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Global Home & Contract Sourcing News

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RM Coco Bets \$1 Million On Digital Printing

CEO Michael Carr Opens Dedicated Digital Printing Division

F&FI News Network

FENTON, MO—RM Coco, the fabric wholesaler has introduced a to-the-trade digital printing program on 16 different base-cloths available in as little as a one-yard minimum order.

The company invested \$1 million in a proprietary digital printing system that can print any design in only one week from receipt of the order according to Michael Carr, CEO. The system went online this past October. “We saw how digital printing technology can allow designers to be creative and produce any print conceivable,” he says.

The cost to print one yard is \$29-\$49 depending on the basecloth chosen, he says.

“We can print any design in any Pantone color on natural fibers or polyester for residential or contract designers.” (continued on Page 26)



Michael Carr, CEO

An example of digital printing by RM Coco

Aydin Rugs Target \$10M Sales • P6



Taha Hasan Karabacak (With Aydin rug)

Marteks' Diversifies Products In Outdoor Upholstery, Wide Sheers

F&FI News Network



Kaya Cinoglu

BURSA, TURKEY—Marteks has become a major player in the mid to upper range upholstery, sheers and outdoor fabric business in the past several years making it one of the largest exporters of fabric in Turkey and a global player.

“We have traditionally been a sheer & drapery mill for nearly 40 years,” says Kaya Cinoglu

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Aurim Group's Home Décor Has First Exhibit at Heimtextil

F&FI News Network

MEDA, Italy—Home Décor is showing its fabric line at Heimtextil for the first time.

For the past eight years, Home Décor exhibited in Como during Proposte along with its sister companies in the Aurim Group. Those companies include Abitex, Dolcevita, Beatrix and Rada.

Home Decor was originally an exclusive distributor of the Mambretti line, a producer of double width and flame retardant fabrics but once that company closed Home Decor had to find other sources and expand its offerings.

Today, Home Décor mainly sells its line in Italy, France, Germany, Scandinavia, Benelux and Japan. However, it is seeking to expand its distribution to new markets in Great Britain and the USA.

"Home Décor is still quite a young company and mainly sold fabrics in the Italian market until a couple of years ago," says Stefano Auriemma, managing director of Home Décor. It is his family which manages the business. Pasquale Auriemma, Stefano's uncle is the managing director of The Aurim Group.

Beginning in 2019 Home Décor started to expand the export market and hired seasoned veteran export manager Silvana Furlan in March, 2019, previously with Enzo Angiouni.

Today, Home Décor is a converter with weaving capability. The company sells upholstery fabrics (jacquard, dobby woven, chenilles, velvets, faux leather and printed fabrics) in a price range from 11-25 Euros per meter. It weaves linen, viscose, cotton and wool textures.

"We stock the fabrics in Cadoneghe (near Padova) and sell also by cut with a price surcharge of 10-15," Furlan says. "About 20% of our line is purchased from other mills and 80% is woven internally."

Corporate offices are located in Meda (near Monza) with a warehouse in Cadoneghe (Padova) and Home Décor shares a weaving mill in Briosco (near Lecco) through Aurim Group, its parent company.

"We used to be a converter but for the past several years we offer a weaving capability thanks to the weaving mill in the Aurim Group," Auriemma explains. "The weaving mill of our group owns 20 looms (jacquard + dobby) and also has another external mill working on commission for us," he says.

"We would like to expand our export market with standard and also exclusive qualities we can develop on request through our weaving capability."

In spite of the Pandemic, Home Décor has "more or less maintained the same turnover," Auriemma explains. "People have given new value to their homes and therefore sales of furniture in general have been stable in this last year and a half. As we have not been able to exhibit in fairs last year, we travelled and visited customers as much as we could even if with a lot of limitations like staying in hotel rooms during evenings due to lock downs."



Stefano Auriemma

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(continued from Front Cover)

Aydin Rugs Target \$10 Million Sales

F&FI News Network

ISTANBUL—Aydin has increased its annual rug production ten-fold since 2016 when it sold 100,000 square meters of machine-made rugs.

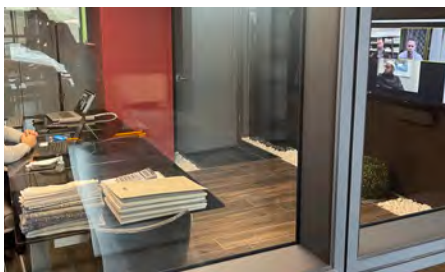
The rugs are sold at a volume price point of \$8 per square meter wholesale and for the first time, Aydin rugs will be on display in a separate exhibition stand at Domotex in January.

