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High reliability in selling product with creativity in production and branding

Farahi carpet is a known for to people in the textile industry and also is a famous brand among the general public. In the field of branding, has been able to successfully implement its brand in the society. We asked Mr. Farahi in a conversation with him about the current recession in the market. Mr. Farahi considers the stagnation and stability of today superior to the volatility and price levels of previous years, and stated that at least today we know the situation and plan it accordingly, but in previous years were not aware of tomorrow and it naturally disturbs the market and production.

Mr. Farahi please gives us a brief description of the carpet's domestic market in 96?

Basically, after Mr. Ahmadinejad's government and in the early days of Mr. Rouhani's first government due to the problems, the country suffered stagnation, and Dr. Rouhani's government was trying to curb the inflation which is remained of the previous government.

We know that inhibiting inflation is accompanied by stagnation, and this recession has had many negative effects on the market and all aspects of people's necessities of life and, of course, people, given that they do not have high purchasing power, are trying first to provide the initial needs and then

look for unnecessary goods such as carpets.

The 95 year was a relatively difficult year for the country's carpet industry, and 96 was almost the same as last year's recession, despite the fact that this year we are facing with sustainability conditions and we know that it is a transitory period, but in 95 there were concerns about the price fluctuations, this year, stable environment, we have a better working conditions with stable conditions.

Due to the low purchasing power of people, we still face with expensive carpets produced. Would it not better than our production be depending on market demand? For example, the same things that the Turks do with the 500 comb carpets.

Vice versa, I do not agree with you, today our country's people need is not cheap carpets. Incidentally, people like to buy expensive and luxurious carpets. But the problem is that with the classic plans, the purchasing power of people has fallen. The fact that we go to the Turkish carpets is another topic because their design style is modern, and our people know the carpet with classical handmade works, so, we do not have a customer in a modern style, except a few younger generations or earlier generations, for special purposes such as villas and major consumption with a classic and traditional style.

Lowering the purchasing power of people does not mean that they are interested in cheap carpets.

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High reliability in selling product with creativity in production and branding

interview with Mr. Ali Farahi; manager of Farahi Carpet

Purchasing power is more available for consumer goods than to products with high shelf life, such as carpets. In buying carpets, the life cycle of goods is very important; to buy carpet the customer waits until he has a better financial position.

See, as people do not go to machine carpet, everyone does not have the desire to buy 500 comb carpets; most people who have low purchasing power are interested in the 700 comb carpets. Therefore, there is no doubt about the magnitude of the effect but everyone does not buy cheap carpets.

Is it possible to change the taste of people?

Why should we want to change them, why we should try to replace the carpet with modern designs which have no foundation with the original and traditional carpets that are our pride?

The debate is not about eliminating traditional designs, it's about importing Turkish carpets to Iran and the tendency of people to adopt those styles. Is not better we produce ourselves instead of importing?

Today the production of carpets with modern designs, but the percentage is very low. The nature of our people is tied to the classic designs that have been seen in their homes in the past, and with the advent of technology and time, the same designs are woven in a machine-made way, but the designs and colors have not changed much.

Since we in Iran have a higher level in terms of design and coloring, never they can not produce a competing product with Iranian carpet in terms of plan and

design. Of course, they themselves are aware of this. In the case of modern works, consumption is very low therefore, there is no danger, and both our colleagues and ourselves are producing modern carpets, and virtually no carpet is imported from Turkey.

What are your demands as a representative of the production sector from the government?

Although as I believe that today's the government's hands are not open to supporting production but, naturally, my basic demands of the government are as follows:

The issue that hurt many producers is VAT, which has a flawed chain, and as long as this chain is not completed, it will be the extra burden on the shoulders of the producer.

VAT should be converted into the consumption tax. That is, the consumer, like most other countries in the world, while purchasing the tax on the goods to the shopkeeper and the shopkeeper will pay the tax to the government. In our country, the VAT is exactly the opposite of what is happening in other countries.

All producers and agents involved in the production of goods pay the value-added tax, but when the product reaches the shopkeeper, the value-added tax does not apply. In practice, the producer will charge 9% of the excess tax that can not be taken by the shopkeeper or the consumer. The interesting thing is that the government itself is working to make producers in an unhealthy competition in these bad conditions.

The other thing we ask the government is about exporting goods. To export, we need the government raises the dollar at



its real cost. The real price of the dollar is the difference between the domestic inflation and foreign inflation. For example, if over the past ten years, our inflation rate has been around 300% and the foreign inflation rate of 10% the dollar should be increased 290%, which is not happening. If this happens, many other problems, such as smuggling and

outsourcing, will be solved, and this will help to create jobs and produce.

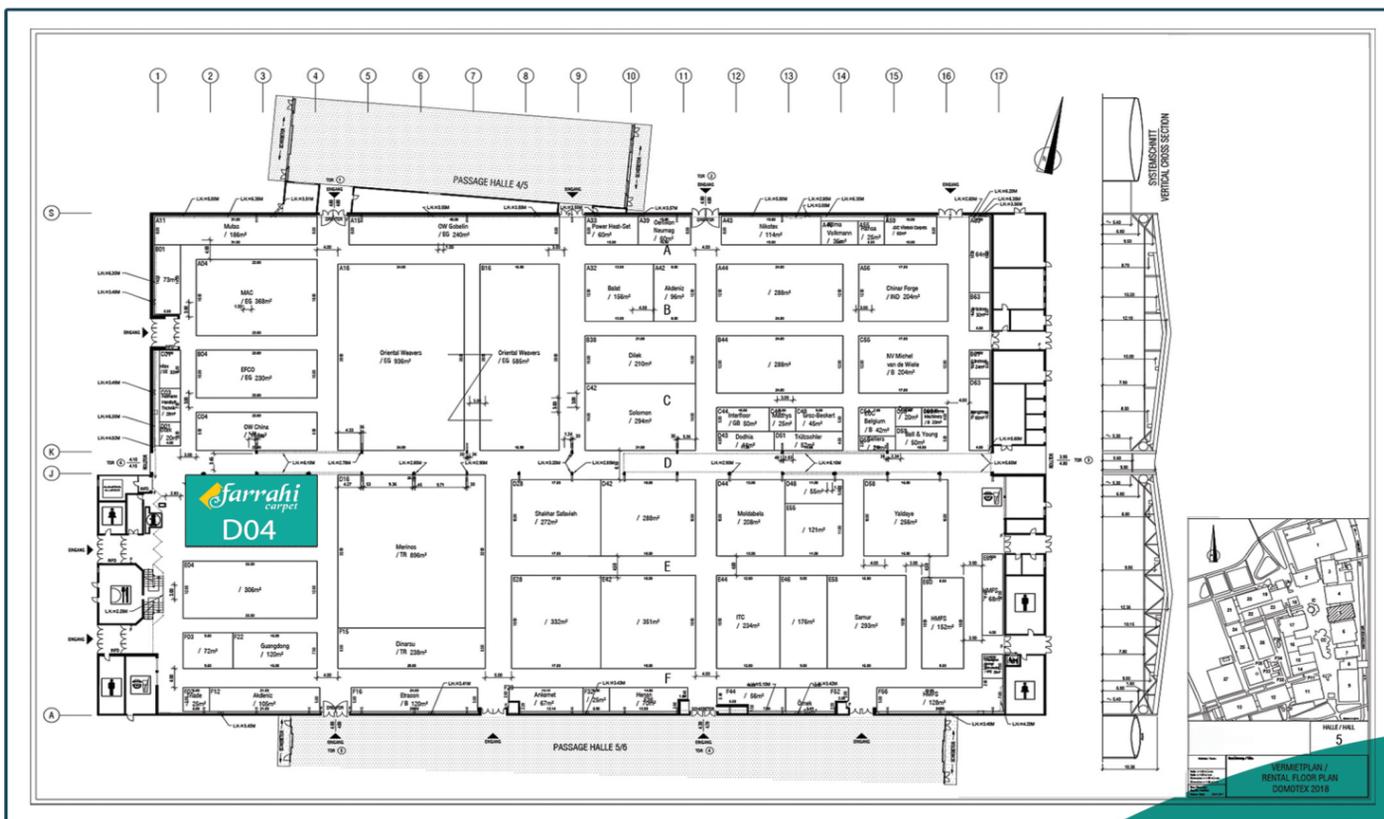
Farahi Carpet Collection cooperate with which countries in an export field?

