marketing network for the middle east region and hope to get some good results. Now, we are being represented by M/S. Atag Export & Import of Alexandria, Egypt for middle east market.

What is your schedule for participation at upcoming textile and flooring exhibitions?

We exhibit every year at Domotex in Hanover and look forward to be back to meet our customers in January 2022. We also had plans to exhibit at FloorTech USA, but have unfortunately withdrawn because of the Corona situation.
H ow DO Y O U EVALUATE THE TEXTILE INDUSTRY IN KENYA? 

The textiles and apparel sector is the most labour-intensive sector of the manufacturing industry. It has the ability to create a large current and potential pool of employment opportunities within a short duration of time. This explains the national and regional special focus on the sector.

The development of the sector’s farm-fashion value chain presents the country with immense opportunities in cotton farming, textile mills and apparel/fashion industry.

First, the sector is considered as a creator of mass employment across both high skill sets. A fully developed value chain has the capacity to employ about 10% of the country’s population. Additionally, cotton farming in Kenya is very labour intensive; thus being a source of much-needed employment opportunities.

The textiles and apparel sector is currently a critical foreign exchange earner in the manufacturing industry. Kenya as at now is the largest exporter of apparel under AGOA with about Kshs 74 billion worth of exports in 2019 and Ksh 39 billion in 2020.

With the changes in the global apparel sourcing supply chain in the world, Kenya has been able to attract a substantial number of world buyers and these figures can grow when we enhance our competitiveness and diversify our markets.

Lastly, the sector provides an opportunity for the enhancement of industrialization within the country and region through foreign and backward linkages with other economic sectors.

WHAT DO YOU THINK ABOUT THE FUTURE OF THE TEXTILE AND GARMENT INDUSTRY IN AFRICA IN GENERAL AND KENYA ESPECIALLY?

The textiles and apparel sector has historically been the pioneer industry that drives industrialization around the world.

An analysis of major international companies illustrates this as many of them started out with operations in the textiles and apparel sector. The situation is not different in Kenya as many of Kenya’s top companies have their genesis in the textiles and apparel sector.

The growth of the value chain in Kenya will translate to more players in the manufacturing space who will ultimately diversify into other manufacturing sectors. The sector has the ability to fill the gaps in our economy, our social challenges and our industrialization journey. With the coming of the 4th industrial revolution and the changes in the global manufacturing, consumption and sourcing dynamics, Kenya lies at a good position to turn the waves into energy that will propel the country forward and ensure manufacturing frontier.

The sector has so far been able to attract reputable local and international investors. There are also strategic policy and infrastructural developments that seek to place Kenya as the regional hub for the manufacture of textiles and apparel.

With the adoption of Export driven trade; the textiles and apparel sector has been a cornerstone of our national and regional special focus on the sector with the European Union, American and African buyers and investment. There are also strategic policy and infrastructural developments that seek to place Kenya as the regional hub for the manufacture of textiles and apparel.

There are various reasons as to why investors should tap into the Kenya textile market. These include:

- Availability of highly trainable labour
- Productive workforce
- Preferential access to the USA, EU, UK, EAC, COMESA and now the African continent
- Market driven economy
- Efficient logistics link to the global world

Kenya has a big potential in the textile sector, why should international investors invest in the Kenya textile market?

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HOW DO YOU EVALUATE KENYAN GOVERNMENT POLICIES AND SUPPORT OF THE TEXTILE SECTOR?

The policy environment has a vision for the sector under the Kenya Industrial Transportation Program, Big 4 Agenda and the Vision 2030. This has led to significant growth in the textile industry.

There are various factors that continue to hinder the growth of the manufacturing sector. Our core issues remain competitiveness and productivity without which, the local manufacturing sector shall not be able to compete with local and export markets.

Our Manufacturing Priority Agenda 2021 identifies some of the key issues we as hindering the competitiveness of Kenya’s manufacturing sector. Some of these include; frequent and constantly shifting regulations, cost of energy, uncompetitive costs and transport logistics costs.

Unfortunates, the increased cost associated with these added to the price of a final product, hinders our competitiveness.

As Kenya boasts itself of its continued excellence in Ease of Doing business, we are also pushing the government to address the Cost of Doing business accordingly.