Aydin rug production is on its way to becoming a \$10 million business according to Ali Aydin, principal of the company which is also a world leader in upholstery production.

He also points out that Aydin polyester-based upholstery is now competitive price wise to Chinese piece-goods at \$3-\$14 per meter. Aydin also has a new factory in Kayseri for woven and knit mattress ticking production.



Taha Hasan Karabacak (With Aydin rug)



Taha holds Zoom meeting with rug customer in recently remodeled Aydin showroom



Aydin did a total showroom makeover just prior to Covid. Here's the upholstery section.

In rugs, Aydin gives its customers coordinated rug and upholstery designs and, in many cases, exact matches are possible. Aydin says it can transfer print any design on the recycled polyester and cotton rugs and it has a library of 5,000 print designs and 10,000 woven designs to choose from.

Aydin is reproducing ancient rug designs using heat transfer printing and selling the production directly to major internet retailers like Amazon and Wayfair; conventional retailers like Zara Home, Next and Sainsbury in the UK and Lutz Group in Germany and to rug wholesalers in the USA and Europe, says Taha Hasan Karabacak, Aydin sales & marketing manager for rugs & carpet. He joined Aydin 14 years ago in the upholstery division.

Common sizes are 260x230 centimeters and in the US, 240x310 cm. The USA is by far the biggest rug market Karabacak says.



Sinan Esen, Aydin sales & marketing coordinator for upholstery in new showroom



Aydin rug showroom

Turkish Fabric Producers Say Export Business In Upswing

F&FI News Network

ISTANBUL—Turkish fabric producers are alive and well buoyed by a large domestic market of 80 million people and a booming export market strengthened by a greatly devalued Turkish lira.

Companies like Kucukcalik, Aydin, Weavers, and Berteks expand production and sales to serve the USA and Euro markets.



Kucukcalik is boosting technical fabric production for the roller shade industry by 30 percent.

Aydin has added transfer printed rugs to its mix in what owner Ali Aydin sees as a totally new \$10 million business. Retailers are eating up his rug production and coordinating his rugs with fabrics, bedding, and table linen.

Weavers by Boyteks—like Aydin revamped its entire showroom just before the pandemic but is reaping the benefits of thinking ahead as markets turnaround.

Even Turkish wholesalers have been progressing. Sall, led by Tenay Aydin (not related to Mr. Ali) is boosting contract Fabrics sales by the extensive use of embroidery. Sall opened a showroom in Qatar to serve multiple homeowners in that booming market.

Recently, a major American fabric jobber returned from Turkey with only good things to say about it “Aside from having the best cuisine in Europe, the decorative fabric offering is superior to what you can buy anywhere else for a very reasonable price.”

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Standard Textile and Küçükçalık Announce Joint Venture to Accelerate Growth in Markets

CINCINNATI, OH (June 24, 2021) – Standard Textile Co., Inc. and Küçükçalık today announce they have entered into a joint venture agreement. The joint venture agreement brings together the specialized expertise and knowledge of two leading textile manufacturing companies to expand their product portfolio and accelerate growth in the healthcare, hospitality, and consumer markets.

Küçükçalık is a premier global textile manufacturing company with key operations in Turkey and Egypt. From fiber production to weaving to finishing, the company produces apparel, bedding, drapery, and other decorative products for the consumer market. The company opened its first weaving mill in 1990 and added dyeing and printing factories in 1992. In 2019, Küçükçalık created a new sustainable yarn from discarded PET bottles using advanced spinning technology. The company is listed among the top 500 companies in the Turkish industrial sector.

"We are pleased to announce this new joint venture for Standard Textile," stated Gary Heiman, President and Chief Executive Officer of Standard Textile. "We have admired Küçükçalık's world class facilities in Turkey and Egypt, and this joint venture allows us to both expand our global footprint and leverage their technology and expertise in fiber extrusion. Their innovative fiber extrusion and texturizing operations provide new opportunities for our research and development teams to collaborate in designing and developing sustainable products using recycled fiber to meet the needs of current and future customers."

Standard Textile manufactures bed, bath, and decorative products, serving the healthcare, hospitality, and consumer markets. It has manufacturing operations in North America, Europe, Asia, and the Middle East. The company received recognition in 2016 for creating a model for advanced textile manufacturing in the United States with their operations in Thomaston, Georgia and Union, South Carolina headlined in major news publications.