We export about 29 countries around the world. The list includes neighbor countries, such as Iraq and Pakistan, and European and American countries, as well as in East Asia, such as China and Japan, Korea, and Thailand and Taiwan.

Which products in which countries have the highest demand?

Usually, countries like America European countries, which have advanced technology and modern life, are more interested in polyester, polypropylene, nylon and no lint carpets. Especially the United States, which does not allow the entrance of the acrylic carpet. Some countries are more interested in acrylic and fluffy carpets are the countries that do not have an acrylic law, and their culture is closer to Iranian culture, is characterized by fluffy carpets. Persian Gulf countries are an example of such cases. In this case, a country like China also purchases an acrylic polyester.

Regarding that, in the non-oil export,



the government has a special emphasis on exporting carpets and textile products, what is the reason for the low export figure in this area?

The first point is that in the field of exports we do not have an export award, while the government can allocate export prizes to active exporters. You should note that in a country like Turkey, the government has allocated 14% of the export prize to its exporters.

The second case is government authority, which is simpler than the export prize, is the government's support for covering the costs of participating in foreign exhibitions. The cost of a decent booth in Domotex is about 500 million tomans. The Turkish government pays 50% of the cost of producing a booth by the producer, but the Iranian government does not have any support.

The third is the exchange rate issue that has been moderated in Turkey for a year and a half. That is, if two years ago the Turkish manufacturer sold its goods at around \$ 15, today it would have bought the product twice as much since today, the value of the Turkish lira decreased in front of dollar while in the first round of Mr. Rouhani it was \$ 3900, and today the dollar is 3850 and our Rial value has not changed in front of the dollar. This damages exports.

The fourth point is the issue of how to transfer money in exchanges. When the domestic manufacturer with all existing shortcomings, of course, a great deal of them are solved by Plan of Action, are exported abroad, it is difficult to get money because of the lack of communication between Iranian banks and the World Bank. There are rules in countries that according to them when they transfer money from money transfers, are subject to money laundering rules. The manufacturer enters the deadlock for the transfer of money when it makes all arrangements with the customer. The Iranian company should have a currency account with its own name in the bank, which we do not have.

The latter is the bank's interest rate. When banks want interest rates above 18%, but in practice, we pay producers over 20% of interest rates, so it's natural to have trouble exporting.

Mr. Farahi, where the story of the carpet combs will end?

Some companies may have requested the 1400 machine from the Textile Machinery Sourcing Company, and even made 1,400 carpets, but the carpet weighing over 1200 comb have a very high cost and durability is not a quality product. In the current situation, 1200 carpet comb is equivalent to 84 handmade rings. Please note that the handmade carpets of Tabriz are 70 rungs and the Qom carpet is 70 and 75 ridge. While the carpet has reached 84 runners, our comb is handmade. The weakness of the machine carpet against the handmade is the number of colors, that is, we do not have more than 8 colors in 1,200 laps,

while in handmade it starts from 15 colors up. This is an increase in the number of colors, if something is going to happen that can make the industry better.

What steps are needed to get the manufacturer to succeed in the industry over the next ten years and what to plan for?

First, not only in the field of technology but also in innovation and creativity, especially in the field of customer service we need to do more in the customer service area. The issue that needs to be addressed is branding. Today's customers cannot be experts in every commodity, and expectations on commodities are also high. People are mostly looking for a reputable brand of carpet and a beautiful and quality product. Indicates that we need to give good service to customer and branding, in addition to up-to-date devices like 1000 and 1200 comb, while paying attention to creativity in product development. When we make a brand, the customer buys the goods with confidence.

Our producers in which part of production has the most weakness?

We have more problems in the production of acrylic fibers and basic materials, then in the variety of raw materials. If you want to get an acrylic yarn from inside, it is limited to a few yarn scores. One of the reasons for importing yarn from Turkey is variety in types produced in this country. Hundreds of yarn patterns made from polypropylene, viscose, and bamboo, and even cotton yarn for carpet sleepers to a variety of high-impact yarns are currently being produced in the country. We even produce a specific amount of polyacrylic inside and enter the rest of the amount we need.

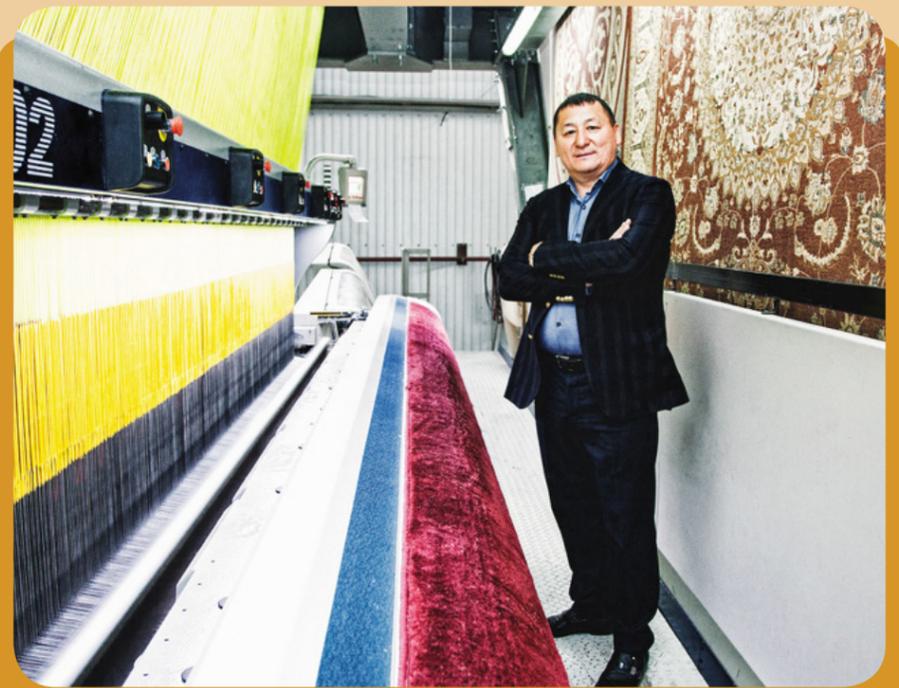
Producers employ recruiting and beginner forces who have no knowledge about the carpet and during the selling they give false or misleading information to the customer. What is your attention to this issue?

Our preference, instead of the experienced force, is a low-experienced, high-potential person to provide the necessary training and work in accordance with our principles. Of course, we still have some weaknesses in this area. Our vendors should not allow themselves to buy any letter for sale without having the right backing. Our effort is to provide less false information in the collection.

With what incentive you create the Mr. carpet?

In the cities and provinces of the country, customers did not have enough time to look at all the stores, and other problems, such as decentralization of products in one area and the lack of parking, made Farahi carpet to focus on the products in one place and prevent customers from wasting time creating a carpet collection.