African countries are facing a big problem with second-hand cloth and garments that they import. What is your plan against this in Kenya and how does it affect the African textile and garment industries?

The import of second-hand clothing classified under HS 6201 apparel to Kenya, rose to Kshs 18 billion and 184,377 tonnes as at the end of 2019 (KAM). In its initial years, second-hand clothes provided access to clothing for the less privileged in Kenya and the larger world.

However, it is worth noting that clothing trade has over time been used by scrupulous traders to import and export new clothing disguised as second-hand. This creates a big loophole that further enhances the competitiveness of the locally manufactured textiles and apparel products through unfair competition.

We advocate for strict enforcement of customs and standards measures so as to ensure that the second-hand trade is regulated appropriately and only genuine second-hand is allowed in the country; thus, creating a fair playing field.

Today sustainability and green products are must and unfortunately textiles is one of the most polluting industries. How can we improve sustainability in the textile industries and garment manufacturers’ sustainability practices?

Kenya has a good level of sustainability, explaining the reason to why the country has been able to attract and thwart better compliance. Despite the presence of comprehensive global standards and best practices, such as those promoted by international initiatives, an understanding of the neces-

sity to step towards compliance is lacking in East Africa. Local policymakers, enforcement authorities and manu-

facturers find it difficult to align local legislation with international standards due to this information asymme-

try. Even when there is a fair understanding of the sustainability requirements from global brands, poor access to finance and inadequate technical capacity thwart better compliance.

It is in line with this that we recently launched The Sus-
tainability Report for Textile and Leather sectors in part-

nership with the International Trade Centre (ITC).

The Reports are set to guide industry players and pol-


cymakers to improve their sustainability practices with
global trends.

At the Kenya Association of Manufacturers, we house the Manufacturing Academy program: The Manufacturing Academy pro-


ides technical and/or specialized manufacturing and service technology to enable them to remain competitive.

- Technical, Vocational Education and Training (TVET) program:

- KAM’s TVET program, run in partnership with German Development Corpo-

ration enhances access to technical and vocational jobs as well as manpower opportunities for the youth in Kenya, through skills and entrepreneurship training.

- The program offers internship opportunities, competence-based education and training and work-readiness training for technical courses graduates in the country.

- It ensures skilled human resources in the manufactur-

ing sector and addresses the current high unemployment rates, often occasioned by lack of experience.

A. Securing the Future of Work

- The Manufacturing Academy

- The Academy: The Manufacturing Academy provides technical and/or specialized management training and services to drive competitiveness in local industry and markets.

- The Academy ensures that manufacturers remain at the cutting edge of the market by manufacturing and service technology to enable them to remain competitive.

- Technical, Vocational Education and Training (TVET) program:

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The various ways in which KAM supports its members include:

- Policy Advocacy including:

- Fast-based policy, both environmentally and economi-

- to empower East African businesses in improving

- Capacity building, the Academy ensures that manu-

facturers remain at the cutting edge of the market by manufacturing and service technology to enable them to remain competitive.

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B. Promoting Market Access

- KAM strengthens and scale ups trade, productivity and export market development for local manufacturers through its Business Information Services Desk.

- The services offered include seminars and workshops on compliance issues, trade and investment missions and productivity courses.

- KAM’s Opportunity Desk is a region-wide networking event that brings together local manufacturers to show-

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C. Scaling up SMEs

- Through our Manufacturing SME Hub, we address challenges affecting SMEs in the country including unfriendly policies and regulatory regime, tedious and
ORIENTAL WEAVERS CARPET’S PROFIT HIKES 151% IN H1-21

The sales increased to EGP 5.61 billion in the six-month period ending June 30, up by 151.4% year-on-year (YoY) from EGP 2.26 billion in the year-ago period. The earnings attributable to minority interests rose to EGP 70.49 million from EGP 39.09 million, the company said in a bourse disclosure.

The net profits attributable to the parent company’s shareholders grew to EGP 589 million in H1-21 from EGP 227.26 million, while the earnings attributable to minority interests rose to EGP 70.49 million from EGP 39.09 million, the company said in a bourse disclosure on Thursday.