Earlier this year, Standard Textile was credited with the "Best Health Care and Medical Innovation" by Ohio Business Magazine for developing a uniquely American-made reusable cover gown to help protect frontline medical workers responding to the global pandemic; and most recently, the company was selected as a 2021 US Best Managed Company. Sponsored by Deloitte Private and The Wall Street Journal, the program recognizes outstanding U.S. private companies and the achievements of their management teams.

"We are very happy to be able to continue our long-lasting friendship and existing trading relationship with Standard Textile now as co-shareholders. We are confident that this partnership will add significant value to Küçükçalık by allowing us to expand in markets where Standard Textile is particularly strong," said Yaşar and Yılmaz Küçükçalık, the shareholders of Küçükçalık.

About Standard Textile

Founded in 1940, Standard Textile has developed a culture of innovation, quality, and service. With more than 80 patents, its products are engineered to deliver durability, longevity, and value. A vertically integrated company, Standard Textile is a leading global provider of total solutions in the institutional textiles and apparel markets. Leveraging textile design, manufacturing, and laundry expertise, and its global infrastructure, this company serves customers in the healthcare, hospitality, interiors, workwear, and consumer markets worldwide. For more information visit standardtextile.com.

About Küçükçalık

Founded as a trading company in 1940, Küçükçalık opened its first weaving mill in 1990. Küçükçalık is known for its innovative and high fashion products for the apparel and home textile markets and is also the first company to have received ISO 9001 and ISO 14000 certification in the embroidery sector in Turkey. Küçükçalık caters to a wide range of customers such as fabric editors, design studios, converters, wholesalers and retailers, including specialty stores, department stores, and well-known retailers with global coverage. For more information visit kucukcalik.com.tr.

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Kravet Management Praised With Several Moves to Report

F&FI News Network

BETHPAGE, NY — Kravet management has been recognized as one of Deloitte's best-managed family companies in the USA. At the same time, Kravet has enjoyed one of its best years in 2021 as the home furnishings business continues to thrive in the post-pandemic world according to Cary Kravet, principal in a recent interview with F&FI.

In other developments for Kravet, the largest fabric home furnishings jobber in the USA:

The company will move headquarters from Bethpage to Woodbury on or around September 1. The new facility is totally redesigned with the employees in mind in a 60,000 square foot showroom from what

was 40,000 square feet.

In a Separate personnel move, Phillip Duncan has been promoted from Kravet's Houston, Texas showroom manager to New York regional manager, working out of the Manhattan office.

Donghia, the brand recently acquired by Kravet will be rolled out to 17 of 34 Kravet showrooms. Donghia, along with all of the Kravet brands will be showcased in the new Woodbury facility,

Kravet has also created a scholarship fund to support disadvantaged youth to learn about being an interior designer in partnership with the New York School of Interior Design and Dr. Ellen Fisher, the school's dean of academics.



Kravet Showroom

In another move, Kravet sponsored and created a "big splash" in mid-May with the Kaleidoscope project. This involved the Clarke & Clarke Editeur brand and the Shade Store in conjunction with Trendscape founder Patti Carpenter in the successful renovation and opening of the Cornell Inn in Lenox, Massachusetts.

(continued from Front Cover)

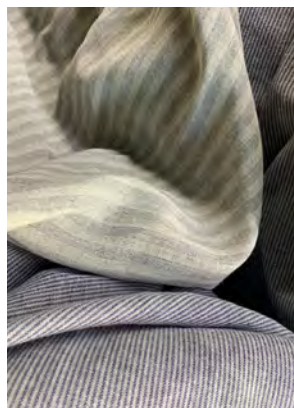
Marteks' Diversifies

who took over the management of Marteks from his father in 2005 after graduating from Boston University. Marteks started up in 1980.

Eighty percent of our business is now sheers and drapery; 20% upholstery. Our first upholstery collections were developed a little more than two years ago. We have brought upholstery coverage in our production line to 25% of all sales in 2021."

"We forecast outdoor fabrics will be the biggest growth segment for our industry in the next couple of years. Consumers are looking to move into larger homes with gardens and outdoor spaces everywhere in the world."

"Now, we believe outdoor will reach 10-15% of our turnover in the next two years but it has big growth potential in the years ahead," he feels.