Bal Tekstil signs supply contract with IKEA



Bal Tekstil, professional manufacturer of carpets and rugs in Ontustik, the South Kazakhstan region's special economic zone, since 2011 has signed a supply contract with IKEA, Sweden's international home furnishings retailer.

Carpets are woven from three kinds of threads. The transverse warp thread is jute, which is produced in Bangladesh, where they buy it. A longitudinal thread is a mixture of cotton and polyester. They import it from India or China. Pile thread is made from polypropylene, but polypropylene has to be purchased in Russia.

Bal Tekstil director and founder Talgat Iskhakov, noted that the factory uses polypropylene to produce its carpets. In the world, 95 percent of carpets are synthetic, because they look better; they are more practical and cheaper than natural ones. This is important, as people began to change the interior more often.

Bal Tekstil not only manufactures carpets and rugs, but also the necessary yarn, making it the only such facility in the country. The company has not only developed its production but also implemented yarn-making technology, implementing German technology has allowed the company to cut prices by 20 percent.

The 20-person design department creates hundreds of classic, national, modern and other patterns and the factory produces more than a dozen different types of carpets. They define types of carpets not by pattern, but by density; more precisely, by the number of knots in one square metre, the thickness of the thread and the height of the pile.

Iskhakov has been involved with carpet wholesaling since 1994. Al-

though he devised the idea of manufacturing in the early 2000s, the concept did not become a reality for nearly a decade. In 2011, together with Turkish company Kartal Hali Tekstil, he registered the new company in Ontustik and began making carpets in October 2013.

Bal Tekstil started exporting carpets in 2015 when the rate was 12 percent. In the first three months of 2016, the indicator reached 20 percent. At the same time, the company started supplying IKEA.

But, the factory was required to complete six checks during an 18-month period to become the first local company to cooperate with the Swedish brand. The first batch of 100,000 square metres was manufactured in April 2016 and the carpets are sent to China, Russia and the United States.

According to IKEA's Russia and Commonwealth of Independent States (CIS) press service, when choosing suppliers, they are guided by the IWAY code, whose requirements include the conduct of transparent business, compliance with legislation, ensuring proper working conditions for own employees and taking care of the environment.

The state has created a special economic zone in South Kazakhstan to develop carpet production as well as other things. The enterprises on the territory of the special economic zone are provided with the road, gas, sewerage and water supply., They do not pay corporate, land and property taxes and imported raw materials are not subject to customs duties. The six-hectare land are given to them for 10 years rent free; then, they need to buy it at the cadastral value. In addition, in Shymkent the labour is cheaper and the climate is mild.

Relying on the real artist and the mindset theoretician: is the only way to exiting from today's conditions

interview with Mr. Touraj Jouleh Master and carpet designer



1367 was a great beginning for Turaj Jouleh, Persian Carpets researcher. He has entered in the field of carpets for nearly 30 years and despite the many difficulties in this way, he did a lot of great jobs. We discussed with him about the important projects such as criticizing and the issuance of an identity card for carpets in the palace/museums such as Golestan, Niavaran, Sa'ad Abad.

Mr. Jhouleh, you have joined the Iranian Handmade Carpet Think tank a few years ago. Describe the activities of this Think tank for the Kohan audience.

The Carpet Think tank was formed many years ago to the Efforts of Mr. Alireza Ghaderi and other friends at the Persian Carpet Information Site, but nowadays it does not have the coherent nature of the form that was active at those years and it is better to say that it is not crowded anymore. At that time, the main purpose of the meetings was to take a position on carpet issues. Especially on a massive level and according to the points of view expressed in the form of statements or notes, the members' views were discussed. The point of view that could be influenced by the members of the think tank in the future of Iran's carpet. It can be said that the existence of an expression in the field of carpet and intellectual infrastructure was a compassionate one for Iran's carpet, in the turbulence of thoughtlessness which was not.

Who were the members of this group?

The members of this think tank consist of masters such as Razi Miri, Alireza Ghaderi, Engineer Hooshang Fakher, Dr. Keykhosrow Sobha and other people who were not in my memory. As I mentioned above, the meetings did not last and it was virtually meaningless to talk about it. But the initiative was worthy and respectable. In fact, the necessity, which that's vacuum still strongly felt nowadays. However, with such a name, several groups now have activities that, I think, are more emotional than making logical positions and of course it is respectful.

Describe your activities in the field of research that you been working for many years.

Of course, I'm more known that I only do research. In general, a lot of my activities are not known to anyone. Well, it's clear

that cannot live with research.

My entry into the carpet field started a bit with research. In the year of 67, one of my close friends came to Varamin to buy carpets and suggested that I accompany him to photograph the observations and events that we are dealing with. It was the first time that I closely interacted with handmade carpets and touched it closely with a different look. After returning from Varamin, because of the interested that was created into me about the carpet I was looking for a book I saw and bought a book of Persian carpets by Sicily Edwards, and I started to read it. I think a year later, I saw the first two-year carpet training course in the newspaper ad. The course was to be jointly held between the carpet company of Iran and the University of Art (current art university). This course was considered as a kind of scholarship, and this course was supposed to be employed by Iran Carpet Company. I passed the entrance exam and after accepting and passing the course I was hired by the carpet company for six years. But I was separated from the National Iranian Carpet Company in 76 years and I work independently until now.

It is said that there are carpets in the vaults of Iranian palaces and museums, which are the part of the historical treasures of Iran and they are the unique works of the world's carpet weaving. For example, three years ago in a speech that you had in the Palace of the Golestan Museum on the International Day of Museums, you mentioned the unique carpet in the world famous Mirror Hall and described it as not very desirable among officials and senior executives of the Cultural Heritage Organization.

I will make the case different. About three and a half years ago, projects began to be launched at the Cultural Heritage Organization, which was ap-

preciated and impressive. During these projects, almost all the carpets in several palaces/museums were re-baked after many years and certificates were issued to them. The organizer of this project was the former Cultural-Artistic Institute. Since as I was a member of the Cultural Heritage Department I was asked to complete the project.

We started from Golestan Palace. After that the Sa'ad Abad palace and at the end of the Niavaran Palace, the peer-up and issuance of an identity card for carpets took place. At Golestan Palace, I opened the carpets in the same tank, and after reviewing them, I paid attention to the pathogenesis of the carpets and their information. Of course, in all my projects professional photography was not made of carpets, and the pictures I took were just for attaching to the carpet's identification. In Golestan Palace, except a few carpets that are for the permanent display, other carpets are deposited in the reservoir, which was an opportunity to somehow organize the carpets in terms of maintenance, which was carried out by the Cinematography Institute. But in the Sa'ad Abad palace/museum, almost all of the carpets, whether they were in the show or those that were not in the show, were transferred to the outside of the museums of the nation and the green palace, and as arable and as dust as possible we made pathology and peer-up and issuance of identity card, that were very good projects. Following on the same projects, the decision was made to wash a number of Sa'ad Abad's carpets after the formal and legal procedures, finally, some of them, including 100 square meters of Mashhad carpet, were washed off in August of 1395, and it was a very big and very important task that was photographed and shot at the moment.

What is the current status of carpets?