The sales increased to EGP 5.61 billion in the six-month period ending June 30 from EGP 4.078 billion in the prior-year period. Moreover, the standalone net profits grew to EGP 752.37 million in H1-21, compared to EGP 520.7 million in H1-20.

During the first quarter (Q1) of 2021, Oriental Weavers Carpet achieved a consolidated net profit of EGP 343.19 million, up from EGP 197.95 million in Q1-20, including minority shareholders’ rights.

Oriental Weavers Carpet said that the Egyptian government has been implementing a new export subsidy disbursement programme from 1 July 2020 to 30 June 2023.

The average export subsidies for Oriental Weavers Carpet reported net profits of EGP 669.5 million in the first half (H1) of 2021, up by 151.4% year-on-year (YoY) from EGP 266.358 million, including minority shareholders’ rights.

CARPET INDUSTRY TARGETS 3 BILLION DOLLARS OF EXPORT IN 2021

Turkey’s handmade carpet exports during January-February 2021 decreased by 16 percent compared to the same period of 2020, export value was recorded as approximately 6.3 million dollars.

Machine-made carpet exports increased by 11.8 percent in the January-February period of 2021, exported 2 billion 604 million 648 thousand dollars in 2020.

“We set a target of 3 billion dollars” Kaplan stated that they will continue to search for new markets and continue to work to solve the problems by increasing their share in existing markets. Salahattin Kaplan continued as follows: “We will make an effort to establish a facility where we can produce our own raw materials in order to prevent the import of raw materials, which is our most important problem. We are doing preliminary studies on this subject. Exports exceed our targets in 2020 and we set a target of 3 billion dollars for 2021. The Turkish business world successfully survives difficult times. Last year is the best example of this. While we work well in our lesson in the new year and achieve new goals.”

Machine carpet exports increased by 14 percent compared to February 2020, reaching a value of $247.1 million.

Most Carpet Export to USA

The top five countries with the highest carpet exports made in the January-February period of 2021 are as follows.

Turkey comes first with $186,542 million, followed by Germany with $29,468 million, the UK with $23,103 million, the United Arab Emirates with $21,079 million and Egypt with $18,021.

Machine Carpet Exports Increased

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NEW CARPET TILES FROM SHAW CONTRACT OFFER CLASSIC LOOKS AND MEET CARBON NEUTRAL AND COMFORT DEMANDS

Shaw Contract has introduced two new carpet tile styles – Beam and Braid – into its popular Suited collection. Taking their cues from the feeling of purpose and community that is associated with the skills of weaving, braiding and crafting, Beam and Braid offer a sense of calm and connectvity, with the tactile response that the Suited collection provides.

Featuring smaller-scale, linear patterns, Beam and Braid both complement the Suited collection styles which include Check, Houndstooth, Jacquard and Textile, and share a palette that combines beautifully with these other Suited styles.

Supporting customer-focused solutions, styles Beam and Braid are made in the UK and can be specified with either TaskWorxTM backing or Shaw Contract’s new backing solution for the EMEA region, ComfortWorxTM.

Occupant health and wellbeing is a critical consideration for productive environments where we can work, learn and collaborate successfully. Sound can negatively impact building occupants.

Tiles with ComfortWorx backing provide improved impact sound reduction and improved sound absorption over standard carpet tile and hard surfaces. They also offer underfoot comfort benefits.

The Suited carpet tile collection has been optimised for low embodied carbon, and is a carbon neutral collection. Styles Beam and Braid are manufactured with Shaw Contract’s EcoSolution Q100TM nylon fibre (Eco Solution QT™ with an allocated 100% content from post-industrial sources). Shaw Contract’s reTURN@ reclaiton programme for EMEA also offers re-use and recycling options across its carpet tile collections.

Shaw Contract’s sustainability pledge – People Together, Planet Forever – is focused around both social and environmental impacts, and how our choices can be fair towards each other and mindful of the environment.

These new styles and a range of collections, made in the UK, will be displayed during Clerkenwell OPEN in Shaw Contract’s London showroom 7-9th September; and at Workplace Paris, at Shaw Contract’s stand B22-C25 on 5-7th October 2021.

LAS VEGAS MARKET NAMES KATHRYN M. IRELAND 2022 DESIGN ICON

Influential interior and textiles designers Kathryn M. Ireland will be honored as the 2022 Design Icon at the winter Las Vegas Market in January.

