

heimtextil

Heimtextil 2024: fully booked Carpets & Rugs hall with high growth in suppliers of machine-woven carpets

Frankfurt am Main, November 2023. The global carpet industry is on the move - in the direction of Frankfurt. The new Carpets & Rugs hall at Heimtextil now boasts around 100 manufacturers and brands, including a strong increase in suppliers of machine-woven carpets such as Merinos Hali, Oriental Weavers Group, Ragolle Rugs, Universal XXI, Verbatex and the Belgian association Fedustria and its members. With the high response, the exhibiting companies are sending out clear signals for the new platform, where they will also present sustainable concepts alongside their new products.

New designs, pioneering product developments and major industry trends are the focus of the new Carpets & Rugs Hall 5.1, which has been fully booked since the last wave of registrations in the fall. The latest increase in exhibitors comes primarily from the machine-woven carpet sector. At the forefront are market-leading suppliers from Belgium - one of the most traditional textile countries that stands for sophisticated quality in the carpet industry. Ragolle Rugs, Verbatex and the Fedustria association and its members are just some of the new entrants. Other global brands such as the top player from Turkey Merinos Hali San and Universal XXI, Spain's largest retailer and manufacturer, are also sending out clear signals for Heimtextil's ambitious plans: "With Carpets & Rugs, we are establishing a fixed annual date for the industry. This is why it was crucial for us right from the start to showcase the diverse range within the fitted carpet segment and to attain a well-balanced mix of products. We're delighted that we managed to accomplish this so effectively from the beginning," says Bettina Bär, Director Heimtextil.



Photo: Messe Frankfurt / Pietro Sutura

Global meeting place for trends and design

From the industry's point of view, Heimtextil's USP as a global platform for trends and design is particularly convincing. Banu Kepekci, Managing Director of Merinos' sales subsidiary Medipa, emphasizes this: "As one of the world's leading manufacturers of machine-woven carpets, we are open to new platforms with serious potential. Heimtextil in Frankfurt has historically been a household name for the carpet industry. All color and design trends of tomorrow are presented here. We can therefore ideally show our existing and future customers that we have already recognized these trends and implemented them in our new products."

The Oriental Weavers Group is also planning to exhibit a diverse range of products at Heimtextil, including traditional, modern and contemporary styles. Rashad Ibrahim, Export Manager of OWG subsidiary Mac Carpet, sees great added value for trade visitors: "The concept of the segment is very special for us as manufacturers as well as for buyers. It enables us to present our entire carpet range in one place. This makes it easier for interested parties to compare our various products. For buyers, Carpets & Rugs is therefore a one-stop shop for all their carpet needs."

In addition, Carpets & Rugs is ideally integrated into the overall Heimtextil offering via the centrally located Hall 5.1. Whether DIY store, furniture store, carpet retailer or concept store: trade visitors to Heimtextil 2024 will benefit from the entire spectrum of textile interior design - from yarns and fabrics to finished products such as bed linen, blankets, cushions, curtains, wallpaper and carpets for every need.

Megatrend sustainability drives the carpet industry

In addition to new products and product development, the megatrend of sustainability in particular is driving the carpet industry. Companies are investing noticeably in concepts. Banu Kepekci reports: "Our carpets are made partly from recycled PET bottles and partly from our own recycled polyester yarn. We have also switched our packaging lines to polybags made from recycled material and started installing photovoltaic systems on our warehouses and production halls. These reduce our carbon footprint by up to 50 percent."

Across all manufacturing countries, the United Nations' SDGs are becoming the focus of the industry, with an increasing number of companies aligning their sustainability strategies with them. Rashad Ibrahim from the Oriental Weavers Group explains: "Our products are known for their high quality, beautiful design and competitive prices. We are committed to sustainable production practices and only use environmentally friendly materials." To promote SDG 12 "Sustainable consumption and production patterns", for example, the company has implemented several measures, including effective waste management based on the 3R principle (reduce-reuse-recycle).

Global contact point for all qualities

Sustainability, design, quality and variety: at Heimtextil 2024, Hall 5.1 will be an essential stop for anyone interested in the entire range of fitted carpets: from handmade and custom-made qualities to machine-made woven carpets and dirt-absorbing mats and runners.

India is the focus nation in the area of hand-woven carpets. In addition to the diversity of Indian craftsmanship, the presentation also reflects the focus on sustainability and CSR. In 2024, companies including Heritage Overseas, Mittal International, The Rug Republic,

Vini Decor, Rugs Inc, Rugs in Style and the Indian association Carpet Export Promotion Council will be exhibiting here. Many well-known Indian names can also be found among the manufacturers of rugs and floor mats. These include Classic Coir Factory, Floor Decor, Fibre World and Tufko International.

In addition to the aforementioned companies Ragolle Rugs, Verbatex, Merinos Hali and the Oriental Weavers Group (Oriental Weavers, Mac Carpet, Egyptian Fibres Company), other global brands such as Nikotex Carpets from Greece and the Italian manufacturers Fini Cop and Royaltex represent the range of machine-woven carpets.

Heimtextil 2024

At Heimtextil from January 9 to 12, 2024, more than 2,600 manufacturers and brands offer a concentrated and therefore efficient market overview of the global trends in the home and contract textiles industry. In addition to the globally unique range of exhibitors, the worldwide industry meeting place will once again score points this year with indispensable highlights: from Heimtextil Trends 24/25 to the visitor and content programs Interior.Architecture.Hospitality and SLEEP to the focus on sustainability, which now bears the new title 'Econogy'. All exhibitors and highlights are available online and are updated on an ongoing basis: <https://heimtextil.messefrankfurt.com/frankfurt/en.html>

Heimtextil

International Trade Fair for Home and Contract Textiles

Heimtextil will be held from 9 to 12 January 2024.

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