So anyway, in a palace like Niavaran, carpets are very comfortable because the number of rugs is not high that they are hard to hold and 90% of the carpets are in the show. In terms of museums, the work of the show is less vulnerable to damage. But the situation was different in other places. For example, the Golestan Palace is not a good place to hold the carpet. Fortunately, I think it was very useful for the project, especially for the works in the Golestan Palace, since for the first time all of the carpets were the first pathology, and then the issuance of an identity card, and during this project, the trustees of the property and related management also emphasized the importance of the carpets in this tank was discovered more than before. Some of the existing carpets are unique in the world. For example, Collection from Khorasan Dorokhosh Zone that is kept there is unique. Or the largest carpet in the history of the world's weaving carpet in the area of about 28 square

meters stored in the reservoir of the Golestan Palace is unique and unparalleled, and to my mind about a century ago is the historic carpet. We have very special pieces in it, with the emphasis we have had, there was an extra enthusiasm for keeping these treasures as good as possible. There were also ideas for the restoration of other works and holding special exhibitions to display these works. Even we can hold a separate exhibition for some of the same unique carpets. The project also led to a reorganization of the workshop.

In the past four years, the carpet has been doing a great job, and a good start has started to pay more attention to carpet issues at the Cultural Heritage Organization. I believe that now, serious projects are needed to restore and clean up important parts and, in my opinion, it is one of the most important tasks for the Cultural Heritage Organization. Carpets cannot survive in conditions of pollution and destruction like glass and pottery ..., and without our discretion, the work of destruction and desolation begins. The loss of some of these pieces is irreparable and will be frustrating for Iran's carpet history and the world's art history. It is still not too late and should be accelerated on a number of works, and this, the direct presence of the head of the Cultural Heritage Organization, is necessary to overcome the obstacles.

It was heard from the HALI International Magazine, that some of the largest carpet collectors from Europe and the United States are expected to come to Iran and visit some of Iran's carpet tiles, such as the Golestan palace Carpet Museum and Palace. But that did not happen. What was the reason for that? Is there any hope to see the world publicly once in a while, and boost the world and bring about income?

Yes. About three years ago co-ordinations for this purpose took place. But never came into action. The first issue was that the days following the arrival of this group in Iran, their travels canceled from the HALI magazine, which they had their own reasons. Of course, I personally do not agree with visiting some of the reservoirs by these groups that there are certain reasons that are beyond the scope of this conversation.

I should point out that there are two important places in Iran that are dreaming of the world's carpet craftsmen who wish to visit them. One palace is treasure house / Golestan Museum and another one is Treasure Museum of Persian Carpet. Even the Golestan Palace is more attractive. Because they know the history of the museum and some of the carpets in the carpet museum have come out from the Golestan Palace. That's why the envoy came from Hali magazine and some collectors were to visit the Gole-

Interview

tan Palace. Among the important carpets of the carpet museum, there are some rare and unique pieces of the Savafi era that have not been seen before or have not been properly considered.

We heard from the news that this year, in February, on the occasion of the 40th anniversary of the foundation of the carpet museum, there are plans to be implemented, in which some of these works will be shown for the first time.

Yes, that's right, and very soon the exact news will be publicized through the public relations of the carpet museum.

Why today we cannot create works that have something to say in the world or a plan that has an identity is not created, and is entirely used by old designs. The reason is too much attention to the economic aspect more than the artistic aspect, or there is another reason?

Well, that's not the case generally; carpet is not the only pebble on the beach from the other art events in the country. Major parts are the artists that present on the carpet field today. All the fields from different industries to sports, cinema, and music in the country have many peaks and descents. A number of these sectors had peaked in the post-revolution years, and some just landed. The carpet is in the group or fields that have just fallen to this day. Today, when I and you are talking here, we see the peak of carpet fall. Even though we have different types of a college education at universities, the output of this art is that it can not create a renaissance or a movement in different areas of the carpet.

How do you analyze the current course?

We are in a period that weaving carpets are dying, that is, the tradition of knitting is disappearing like many other traditions. Today, knitting is as possible as possible, and maybe 50 years later, really does not fit into that old sense.

Suppose, in the central province, former Sultan Abad is very loud and booming, there are also good rugs that, incidentally, are well sold, but the original carpet of

Properly we do not know the customer's tastes, we have not studied the market properly, nor have ourselves the taste of knitting, and, more importantly, we have no listening, nor a decision to listen. However, we ask the government for propaganda and help for our self-woven carpets. The state and the caretaker of the country, however, should be ignorant to sacrifice the money of Beit Ol Mal for such stubbornness that it will not be and will not be for God's grace.

Sultan Abad is not woven. There are no other historical traditions. A significant number of rugs that are woven today do not have an identity. It may be visually very beautiful, but it is not the expected original and relative carpet with which the other classification is different, and the classifications are fragmented. I do not know what else they want to say about the Iranian carpet today, and how they will magnify us!

Two months ago, we arranged a speech at the Carpet Museum about a carpet of Sheikh Safi al-Din Ardebili at the Victorian Albert Museum and were invited by a Victorian Albert Museum expert, and a talk of this kind of carpet was made. Interestingly, over the past 100 years, more than 50 articles have been written about this carpet. I said this to know that even a carpet alone could be important and influential.

Carpets are considered to be public art and masses, and they are not considered to be properties as calligraphy and architecture. Since the infrastructures of the life of the public class have disappeared and that old life culture has changed, everything that has come from those cultures, including handicrafts and various arts, has undergone a change. Today, rural and nomadic life is changing and it is natural that everything that comes out of rural life is subject to change. There are carpets weaving in the village today, but urban carpet is woven. A rural does not knit its traditional carpet. This balance is wrapped up and exaggerated by the classical carpet, which does not have the same historical identity as the classic carpet with many of them.

How is your relationship with the manufacturing sector?

My activity in the knitting sector is about the past fourteen years, which I have been working in Kurdistan for eight years. Of course, at all times, during the last three or four years, I've also had a number of carpets weaving that do not belong to me. Friends who know my work and my ideas want the carpets that I weave for them. But very few and special. During the 1378 to 1390 years, in Kurdistan and Doha, another area with my friends, we would lead about 40 weavers, and the result was good and in some cases, excellent and wonderful. But today it's limited to a small number because of love and interest.

Why do university professors not have a good relationship with production? Also in this regard, researches which done by professors do not have much use in production?

Iran's largest carpet researchers have had a close relationship with business all their time. For example, Mr. Tanavoli even ordered carpets by giving them ideas for weavers, and I even know that they had a business connection with the buyers in the market, and this is one of the tasks of a researcher. Must be lived with artwork. Another example is Mr. Siavash Azadi, who owns a gallery in Hamburg. He has written many articles

and books and has given a lot of scientific lectures on the subject. And, incidentally, they are considered one of the successful carpet businesses in the world. In foreign countries, people like James Epi in the United States, while working on carpet, have published very important and influential books.

Being in the process of commerce and the subsequent process of knitting is a special point for entering the carpet researcher. Another requirement is to travel. You may see things differently with genuine ideas that come to mind. The journey will familiarize you with the native carpet literature in different places, and this is the biggest point for you. But in our country, the major studies or theses that work are supposedly published as fieldwork, but this is a field study within a few hours, and that does not happen for the research work to be done. Basically, carpet research is very difficult, somewhat similar to archeology, and it has to go to different regions, and it has been discovered and touched closely by various works. This link must always be maintained by the researcher. History never remembers and does not have to become one of the most respected and influential scholars by writing one or more books and articles. Such a thing is impossible.

In one of your speeches, you suggested that during the year instead of various conferences and seminars for carpet manufacturers, workshops should be held to learn the principles of production management. How much have you paid for this now? In your opinion, why our manufacturers do not like learn new methods?

We can not decide for others. What classes and workshops to go. In my opinion, in every season, if two or three workshops of education are organized with important topics in relation to various subjects, and each workshop will follow even by one person, it will benefit the country's carpet, and it will have the positive effect that it is intended to it is from this one. But the conditions for holding a professional workshop must be met and all necessary facilities provided. These workshops must be registered, not by public invitations. Also, part of the costs of the workshop will be supported by the government and the other part will be on the attendance. Any organization can be the organizer or the cultural heritage of the national carpet center. It is important that this movement and thought are created in the country and understood all its necessities.