LAS VEGAS – One of the world’s most influential interior and textiles designers, Kathryn M. Ireland, will be honored as the 2022 Design Icon at the winter Las Vegas Market, set for Jan. 23-27, 2022. Ireland’s appointment to International Market Centers (IMC) list of design visionaries marks a resumption of the Design Icon programing after a pandemic pause.

“Design inspiration never stops, and no one embodies that more that Kathryn M. Ireland,” said Bob Manoch, IMC CEO. “We are excited to resume our Design Icon programing this winter with Kathryn as our honoree. Her energy and style are unmatched, and we look forward to celebrating her as our newest Design Icon.”

Ireland is an internationally celebrated interior designer based in Los Angeles, CA who was born in England and raised in London, Scotland. Prior to launching her design career, she was an actress, clothing designer and filmmaker. Today, she is a renowned designer named one of the Top 100 Designers in the United States by House Beautiful magazine and an Elle Décor “A List” designer. Her work has been published globally including in People magazine, the Wall Street Journal, Architectural Digest and more, and she is a featured designer on Bravo’s Million Dollar Decorators. In addition to her interior design work, Ireland is a talented textile designer with her work available worldwide through Otis Textiles. She is the author of four design books including the new Timeless Interiors.

On design, Ireland explains, “I realized I had it in me at a very young age, I just loved houses – it was in my DNA. It’s the appreciation of all parts of design – the high, the low – that makes it so unique and important.”

The Design Icon award highlights the achievements of exemplary design and architectural professionals and offers Las Vegas Market attendees an opportunity to connect with and learn firsthand from living legends. Ireland will appear in a series of to-be-announced webinars and events leading up to and at the Winter 2022 Las Vegas Market.

Ireland joins a list of 15 years of previous recipients that includes Barbara Barry, Martyn Lawrence Bullard, Timothy Corrigan, Jamie Drake, Frank Gehry, Alexa Hampton, Christopher Guy Harrison, Vladimir Kagan, Larry Laslo, Juan Montoya, Thomas Pheasant, Roger Thomas, Carleton Varney and Vincente Wolf.

Las Vegas Market is the leading home furnishings and gift market in the western U.S., presenting thousands of furniture, home decor and gift resources in an unrivaled market destination. Las Vegas Market’s diverse product offerings allow for cross-category commerce among these industries. The next Las Vegas Market runs January 23 – 27, 2022, at World Market Center Las Vegas.

About International Market Centers: International Market Centers (IMC) serves as the center of commerce for the wholesale furniture, gift, home decor and apparel industries. With more than 20 million square feet of premium wholesale showroom space in High Point, N.C., Las Vegas and Atlanta, IMC has more than 60 years of relationships and experience creating scalable business platforms for wholesale commerce.

With the launch of Juniper, a fully integrated omnichannel B2B commerce solution and multitenant B2B e-commerce marketplace empowering buyers and sellers to better manage and grow their business at markets and year-round, IMC now provides the only omnichannel sales and marketing platform that seamlessly connects physical and digital wholesale commerce.
YOUR GATEWAY TO TEXTILE

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NEW COLLECTION
A Boost for Saudi Businesses: IsDB Supports Saudi Exim Bank's Efforts to Strengthen Export Industry

This issue featured during a meeting between the President of Islamic Development Bank and Chairman of IsDB Group, H.E. Dr. Muhammad Al Jasser, and CEO of Saudi Exim Bank Eng. Saad bin Abdulaziz Alkhalt.

"We are an institution that supports development," IsDB President and Chairman of IsDB Group reiterated, adding that the bank will support Saudi Exim Bank in achieving this important initiative. "IsDB has experience with several member countries and is happy to support the growth of the Saudi export industry," stated Dr. Al Jasser.

The CEO of the Saudi Exim Bank, Eng. Saad bin Abdulaziz Alkhalt, welcomed the support of the bank to help Saudi Arabia’s export sector grow. He highlighted that the experience of ISDB is important to Saudi Exim Bank at every level.