"We already placed outdoor collections into editor and jobber lines coming out next year. We are also working with a few outdoor furniture companies."

"We see a lot of demand for natural fibers and sales are very strong. We did not lose sales in 2020 during the pandemic; we finished the year level."

"The downside with this is that linen prices are increasing at extraordinary levels these past few months. They are expecting even higher prices for 2022 and this pushed us to stock a lot more counts than we would normally. About 70% of our production is made with linen yarns so this has had a big impact on our business."

"Sustainability is an important topic in the industry and we have launched recycled and organic collections in the past year. We are certified from GOTS and Global Recycled Standard organizations. We are producing organic linen and cotton draperies - sheers which have especially become more popular after the pandemic hit the world. Pandemic accelerated demand for organic, eco-friendly, recycled textiles and natural fibers. The pandemic has changed the way we work, but it also affords the opportunity to reshape our industry as a whole—the possibility of industry consolidation, accelerating this trend as the global supply chain changes to accommodate the new geographic shift in manufacturing. Our plan is to continue to stay close to our customers and to remain focused on innovation in different categories and sustainability."

Oubari Rolls Along!

F&FI News Network

DUBAI—Business is picking up in Dubai according to fabric veteran Nader Oubari, owner of showroom wholesaler Jabtex International

"Business has started moving lately to welcome Dubai Expo 2020 which was postponed last year because of the pandemic."

When most think of packing it in, Nader keeps rolling along with hotel projects.

Go Nader, go!



Nader Oubari with his staff: Rachel, Francia, and Grace

(continued from Front Cover)

Covid Teaches Dicitex Furnishings New Disciplines; Launches High End Range ART NOIR collections

Pure Velvet is back in vogue and demand is excellent.

By Vishwanath.S

MUMBAI, INDIA — Dicitex Furnishings Pvt. says goodbye to the Covid Pandemic, Dicitex Furnishings.

This mill is moving forward and is back into business as usual; what is lost is lost while some pent-up as well as regular demand is observed both in the domestic and international marketplace. "Of course, Covid taught us many new disciplines to adapt as a mill as well we took all the precautionary measures, protocols and we sailed safely through the tough times", say brothers Rajnish and Nimish Aroraa Chairman & Vice Chairman respectively of Dicitex Furnishings. "The other happenings during Covid is how we both saved money from travel as well as the cost of participating in trade shows. This forced us to use digital media such as Zoom and other virtual means to keep in touch with our customers, say the Aroraa brothers.

During August 2021 the company managed to bring out the season collections coinciding with the major shopping season in the domestic market. The company held its regular private exhibition shows at major cities, meeting the dealers and booked orders from retailers and wholesalers. Dicitex has also a new brand under ART NOIR collections in partnership with the leading architects, Krupa & Zubin, founders of ZZ Architects, Mumbai. This collection was launched in August and predominantly

caters to high end clients in neutral hues, modern geometric and abstract patterns "We launched our new collection for the annual festive season and response was good as our product line is fresh, modern, and minimalistic spread over all the categories in upholstery, curtains and sheers," says Nimiosh Aroraa

Dicitex show case its collections during Heimtextil 2022. Though logistics and input costs are rising, its clients are cooperative. The important focus is on sustainable fabric collections and performance fabrics. "Currently our orderbook is at the same levels of pre Covid times and with 20 million meters annual capacity we are comfortable to supply increasing orders from overseas market, Nimish adds.

"FR fabrics, hospitality and hospital fabrics collections are extremely positive in drapery range with some top hotel projects both in domestic and USA markets. These projects are increasing and our price line for this range is very economical and offers value for money", Nimish says. Also, Dicitex will display its anti-bacterial, anti-viral and anti-fungal drapery range," he adds.

Again, during Heimtextil, recycled yarn collections will be an important attraction to the visitors followed by real pure velvet collections that are back in vogue and demand is excellent. Yes, prices are up by 10% due to the freight increase but demand is growing. BCI yarns (better cotton initiative cotton) blended upholstery fabrics will be another



Rajnish + Nimish Aroraa

er attraction, Nimish says.. The company will have a wide collection of fabrics that includes multi-purpose fabrics with the dual usage as curtains and upholstery. Print and embroidery provides a new dimension on jacquards, he says. "Our emphasis on adding luxury will be visible on plush cut and uncut velvets in choice designs and textures in varied weights(gsm) and in different price points will be tempting" Nimish adds.