What is the problem that with all the advantages that we have in the carpet industry, but still we are not successful in exports?

I can not comment directly and accurately because export is not my work. But this is very obvious. See, when you want to enter a game you have to know the game's rules. Otherwise, you will be losers ahead of time. In any case, ex-

ports and entry into a foreign market and marketing and selling laws and periodically and for various reasons, these laws are changing, and new ideas are introduced. The sales practices are so diverse that there are a few specialists in this field who are supposed to lead the manufacturer. Mostly in our country, every company and every person who has a number of carpets wants to knit, think, dye the process and even sell him. In the event that, carpet weaving, not only the carpet but any other industry, need an experienced and expert team. Well, surely, when everyone cuts his instrument, we will not get anywhere. In this regard, in Iran, nobody is willing to hear these talks at all. Sorry to say that, in Iran, the ears are either too small or sometimes too long, but we need great ears to hear well. In the field of exports, marketing is very clear that if we continue to do this in the same way for thirty years, we will be unsuccessful. Everything has its own theory and infrastructure. If we do this with thousands of exhibitions this year, it will not be worthwhile.

Often in Iran, in the aftermath of the economic crisis, we sacrifice quality to lower prices, while the principles of production management and quality make it possible to manage costs without undermining the quality. Why do we care less about quality?

Years of the year, several decades in this country, everything that was woven as a carpet was sold to the good economic situation both inside and outside the country and paid no matter what and why any amount they wanted to pay. Today, the realm is scrambling on the same people who seek to use government subsidies to sell their product. Now because of the economic conditions and tastes changing, the world no longer accepts anything as an Iranian carpet. In today's conditions, people's literacy and insight have also changed.

Apart from these issues, there are other realities behind this. Everyone is expecting to board the horse with the help of a government ticket. They expect the government to advertise, subsidize and also pay for participation in the foreign exhibition. The comparison of our country's situation with India, Pakistan, and Turkey is wrong. Our story is different, in our country, many years have sold the carpets in a cursory fashion, and they have never been willing to study the market and spend on these issues.

Today, the process of knitting has changed, and everything cannot be handled by the people. Some people find it difficult to complain to the government. If we want to sell the carpet in this way, it's better not to strip the carpet. We always had the impression in our weavers and our producers that "advertising means spending" should know that advertising is a type of investment. In my opinion, you are introducing yourself with propaganda, but when you do not have something in the meanwhile, it's definitely a propaganda - stupidity, suicide and, in other words, mockery by competitors.



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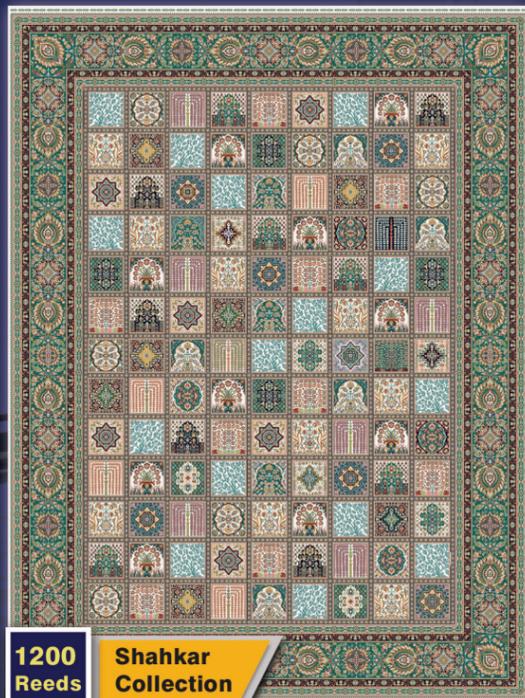
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If we have development thinking, let's participate in in Domotex

How many years have you been in Domotex?

This is the 25th year of my presence and the 20th year of the Setareh Kavireh Yazd carpet is in Domotex.

Describe your experiences of twenty years of continuous presence at Domotex, and please say that what is the Domotex impact on a company's market? What should be the company's approach to attend?

Domotex exhibition, like any field of activity has its own characteristics. Domotex is the world's largest flooring exhibition. Due to the diversity of the Domotex product in the supply of wood, plastic, machine and handmade carpet, the tufting carpet, this exhibition is able to meet the needs of large manufacturers and traders from anywhere in the world, which is why it is international event.

The time of the exhibition has coincided with the end of the sales season and the start of the new season at the beginning of the year. The goal of this time is to provide the opportunity to negotiate and marketing, prepare the raw materials, make initial arrangements, carrying out design steps and then producing carriage so that at the beginning of the wholesale distribution and distribution of carpets at retail stores and retailers, distributors are available to meet market demand in the main sales season, which is most common in countries at the end of the year.

Usually, people who come to Domotex already have a specific program for themselves and know that which companies should go. In Domotex, someone does not easily change their supplier.

By attending Domotex and negotiating with different people, you will get acquainted with their market details. Details such as the sales system, timing, and sales chains and their retail features. You'll find that some countries have seasonal markets, and others have a consistent year-round market. Through the presence you find that you need to design more, colors which are more popular in markets you need, to meet the needs and progress of more machines, identify your weaknesses in different sectors, dyeing or completing what you need to changes. You have to upgrade your design and get out of the traditional way and base your design and production system on a larger market basis.

Attending to an exhibition like Domotex introduced us to a larger world. It taught us that the market is not limited to national borders. We are aware that many customers in the rest of the world are buying our carpet. We learned that the product was not just what we had been producing for our market for many years. Our minds have been developed with this lesson, and our product series became more complete.

We became more familiar with today's technology by a new design, new color schemes, new products that were not previously in our product portfolio. We became more acquainted with a manner of negotiation and international relations and effective factors in international trade competition. In a sentence, we learned a lot of things from Domotex.

About 35 percent of the audiences in Domotex are the Germans and 65 percent are from the rest of the world. Some people imagine is that the presence in Domotex is to enter the German and several other European countries markets, which is not true. For those who present at Domotex, Germany is just one of the target countries. Since Domotex is the largest and most diverse floorboard exhibition ever built around the world, visitors and companies can easily reach what they want. Another advantage of being in Domotex is that manufacturers become familiar with the different nationalities needs and they produce carpets according to the different regions tastes.

What is your advice to your colleagues in the Iranian carpet industry to attend in Domotex?

Each company can participate in any event according to its own plans, but Domotex is not a place for a company that has been working for many years with a minimum of the production and diversity and does not try to improve the quality and quantity of its production. It's natural that such companies can not succeed in Domotex, because they do not imagine a perspective for themselves. Eventually, this presence will not play a role in their economic life. Of course, I'm not in a position to assign to them, but I have to tell the truth. In contrast to it, there were companies that started last year with limited power, but growing gradually is their plan, so they think this is this is one the ways to expand. Well, it's obvious that attendance for such companies will be useful. If a company is convinced that by attending to Domotex after a period of time will had several contracts, and will be entered into several new markets, modify its mindset or prepare itself for failure.

I prefer to express my experiences and avoiding giving advice to my friends. All Iranian carpet weavers holding up the flags of production in this harsh atmosphere. they are like my professors. I have always encouraged others to participate in the international arena at all meetings and congresses.