CEO of the International Islamic Trade Finance Corporation (ITFC), Eng. Hanif Binsozi, and Mr. Oussama Kaisi, CEO of the Islamic Corporation for the Insurance of Investment and Export Credit (ICIEC) also lent their support to the effort of Saudi Exim Bank to help Saudi businesses promote export.

The CALL FOR THE TURKISH TEXTILE SECTOR SUSTAINABILITY ACTION PLAN

The Turkish Textile Sector Sustainability Action Plan was announced by Textile and Raw Materials Exporters’ Associations under the leadership of Turkish Exporters Assembly (TİM).

With the action plan, the Turkish textile industry aims to further increase its market share in global exports by providing a permanent transformation and complying with the European Green Agreement norms at a high level.

TİM Chairman İsmail Gülü said, "I invite all our industrialists, manufacturers, suppliers, and exporters to a production approach that prioritizes nature and the environment. Let us renew the old infrastructure of our factories, separate the infrastructure of washing and dyeing water, recycle the washing water, expand the technologies that use less water in washing and dyeing, reduce the share of fossil fuels in production as much as possible.

The textile sector, which exported an all-time high of $6.2 billion in the first half of the year and is the fifth-largest exporter of the world, has moved to a path of development with growth.

The greatest legacy we will leave to our future generations is a clean world!

Today, in textiles, which is our leading sector, I am very happy to see the first response of this step and congratulate our sector on this visionary move. Hopefully, this move, led by our textile sector, will encourage all our exporter sectors and our sectoral roadmaps will be completed as soon as possible.

Our Sustainability in Industry Science Board will take a critical responsibility in the green transformation program. In this regard, all our members are working together for the sector’s development."

In addition, we are commissioning the Green Line within ALO TIM. Our companies will receive the answers to their questions about green transformation on an industry-by-sector basis from our expert teams under the leadership of our Sustainability Science Board.

"This step and congratulating our sector on this green transformation is a great vision today. We look forward to meeting our existing clients who are already interested in this, as well as being the ideal place to make new contacts with our peers, as well as being the ideal place to make brilliant and beneficial new contacts in-person.

"We very much miss the intimacy of finely curated events in New York. The ability to reacquaint with our clients in this setting is super welcome, and COVER’s central relationship to our industry truly enhances this connection."

"New York City is arguably the epicenter of the North American rug industry and also the world of design, fashion, art, and a lot of the other worlds that function alongside rugs and interiors. This makes the city an ideal setting and the Fall is a great time to be managing and making plans for the closing of one year and the starting of another." — Tamara Oberti, 12 EXHIBITORS, 3 DAYS, UNLIMITED STYLE

Exhibitor and New Jersey-based Samad has been busy preparing for the event. As we emerge from the pandemic, we are expecting to see customers from all over the States coming to visit COVER Connect New York this September. For many of our clients this may be their very first buying trip in over 18 months. We have been working on several new highly decorative, yet highly affordable hand-knotted collections and we foresee a pent-up demand for new styles and colors.
“Sales and the number of craftspeople (at Zollanvari) have fallen by more than half,” Jafari lamented.

The outbreak of the COVID-19 pandemic has only added to the weavers’ plight. “Buyers from abroad have been unable to come,” said Ali Jahan, 55, who owns a carpet store in Tehran. “The number of foreign customers has dropped to zero from 50 or so per month,” he said.

The hand-weaving of carpets in the home had been an important source of work for women in rural villages in Iran. But the steep fall in the volume of work has cast a shadow over the future of the traditional industry.

Iranian carpets are woven from wool and silk and originated in a nomadic culture. They are said to have been woven on the Iranian Plateau since ancient times and are now popular items for European and U.S. consumers. The Avicub Carpet exhibited at a museum in London is considered to be the best example of the craft.

Rival carpet makers in India and Turkey are keenly observing the current crisis accompanying Iranian producers.

In Srinagar in northern India, which is home to the Kashmir carpet, a maker welcomed the U.S. sanctions on Iran as it meant “an increase in our customers.”

In Turkey, a senior official of the Istanbul Carpet Exporters’ Association, although aware of the situation in Iran, said Turkey’s production capacity is “limited because the number of weavers has dropped due to the modernization of rural regions.”