"Dicitex is observing good trends for orders mainly from USA and Europe while we are looking to expand in South America, Japan and Central European countries like Austria and Italy" observes Rajnish. "Infrastructure wise, our mill has Matex velvet and Vandeweile machines, Schiffl and Tajima/ZSK Multi Head Embroidery Machines, which produce classy embroidered and sheers fabric collections, he added. "We also have three printing machines for digitally printed bed linen, upholstery, and drapery fabrics."

Standard Textile and Küçükçalık Announce Joint Venture to Accelerate Growth in Markets

EGFI News Network

CINCINNATI—Standard Textile Co., Inc. and Küçükçalık have entered into a joint venture agreement according to Gary Heiman, President and Chief Executive Officer of Standard Textile.

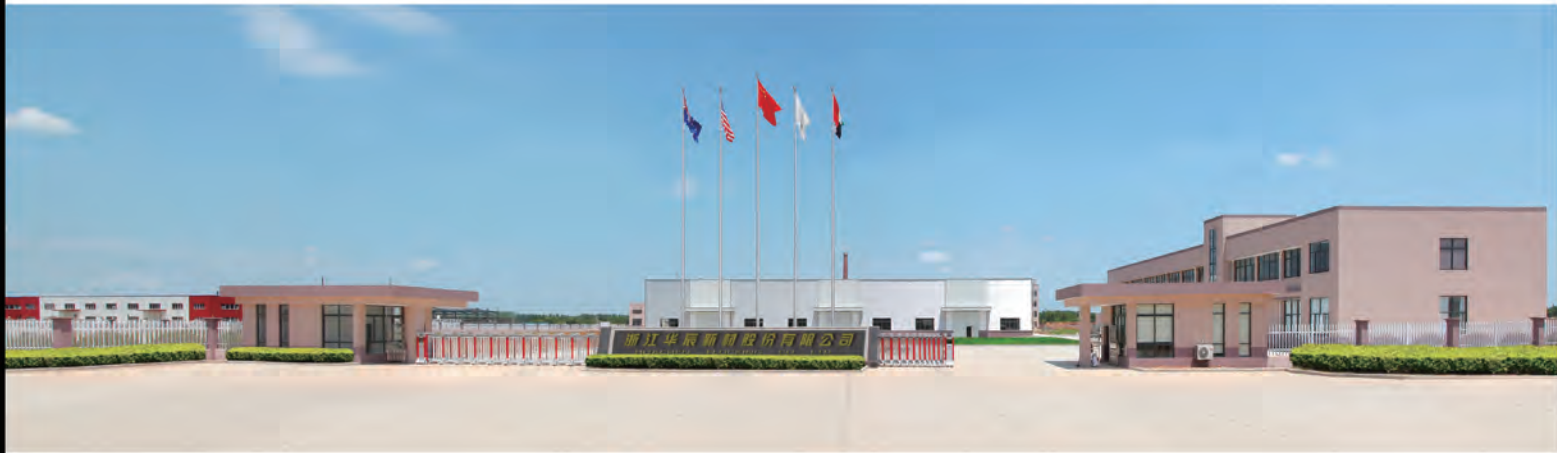
"We are very happy to be able to continue our long-lasting friendship and existing

trading relationship with Standard Textile now as co-shareholders. We are confident that this partnership will add significant value to Küçükçalık by allowing us to expand in markets where Standard Textile is particularly strong," say Ya ar and Yılmaz Küçükçalık, the two brothers and shareholders of Küçükçalık.

The joint venture agreement is expected to expand the two partners' product portfolio in sheets, towels, and curtain products. The two companies expect to accelerate growth in the healthcare, hospitality, and consumer markets.

Küçükçalık is a global textile manufacturing company with (continued on Page 26)

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Guleser Finds Readymade Niche

F&FI News Network

BURSA — Guleser, traditionally an Upholstery resource, has thrown its hat into the readymade world with a new collection of machine-made throws and bedding it is selling to major retailers like Zara Home in Spain and local retailers like Chakra.

“We are primarily focusing on the domestic market currently,” says Engin Ocak, principal of Guleser.

now producing about 2,000 throws a day and plans to reach 100 looms in the next 24 months, he says. The mill is running at 80 percent of capacity but sees readymade growing rapidly.

“We can weave a sample in one day and delivery from production takes three weeks,” he says.

The throws sell from 32 Euro to 80 Euro at retail and bedding sold at 100 Euros.