The domestic market is saturated and there is no more place for lucrative economic activity. The installed capacity is much higher than the internal requirement. Therefore, if we do not send surplus production out of production, we have to work with the least efficiency, which means reducing production and rising prices and slowing down the econom-



We met with Mehrdad Zakipour, Trading Director of Setareh Kavireh Yazd Carpet Company, to ask about his experiences in Domotex. He recommended the presence of Domotex for those who have long-term export prospects for their company and do not want to be at the current level in terms of production and have no plans to develop and pay attention to different markets and tastes. Participating in Domotex will not change their status. They also shared their experiences with us over the year, which goes on to become more detailed.

ic cycle which we are witnessing today.

One of the ways to get out of this situation is the presence of foreign exhibitions and the subject of our discussion which is Domotex. Those who intend to investment and development. Those who think bigger, those who are willing to bear the paying extra cost for future operations, those who are willing to listen to the market, and see a bigger picture of themselves in nowadays in a tomorrow mirror, Domotex will be in the place to answer their many questions about how to cross national boundaries to world markets. And those who want to work at the same level and in the past that they are satisfied and do not have any complaint of the current state, do not enter to this road, because there is nothing more than extra costs and God forbid a frustration for them.

At Domotex when customers entering the pavilion, what they more paying attention about the carpet? Plan and design? Comb and Density?

At Domotex, as other markets, at first the customers be attracted by their eyes. If you notice, some companies hang a pair of carpets on the pavilion wall and there is no explanation about the specifications or raw materials about the carpet. The next step is to enter the pavilion, ask about price and product status. Is the raw material used in polypropylene or acrylic. Therefore, the raw material is so important because there is some limitation in some markets. If the goods that they wanted was available, they will compare your price with the other manufacturer. After these steps and questions are going to on the carpet's other specifications. At the last step, they go to the colors. Foreign customers are often not allergic to color.

According to your own words, what is your plan for this year and with

what kind of products?

According to our experience, as previous years we make our products publicly, we provide about ten types of collections and do not work exclusively in one section. Our effort is to show the Iranian carpet capabilities in terms of designing and local coloring. That means we use Iranian famous carpets in our products.

Which markets did you export by Domotex?

We have exported to all geographical regions of the world. The variety of products and listening to the customers' demands of is reasons of this wide range of markets.

What is your definition of success in Domotex?

I think for some of our domestic companies, the correct presence in Domotex means success. When you come with a few high-quality products that are liked in several markets at least a dozen different countries will see you. Gradually, you will come to attention and attract customers.

Being a brand in the global market is the most important selling factor, and your brand is very important in the global marketplace. As there are many names and brands in the market that produce a very strong product, but people are more interested in a product that delivers the name of a well-known brand.

Success is attending in several consecutive periods with a slight slope of quantitative and qualitative growth and reaching the stabilization stage in the Domotex market, coupled with constant customers and gradually attracting new customers and becoming a credible brand. This success will be always with you by continuity planning and looking positive at the future goals.



Eliminating Toxics in Carpet: Lessons for the Future of Recycling

Jim Vallette

Eliminating Toxics in Carpets: Lessons for the Future of Recycling - a new report by the Healthy Building Network (HBN) - calls for eliminating over 40 highly toxic chemicals in carpets that threaten public health and impede recycling. These toxics are known to cause respiratory disease, heart attacks, strokes, asthma, and immune and developmental health problems in children. The report outlines strategies to protect public health and the environment by eliminating these hazardous chemicals from carpets, increasing carpet recycling rates, and improving product transparency.

Most flooring sold in the U.S. is carpet. Carpets hold a 60 percent share of the U.S. flooring market, with 11 billion square feet sold per year. Of that, only five percent is recycled. Billions of pounds of carpets are annually dumped in American landfills or burned in incinerators - releasing deadly pollutants into the air, soil and water. Carpet production is projected to grow 4.5 percent annually in the U.S. to 14.6 billion square feet by 2019, so carpet production, use and disposal will continue to have major repercussions for our health and environment.

The release of this groundbreaking report complements a landmark California bill (AB 1158, Chu) signed on Saturday by Governor Jerry Brown that will force major changes in how carpet is made and waste handled, mandating a doubling of the state's current carpet recycling rate by 2020 and ending the consumer subsidization of carpet incineration. "We applaud California for distinguishing itself as the only state in the country to address the growing waste problem linked with the disposal of carpets," said Gina

Ciganik, CEO of the Healthy Building Network. "While an important first step, much more needs to be done to protect human health and the environment. We also need to eliminate the most dangerous toxics from further use and demand the design of safe, environmentally friendly, sustainable carpets."

"Protecting public health while achieving desired recycling rates, particularly those just mandated in California, will require a combination of strategies, including product transparency, recycled feedstock screening, and less toxic carpet design," noted Jim Vallette, Healthy Building Network Research Director and the report's lead author. "Fully realized, this is a formula that works: it boosts recycling rates by creating clean material streams, protects human health and the environment, and saves energy and other resources."

Eliminating toxics is not only necessary for manufacturers to meet their new recycling rates, it will also have major benefits for human health, especially for children. "Developing fetuses, infants, and children, are especially vulnerable and exposure to even small amounts of these toxic substances can lead to disease early in life, later in life, or even across generations," said Judy Levin of the Center for Environmental Health. "The youngest, who spend much of their time at ground level, will benefit the most from efforts to remove toxic substances from carpet."

By pursuing efforts to harvest the valuable materials from carpet at end of life and use them to create new carpet, some local governments are providing a model for others to follow. "Designing

carpet without toxic substances will increase the value of carpet feedstock in the long-term, ideally for recycling into new carpet," notes Jen Jackson of the San Francisco Department of the Environment, "That's the only way to achieve a truly circular economy of carpet, and something we're currently seeking to implement in San Francisco's carpet procurement policy."

The report also found that manufacturers consistently failed to fully disclose carpet ingredients, and that green certifications do not address some of the key substances of concern. These gaps frustrate consumers' right to know if the carpet they're purchasing poses a threat to their health, and the health of their family. The vast majority of carpets on the market today are in some way certified "green" or otherwise publicly rewarded, even though most of these carpets contain toxic substances that the manufacturers have not disclosed to the consumer. Report authors call upon regulators to mandate the full disclosure of carpet ingredients as well as their risks to human health.

Alternatives to every toxic substance identified in the report are available today, the authors determined. This finding indicates a slow and steady, albeit piecemeal, transformation of the carpet industry is underway. The largest carpet company in the U.S. informed HBN that it "no longer uses fly ash as a raw material in any of its carpet products." Three major producers sell carpet fibers without fluorinated stain repellants. Others have implemented recycled content screening practices or launched new carpet lines that are seemingly well designed for cir-

cular recyclability. It is time, the report concludes, to scale up such solutions.

Importantly, safer design alternatives for most toxic substances already exist and go hand-in-hand with increasing the potential recyclability of materials. "We have seen the value of recovered materials improve when manufacturers use simpler and less toxic materials in design," said Wes Sullens of the U.S. Green Building Council. "When manufacturers limit or remove toxic additives from product formulations -- and fully disclose and track those ingredients from production through use and recycling -- the overall value of materials are increased. In this day and age, a product with contents that are known, preferred, and desired by recyclers will inherently have more value and lead to greater recovery and reutilization than those that are unknown."

The report concludes with a call for the fundamental transformation of the carpet industry. Recommendations include:

- Banning the most toxic substances identified in this report and replacing them with other readily-available, less toxic chemicals;
- Incentivizing the design of fully recyclable carpets and removing substances that impede that process;
- Ensuring that toxic substances in carpet waste are identified and removed before they are recycled into new consumer products including carpet;
- Increasing and enforcing protections for workers in the recycling industry;
- And, requiring that manufacturers and retailers fully and publicly disclose all material contents in new carpet.