Despite the current difficulties faced by Iranian makers, the Persian carpet retains strong brand power, partly because UNESCO designated it as an intangible cultural heritage of humanity in 2010. Persian carpets will even be on show in Kyoto’s famous Gion Festival next year. They will be used as part of the decoration on a giant float that will roll through the city’s streets for the first time in nearly 200 years.

Woven by women, the Persian carpet has developed through a long history of appreciation by Iranian buyers, said Amir Solemanieh, 42, owner of Mir Collection, a Persian rug shop in Tokyo that arranged the procurement of the new carpets for the float.

KOREAN CARPET MAKERS EYE NEW MARKET IN JAPAN AS U.S. SANCTIONS BITE

By Hiroyasu Takayama

Iran’s Persian carpet industry is ebbing under the weight of U.S. sanctions and the coronavirus pandemic. But its craftsmen may have found a way to innovate their way out of trouble–weaving miniaturized versions of the traditional rug as substitutes for Japan’s ubiquitous “zabuton” floor cushions.

Iranian carpet weavers have seen their sales roughly halve in the last few years as rivals in India and Turkey look to grab market share.

“We sell 60 percent of our products to the United States, which used to be our biggest market,” explained Mohammad Jafari, a 43-year-old weaver at Zollanvari, a long-established carpet company in Tehran.

Jafari and other Zollanvari artisans were putting the final touches to a scaled-down version of a Gabbbeh rug, a traditional variety of Persian carpet. Measuring roughly 40 square centimeters, or about the size envisioned for a zabuton cushion, the color scheme is reserved, unlike the brightly colored products exported to the United States.

“The product is the polar opposite (of the carpets exported to the United States),” said Jafari.

While Persian carpets were exported to more than 30 countries, Japan was the top destination from March to May this year, Iran’s Mehr News Agency reported.

Exports to the United States topped $300 million a year with the thawing of tensions following a nuclear agreement Iran reached with the United States and other major countries in 2015. But exports to the United States have been banned since Washington withdrew from the deal in 2018 under the previous administration of Donald Trump.

Three blind artists from southeastern Iranian province of Kerman wave a carpet which shows the logo of the Tokyo 2020 Paralympic Games to show their interest to Iranian Para athletes.

The carpet has been hand-woven by Behrouz Akbari, Zohreh Yazdani and Moein Kordzadeh with round-the-clock efforts in 28 days, according to a provincial report on Monday.

The three blind artists did so under the supervision of a master weaver, Shirin Sheikh-Mozaffari. The hand-woven carpet was unveiled upon arrival of Iranian javelin thrower Saeed Afroz in Kerman.

Afroz, who is from Kerman Province, won gold medal at Tokyo Paralympics after shattering men’s F34 category world records.
WHY MENA CARPET NEWS?
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Why MENA Carpet News?

Reaching 32,000 Carpet and Flooring Activists in the Middle East and North Africa

TURKEY'S CARPET EXPORTS TO TURKMENISTAN DOUBLE IN FIRST 7 MONTHS

Turkey's carpet exports to Turkmenistan have doubled in the first seven months of this year, Turkish Trade Ministry sources told Trend News Agency.

Turkey's export of carpets to Turkmenistan soared to $2.58 million in the January-July period, up by 102.3 percent compared to the first seven months of last year.

In July 2021, Turkey's export of carpets to Turkmenistan rose to $397,000, which is 112 percent more than in July 2020.

The product's export by Turkey to world markets increased by 41.5 percent on annual basis up to over $1.8 billion in the first seven months of 2021.

Additionally, Turkey has generated $3.14 billion in carpet exports in the last 12 months.

Carpet  Flooring News

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ALL YOU NEED TO KNOW BEFORE BUYING RUGS

Comfort, warmth, and decorative interest are all provided by carpet and rugs. They can serve as floor art as well as a frame for arranging furniture and defining places.

Rugs can be divided into different categories considering their material or weaving system. They can be made of natural fibers, such as wool or synthetic fibers, including polyester and polypropylene.

In terms of weaving methods, rugs can be Hand-Knotted, Hand-tufted, Hand-loomed, or Machine-loomed. Rugs are one of the most significant components in a home, and they can change the look of a room.

SIZE
Choosing the proper size that will physically fit the intended space is undoubtedly one of the essential considerations for rug buyers. A rug covering every square inch of an area does not appear attractive, while a too small rug may appear uncomfortable and even cheap.