Chakra's design director (Turkish retailer) with Ipek Toygar and Bircan Peker plan throw collection at Guleser offices.



Engin Ocak

Kucukcalik Forges Ahead With Recycled, FR Polyester Yarns

F&FI News Network

ISTANBUL—Despite the pandemic, Kucukcalik has expanded recycled polyester yarn production from 70-120 tons per day,” says Yilmaz Kucukcalik, principal.

Kucukcalik has been producing recycled polyester yarn in cooperation with Unifi, the US-based yarn producer in Sakarya, Turkey.

“This is a special bicomponent yarn with two different polymers combined,” Kucukcalik says.

The yarn is designed to be used in PVC-free screening for roller shades in recycled and FR yarns. “We’re the only manufacturer in Turkey using Japanese technology to produce screening,” he says.

“The pandemic was good for our business. Everyone was decorating their homes during this period.

He says the only time production stopped at Kucukcalik was during the two-week shutdown mandated by the Turkish Government in March.

The
pandemic
did not slow
us down.

~Kucukcalik



Yilmaz Kucukcalik

Kucukcalik exports most of its production. Its largest markets are in Russia, South Africa, and South America but it also exports to Europe and the USA.

Under its Premier Home brand, Kucukcalik produces pillows, curtains, and bedding for major retailers. Recently, Kucukcalik opened a showroom in Manchester, the UK with designer Claire Duncan geared to the wholesaler market. “The pandemic did not slow us down,” Kucukcalik says.

Berteks Emphasizes Research; Expects Strong Growth Ahead

F&FI News Network

BURSA—Berteks Textile Inc. believes its heavy emphasis on R&D during the pandemic means the company will emerge stronger.

This is the belief of Berk Noyan, the fourth-generation family member of the board and President. Berteks employs 1,200 people in an 80,000 square meter factory and research facility.

The other family members working with Noyan in management his brother Murat; his wife Gulsah, in charge of marketing; Burcu, his sister in charge of the design of curtain fabric and a cousin, Ersin, in charge of export.

Berteks started business in 1922 and is weaving one million meters a month with sales in the \$25 million range.

This makes Berteks one of the largest textile mills in Turkey. While 80-90 percent of its output is geared for export to more than 50 countries, Berteks has its own brand of

pleated window shade fabric, 'Plicell' that it sells locally to about 60 Turkish window covering manufacturers, now a ten-year-old business.

It tries to focus on exclusive fabrics with an emphasis on window blind fabric including blackout and pleated products, about 40 percent of its business today, Noyan says.

The balance is 30 percent upholstery and curtain fabric and 30 percent technical fabrics which includes acoustic fabric for sound-controlled rooms.

Berteks is vertically integrated from the polyester chip forward. Berteks' ability to twist yarn and combine it with fancy dyed yarn makes its products hard to copy, Noyan explains.

He also believes in new machinery every five to seven years which keeps Berteks very innovative and competitive, Noyan says.

Its products include virgin and recycled fibers; fancy and flameproof blackout fabrics; drapery, upholstery and sheers and roller shade fabric.

Sall Embroidery Boosts Fabric Sales

F&FI News Network

ISTANBUL — Sall Collection, (pronounced Shell) a decorative fabric wholesaler based in Ankara is finding a big success with the extensive use of embroidery produced in its own factory says Tenay Aydin, owner.

She joined the 40 year old family business 25 years ago after a career in the insurance industry.

Aydin, not related to the Aydin who owns the Aydin upholstery mill, has close ties to Berna Ozbarut of Oz-Is, the trim producer.

"You could say that Berna is my 'adopted' third sister, Tenay explains. Berna is the wife of Onder Ozbarut, owner of Oz-Is.

Sall produces silk fabrics in Ankara and embroiders them with many designs developed with Oz-Is. Sall has carried the Oz-Is trim line for eight years. Tenay also buys fabrics from other Turkish and Indian mills. She buys curtain fabrics from China, England, Germany and Holland sources.

Her business has grown dramatically through the use of embroidery on just about every item she produces including lamp-

shades, trimming, upholstery, curtaining and cushions. While most of the embroidery is machine made, Sall employs 100 women to produce handmade embroidery.

Sall employs 20 in the Istanbul office; 50 in Ankara and opened a showroom in Qatar two years ago.

"One Qatari guy owns four homes," she explains.