Mohawk Industries to acquire Godfrey Hirst Group

Mohawk Industries has decided to acquire Godfrey Hirst Group, the leading flooring company in Australia and New Zealand, a move which will enhance its global position. Mohawk presently operates a comprehensive warehouse and sales network in Australia and New Zealand to distribute the company's wood, laminate, LVT, vinyl and carpet products.

Godfrey Hirst is the most vertically integrated flooring operation in Australia and New Zealand, providing broadloom, modular carpet and hard surface products for both residential and commercial applications. Godfrey Hirst's sales were about US\$334 million in their most recent fiscal year, which ended June 30, 2017.

The transaction is expected to be completed during the first half of 2018, pending customary closing conditions and regulatory approvals. Mohawk anticipates that the transaction will be accretive to EPS in the first twelve months.

Established in 1865, Godfrey Hirst is the premier flooring manufacturer in Australia and New Zealand as well as the market leader in design and innovation. The company has been owned and operated by the McKendrick family for the last 50 years and will continue to be led by R G (Kim) McKendrick, the CEO and chairman.

"This is a great opportunity for Godfrey Hirst, our employees, customers and suppliers," said McKendrick. "Mohawk and Godfrey Hirst share a long history as flooring industry leaders and a commitment to product innovation, design, and superior customer service. This common heritage in our cultures, performance expectations and focus on excellence will enhance our growth opportunities in both soft and hard flooring."

After decades of strong growth in Australia, Godfrey Hirst acquired Feltex, which was the leading carpet manufacturer in New Zealand in 2006. Today, Godfrey

Hirst's state-of-the-art operations and distribution assets are the most vertically integrated in the region. The company produces premium carpets of wool, nylon, polypropylene and triexta to satisfy all channels and price points. Its products are sold under the well-known Godfrey Hirst, Feltex and Hycraft brands through specialty retailers, home centers, architects and designers. In recent years, Godfrey Hirst has expanded its product offering to provide a wide range of globally-sourced hard surface products, including LVT, wood and laminate.



Jeffrey S Lorberbaum, Mohawk's chairman and chief executive officer, stated, "Mohawk's strategy in Australia and New Zealand has been to build a leading position in the flooring market. Godfrey Hirst's marketing, manufacturing and distribution leadership will complement our current hard surface distribution and strengthen our portfolio. We will leverage our global flooring resources and talent to support Godfrey Hirst's outstanding management and accelerate their growth strategies."

Lorberbaum added, "Mohawk is using its strong management team and balance sheet to increase its participation in the global flooring market. With Godfrey Hirst, Mohawk will become the leader in flooring products in both Australia and New Zealand with a platform for significant growth."

Fibre2Fashion News Desk – India

Stäubli at Domotex 2018 Flexible and always close to the customer

The world of floor coverings is showing its latest innovations, designs, and technologies at Domotex, this year with a new hall layout. Stäubli, along with its brand Schönherr carpet systems, has a new booth location, one that is still close to its customers. All interested persons are invited to visit Stäubli in Hall 6 at Booth H28.

With its ALPHA carpet weaving machines, Stäubli is renowned worldwide for unsurpassed flexibility. Whether for weaving loop or flat carpeting, low or high pile, high-density rugs for traditional markets, or ultra-modern uni-coloured rugs with surface design effects, the ALPHA 500 series of weaving systems includes the ideal

ed by a belt to ensure perfectly plane carpet surfaces, or a special device for forming perfectly aligned 2mm mini-loops, or the ultra-flexible and precise shed formation machines, all incorporate Stäubli know-how, which the company offers to weavers aiming to create an attractive and competitive carpet range and remain ideally poised to swiftly respond to future market demands.

Highly flexible and responsive partner answering the mill's needs

No matter how good a machine is, its full potential can be realised only through perfect operation. That's why customer support is a top priority at Stäubli. As a consultancy partner, the company analyses the mill's needs with the customer to choose the best ma-



Loop carpet sample woven on ALPHA 500 SINGLELOOP

model for any carpet weaving project – while also giving mills the flexibility to handle all sorts of future applications.

Trend-setting technology for any low-pile application

Low-pile applications take various forms, from trendy used-look rugs to lightweight wall-to-wall carpeting for the transportation sector or light carpets, which require a combination of low pile and high density. Each of these requires know-how and weaving technology suited to specific needs. The broad range of ALPHA carpet weaving systems includes perfectly adapted solutions for each of these applications as well as uncounted others. The key components, such as the cutting device guid-

chines and solutions to cost-effectively meet the stated goals. The ALPHA range is as comprehensive as any, forming the ideal basis for intelligent solutions for any mill. Stäubli's experts are there to assist – from initial planning all the way through to final handover of the equipment. And after overseeing installation, testing, and fine tuning of the machinery, Stäubli trains the operators and production planning staff (using CSS software) so that the mill is sure to derive the fullest benefit from the high-performance equipment. Training programmes are tailored to the mill's wishes and needs and conducted in the mill or at Stäubli's training centre in Bayreuth, Germany. Highly competent service technicians (permanently stationed in China, Iran, Turkey, and the USA) complete Stäubli's comprehensive service offer, which is delivered worldwide.



Used look carpet sample woven on ALPHA 500 Series

Materia Exhibition "Material solutions" in Shanghai

Shanghai. During DOMOTEX Asia/CHINAFLOOR, March 20th to 22nd in Shanghai, Materia will present the "Material Solutions" exhibition. The theme of this exhibition is "diversity" – the presentation of a diverse lineup of 300+ innovative materials for building interiors.

Materia will also showcase specialty items, such as wooden textiles, olive tree leaf tanned leather, acoustic felt, recycled leather walls, luxurious water hyacinth wallpaper and more. In short, you cannot miss this opportunity to visit "Material Solutions" during DOMOTEX Asia/CHINAFLOOR in Shanghai.

Materials of the Future

Materia presents the interior of the future, which calls for comfort, natural materials, better insulation, acoustic value, and most importantly sustainability. Regarding sustainability – woods, bamboo, and other bio sources have been immensely popular due to their natural characteristics and safe use for the environment. Now, materials created from agricultural byproducts, recycled industrial waste, algae, and fungi are also popular for their dedication to a greener, eco-savvy world.

The performance of metals, glass, ceramics, and plastics are already familiar to the industry; however 2017 advances have made these materials perform even better than in the past. For instance, by becoming more lightweight and yet remaining extremely durable.

Register for DOMOTEX Asia/CHINAFLOOR 2018 via:
www.domotexasiachinafloor.com

About Materia

Materia is the leading global network in the field of innovative materials. Materia stimulates innovation for a better, more sustainable and high-quality built environment. With a collection of more than 2,600 materials, Materia connects creative professionals with the industry via Materia.nl, international exhibitions, lectures, and the biennial Material Xperience event.

For more information, visit
www.materia.nl and
www.materialxperience.com
or call +31 (0) 20 713 0650



Thanks to these types of technological developments, the materials presented this coming year at the DOMOTEX Asia/CHINAFLOOR exhibition will not only be for flooring, but also for walls, furniture, cabinets, doors, sunshade and even types of façades.

DOMOTEX Asia/CHINAFLOOR (March 20-22, 2018 in Shanghai) is the largest international flooring show in the Asia-Pacific region. VNU Exhibitions Asia, Build Your Dream and Hannover Milano Fairs Shanghai, a subsidiary of Deutsche Messe, jointly organize the show.