As a result, you must accurately measure your desired room’s dimensions to avoid regret after purchasing the rug. The size of the rug you choose will depend on whether you want to fill the space or create a seating area; for filling the room, the larger, the better. Otherwise, when creating a sitting room, the furniture layout that will go on top should be taken into account. Take a painter’s tape and draw the size you want to buy on the floor where you would place it to see whether it fits nicely. This is a fantastic way to avoid making sizing mistakes. Also, remember to provide enough space to open the doors without touching the rug.

However, choosing the right carpet size is not just about that. The overall room dimensions, the furniture, the area function, and the appearance you’re trying to achieve all play a role in determining the appropriate size of your rug. Here are some general guidelines to help you select the proper size considering where to place the rug.

Living Area: In a living room, a rug should be placed in the middle of the room, centered beneath the coffee table, and picked with the furniture arrangement in mind. Seating in the living room can be set up in various ways, including four legs on the rug, four legs off the rug, or two front legs on the rug.

Dining Room: The rug used in the dining room should be larger than the table, taking into account the distance that chairs are pushed back to prevent chairs from bouncing on an uneven surface.

Bedroom: Choosing a rug that extends 18 to 24 inches beyond each side of the bed will give your feet a smooth landing every morning. Consider any furniture at the foot of the bed when choosing the rug’s length: The piece’s four legs should either fit on or off the carpeting.

PATTERN & COLOR
If you’re going to spend a lot of money on a rug, go with a classic pattern like those found in vintage and antique carpets. Modern carpets can look fantastic in a space, but they will need to be replaced when they go out of style. Area rugs with bold patterns can make your space unique, but their design should not be completely hidden when putting furniture on top of them.

Floor color, the furniture, and the space function are factors that determine the rug’s color. It is generally better to choose the rug color opposite to floor color. Light-colored and dark-colored rug for dark and light floors, respectively.

Besides, rug color should complement the furniture colors. It should also be noted that rooms covered by darker colors of rugs will give the feeling of a more intimate but smaller space.

On the other hand, the lighter color of rugs makes the area look wider.

LIFESTYLE
Another essential factor that you should consider while buying rugs is your lifestyle. For instance, if you have babies or pets, you should better not buy light-colored rugs. Instead, an easy-to-clean rug with a dark color is a better choice for you.

Moreover, buying trendy or conventional rugs depends on your taste in changing the appliance. For example, if you change your furniture frequently and follow decoration trends, you should buy trendy rugs. Otherwise, conventional rugs are a suitable choice for those who do not change their home decoration a lot.

MATERIAL
The material that a rug is made of determines its properties, such as durability, resistance, and cost. Rugs are made of a variety of materials, including soft cotton, synthetic polyester, or polypropylene.

Natural fibers are environmentally friendly and among the most cost-effective materials for rug manufacture. Rugs made of natural fibers are more expensive than those made of synthetic fibers. Synthetic fibers provide numerous advantages, including greater stain resistance, ease of care, and fade resistance.

Resilience is a measurement of how effectively fibers bounce back after being crushed by heavy furniture. Rugs having high resilience should be used when placing underneath heavy furniture or in high-traffic places.

Properties of different fibers used in rugs are mentioned below.

CONCLUSION
Rugs are one of the most significant parts of home decoration and play an important role in accentuating the look of the space.

There are various types of carpets in terms of shape, pattern, and material, making it hard to buy a suitable rug. Size, color, design, material, the location that you intend to place the carpet, and also your lifestyle are some factors that will guide you to choose your rug correctly.

Fiber | Properties
--- | ---
Cotton | Easy to clean, durable, soft feel, wide range of colors, good for high-traffic areas
Wool | Soft feel, durable, stain-resistant, good for high-traffic areas
Rice | Soft feel, stain-resistant, suitable for low-traffic areas
Silk | Soft feel, high luster, suitable for low-traffic areas
Polyester | Easy to clean, great for living areas
Polypropylene | Easy to clean, moisture and stain resistant, good for outdoor use, best for low-traffic areas
Nylon | Strong and resilient, ideal for high-traffic areas, wide range of colors
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