Sall has also many hotel projects to its credit including work in Turkmenistan with Bouyoues, the French design firm. Her right arm man curtain specialist is Ozkan Tunca, dubbed the 'professor.' He 's involved in every major project wherever it takes him. Sall also has projects in Romania, Azerbaijan, Holland and Germany. Roughly 50 percent of Sall's business is domestic and the balance is export.



Sonia Bachleda Heads Up J. Queen New York Piecegoods

F&FI News Network

NEW YORK—According to Julie Brady, President, in six years with the company, Sonia Bachleda is making her mark as a valued part of the J Queen New York Team.



Sonia Bachleda

As a result, she was recently promoted to Sales Executive and E-commerce Director.

"Sonia has been instrumental in the launch of the new piece goods line and made a large contribution in the company's growth and execution of the e-commerce business," Brady remarks.

J. Queen launched its fabric line two years ago. "We've been challenged with obstacles along the way, but we're seeing promising results, and I'm looking forward to expanding our network and growing this business," Bachleda says. "We are gaining customers despite Covid," she adds.

"Currently, J. Queen is sourcing from over eight different countries and warehousing the entire product line in New Jersey, providing a rapid response to our customer's needs," she says. "We have big plans to build the fabric business on many levels," Bachleda adds. Nobody doubts she will do it!

Turkey

It's time for everyone to get back on the road and see their suppliers and customers; especially in Turkey!



Commentary By Eric Schneider,
Editor & Publisher

Turkish mills will roll out the red carpet for anyone importing Turkish-made fabrics. The Turkish mills have labored hard to produce quality goods and the prices are better than ever with the lira so low.

There has never been a better time to go there! I just spent a terrific week in Istanbul and Bursa seeing old friends and some new ones. It's perfectly safe and the Turkish standards are very high!

You'll need a negative Covid test (PCR) within 48 hours of travel both going and before you leave.

Turkish Air is a great way to fly but so is Lufthansa. The crews are doing their best to make you feel comfortable so what are you waiting for?

My next trip will be to India as that country works its way into the post-pandemic era!



Baris Coskun



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Veteran European Agent Antonis Stamatoulakis Sizes Up Proposte: Lots of Action, Positive Energy

F&FI News Network

COMO — The recently concluded Proposte saw lots of action and positive energy from the 2,700 attendees and 60 exhibitors according to Antonis

Stamatoulakis, European agent.

“There was positive energy at this show and I observed lots of optimism,” he told F&FI. He also noted very emotional moments when old friends were meeting. “

Also very important, there were many nice, new collections at Proposte but there was also a concern

about transport costs, inflation as well as some geopolitical issues.”

He was referring to the fact that container costs have now risen to \$18,000 from a few thousand dollars. The freight cost is no longer a small item in the fabric business and many importers are now passing the cost on to their customers in the hopes they can

still make a profit in this increasingly difficult business environment.

Neil DeKort, principal, Coconut Fabrics, & Stefan Czarnowski, GM/principal of Ridex Interior Fabrics, Poznan, Poland-

—Photo by Antonis Stamatoulakis, Athens, Greece, European agent par excellence



At Proposte: Argentina's Etamine Sees Strong Business Rebound

F&FI News Network

COMO — “Business is rebounding in the second half of 2021,” says Eduardo Esrubilsky, principal of Etamine, a medium to high end priced jobber based in Argentina.



Eduardo Esrubilsky, principal of Etamine

Esrubilsky, who rarely attends international exhibitions, was spotted at Proposte by Rolando Henao, a corresponding reporter for Fabrics &

Furnishings International. Esrubilsky was at Proposte to see what the rest of the world outside of Argentina was doing!

“Business was very difficult for Etamine between March and June 2020 but we invested in inventory and positioned ourselves for a rebound,” says Esrubilsky. Apparently, his efforts were rewarded during the second semester. Business for the second half of 2020 was strong and continues to be strong up until now, he emphasized.

Even with the economy in Argentina being the way it is (aside from Covid), some segments in the market have strong demand. People, just like in the USA, have devoted effort and resources to redecorating their homes.

Proposte Scheduled April 5,6,7 2022

F&FI News Network

COMO—With the 29th rendition of Proposte concluded this month, the 30th Proposte is scheduled for April 5,6,7 April 2022.

The Organizers should be congratulated for producing this year's exhibition in the face of obvious difficulties presented by the Pandemic; constantly changing health and travel regulations and the conflicting dates with the Jewish New Year which affected attendance, especially from America.