DOMOTEX 2018 to host 1400 exhibitors from 60 nations

DOMOTEX 2018, the 30th edition of the world's leading trade show for carpets and floor coverings is expected to feature around 1,400 exhibitors from more than 60 countries. The show to be held in Hannover, Germany from January 12-15, 2018 will be a strong and international affair. The keynote theme for the upcoming edition of the fair is 'Unique Youiverse'.

"We are more than pleased with the influx of exhibitor registrations for the upcoming show. It proves that the market is happy with where DOMOTEX is headed. More exhibitors have confirmed their participation at DOMOTEX than at the same time last year," said Susanne Klaproth, the director in charge of DOMOTEX and Deutsche Messe.

The upcoming DOMOTEX is taking a fresh new approach, with an improved site layout and a core focus on the product individualisation megatrend, as symbolised by the adoption of the keynote theme. Visitors will be able to immerse themselves in a captivating world of trends, innovation and lifestyle in way they have never done before, said the organiser in a press release.

"Many exhibitors are already hard at work preparing for their showcases and their new locations at the venue. They are busy doing things like exploring ways of harnessing the keynote theme and figuring out how they might profile their organisations at the new 'Flooring Spaces' presentation format. Visitors are right to be excited about what awaits them at the show, particularly in Hall 9," added Klaproth.

Hall 9 is the home of 'Framing Trends'—a richly diverse and immersive showcase in which established companies, industry newcomers and artists will engage with the keynote theme in an array of creatively staged individual and joint displays.

'Framing Trends' in Hall 9 will also feature a captivating and varied programme of talks by big-name architects and designers, as well as start-up entrepreneurs and design students. The talks will take the form of speed presentations and discussion groups dedicated to the individualisation trend. The presentations and discussions will examine the implications of this trend in many areas, including product design, production, sales and marketing. The specific topics to be explored are 'Modular design: individual vs. mass-produced?', 'New one-off originals: handmade vs. digital?' and 'Retail interactive: virtual vs. real?' The 'Framing Trends' programme is complemented by daily guided tours which will take visitors to see exhibitors of relevance to them. At the heart of the 'Framing Trends' display in Hall 9, visitors and exhibitors will find lounge-style meeting areas and a café – the ideal settings for relaxed, informal dialogue.

The Carpet Design Awards are another Hall 9 highlight. The internationally coveted award honours the world's best new designer carpets in eight categories. The 24 carpets shortlisted for the award will be on display in Hall 9 for the duration of DOMOTEX. At the start of each year, specialist carpet dealers, owners of carpet and rug exhibition galleries and visitors from the interior design industry look to the shortlisted creations on show at DOMOTEX for ideas and inspiration for their own new season's collections.

DOMOTEX 2018 features a new layout that puts related products in closer proximity to one another, thereby making it easier for visitors to get a comprehensive look at the latest market offerings. Halls 2 to 4 will now be home to the world's widest array of hand-made carpets and rugs. Halls 5 through 7 will feature classic machine-woven carpets and rugs, bathroom sets and runner rugs. Hall 8 will be the gateway to the latest carpet creations from the world's most innovative designers and labels.



How can make the trade balance of Iran's carpet industry positive?

Among all of industries in Iran, Iran's carpet industry is one of the leading industries in various fields of textile industry. Over the past 25 years, the rapid growth of quantity, quality and production technology in this industry has been spectacular and stunning. Currently, this industry by producing 85 million square meters of machine woven carpet, not only provides the needs of 65 million square meters of domestic consumption, but also annually records nearly 300 million dollars in exports to over 35 countries around the world in its performance.

Extreme currency dependency is one of the criticisms that has always been the worrying shadow over the advancements and growth of this industry. It would daresay, except cotton yarns, cotton, polyester and cotton / polyester yarns that used in machine woven carpets and also polyester filament yarns, other materials and machineries in the machine woven carpet line is fully imported from abroad, which requiring the withdrawal of hundreds of millions of dollars of currency from the country. With a simple, thumbnail account, it can be understood that the business balance of the carpet industry is negative at this moment.

If we suppose every year, at least 80 machines for modern knitting machines are purchased and installed, and for each one approximately 1.8 million euros or 2.2 million dollars be used, annually approximately \$ 175 million is spent for buying knitting machines in this industry. From the other side, creating spinning, dyeing and new heat sets lines and buying second-hand machines and spare parts and supplies for the producing carpet which all of them are from overseas, need a dollar, according to the writer, annually about \$ 50 million goes out of the country.

The addition of the production machinery lines and spare parts and accessories, the major of raw materials of the carpet industry are also imported. With a simple accounting it can be understood that for purchase annually about 150,000 tons of acrylic fiber (About \$ 2k per kilo), approximately \$ 330 million for import annually of about 15,000 tons of fine acrylic yarn (\$ 4.5 per gallon), \$ 70 million is needed. In addition, it seems that about 20,000 tons of jute yarn (\$ 1.5 each kilo) comes to the country every year, which is worth nearly \$ 30 million. If cotton and polyester and other materials of this industry are not imported, only a few of the items that mentioned represent a total import figure of \$ 655 million every year. This is while by examining the export of this industry over the past five years, the average of annual exports of Iranian carpet industry was 300 to 350 million dollars. By comparing the \$ 655 million worth of this industry, on the one hand and about \$ 350 million worth of it and on the other hand, it can be understood that Iran's carpet industry currently has a negative trade-off, even in the most optimistic case, between \$ 300 billion and \$ 350 million, which is not a good indicator for the industry.

On the other hand, and about \$ 350 million worth of it, on the other hand, it can be seen that Iran's car carpet industry currently has a negative trade-off, even in the most optimistic case, between \$ 300 billion and \$ 350 million, which is not a good indicator for the industry. What is the solution?

Obviously there are two ways to improve the business balance of Iran's carpet industry: reducing import volumes and currency dependency or increase export and foreign exchange. In order to reduce the volume of imports, it is necessary to re-examine the imported items. Updated technology machinery, acrylic fiber and Jute thread account for almost 90% of the volume of imports of the Iranian carpet industry, which is required to reduce the volume of each individual copy.

In order to reducing dependence on machinery entry and control of this sector, the need to manufacture machines in one of two forms, zero to one hundred or external participation which in the most optimistic case requires at least 5 to 10 years, apart from the serious unwillingness of the domestic and the reluctance of foreign partners or foreign investors, this is a great blow to this goal. In addition to consuming acrylic fiber, the need to establish one or two large acrylic production units on a national scale, which seems to have no willingness and even the ability to implement the public sector, nor the private sector, is willing to spend a large amount of capital and power on this path, meanwhile, attracting foreign investment continues to affect its specific problems, such as administrative bureaucracy and the way of supplying and transferring foreign exchange. Finally, the third part of the high exchange intensity in the carpet industry is imports the jute yarn. Jute planting and jute yarn production are subject to special conditions and cheap labor, which does not seem to exist in the country at least in the short or medium term.

According to the above, totally it seems that the decreasing imports and consequently, the reducing the value of the carpet industry, not only in practice, which is even impossible on paper. Therefore, it can be concluded that the only way to improving the trade balance of Iranian carpet industry is increasing exports. The projections for the 1404 carpet industry horizon indicate an increase in exports to one billion dollars, which in this case, and given the need for new machines to enter, if this volume of exports is realized, the industry's trade balance has been positive or at least it will be out of the negative. So what is certain is that the officials and owners of carpet machinery must put all their efforts to export carpets to all parts of the world so that by crossing the \$ 1 billion export limit, while turning Iran into the world's second-largest carpet maker and exporter, the celebration of the positive achievement of the commercial balance of Iranian carpet industry was even more magnificent.

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