At Proposte: Home Fabrics Rebound Says Davide Maspero, Brochier Sales Manager

F&FI News Network

COMO — High-end producer Brochier is primarily an apparel fabrics producer has an important division for home fabrics and works with the world's best editors.

Both segments are down, but home has rebounded better than apparel, according to Davide Maspero, sales manager at

Davide Maspero, sales manager at Brochier

Brochier.

“It is a pity that there were almost no American companies visiting Prtoposte this year,” says Maspero.

“We cannot go to the US, but Americans can visit most of Europe.”

Most of Brochier's business is with the States. Our agent-based in New York has kept the conversation going with all of our clients, Maspero points out.



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At Proposte: D'Decor Business Bounces Back

F&FI News Network

COMO — "The pandemic has had an impact on every aspect of Business As Usual at D'Decor Home Fabrics," says Yuraaz Arora, the next generation of the Arora family ownership of D'Decor.

"We faced a difficult and uncertain FY21 like every other organization, but by the advent of FY22 we had managed to achieve operational stability and equilibrium with the fluctuating global scenario," he adds.

According to Yuraaz, the first quarter of FY21 was the most challenging period with a global lockdown, complete shutdown of operations, and the majority of the blue-collar workforce migrating back to hometowns. The major impact of Covid on employee turnover, raw material sourcing, and cash flow, made restarting operations that much more challenging in the second half of Q1, he says.

Fortunately, just as the pandemic hit, Yuraaz says "the organization was already in the midst of moving to a digital meeting culture with the adoption of Microsoft Teams, which proved to be a timely shift, allowing a near-seamless interaction with both internal and external stakeholders and ensuring an unbroken line of communication with timely meetings and town halls, that addressed queries and concerns of all involved."

"The pandemic created a substan-

tial growth in demand for home textiles by the end of Q2, which prompted us to ramp up production to

capitalize on the opportunity, while ensuring the health and safety of our employees and compliance with pandemic regulations, which we were able to achieve, as the organization exceeded its lifetime EBDTA when annualized in the second half of FY21, improving our cash flow and allowing us to build up resilience to face the challenges of the subsequent waves of the pandemic," Yurtaaz explains.

"Focussed risk assessment thorough scenario analysis of the P&L to optimize cost during tough times, timely decisions on investments, RM sourcing, inventory & production planning and process improvements, a near-complete digital transformation of a traditional physical business through product digitization, 3D technology, and customer experience platforms, and prompt and transparent communication with all stakeholders providing them visibility on changes and future, allowed us to function smoothly through a tough period, not to mention a stoic and confident top management and a resilient and committed workforce."



Yuraaz Arora

Reig-Plaza Heads American Silk Mills

F&FI News Network

HIGH POINT, NC — Oscar Reig-Plaza has been named CEO of American Silk Mills in Plains, PA.



Oscar Reig-Plaza

Reig-Plaza replaces David Corbin at American Silk. Corbin left the company about four months ago. His current position is not known.

Reig-Plaza was most recently a sales representative for Morgan Fabrics, an importer/converter of China-made fabrics. He joined Morgan in November 2018.

Prior to that post, he was with Covington Fabrics & Design LLC as Vice President, Sales. He held various posts at Covington for nearly 20 years.

Since 2017, American Silk is owned by Sutlej Textiles & Industries Limited based in Mumbai.

New German Covid Regulations More Lenient to Heimtextil 2022 Attendees

Previous German Regulations Forced Americans to Quarantine 10 Days Prior to Heimtextil But No More!

F&FI News Network

FRANKFURT—Travelers from almost all countries may visit Germany on business without having to go into quarantine under the most recent regulations.

This is the recent rule governing visitors to Heimtextil 2022.

Visitors now must demonstrate a business reason for the trip, which attending a trade fair meets.

Additionally, Heimtextil visitors must provide evidence of either having been completely vaccinated or recovered from a Covid-19 infection. Alternatively, they can present an antigen test carried out immediately prior to entering the country. Detailed and up-to-

date information about entry restrictions, testing and quarantine regulations in Germany can be found on the website of the Federal Foreign Office at:

<https://www.auswaertiges-amt.de/en/einreiseundaufenthalt/coronavirus>.

Previously, Americans attending Heimtextil in January 11-14, 2022 would have to quarantine upon entry for ten days according to then prevailing German Government regulations.

Of course, like most rules governing COVID, change is the norm. All exhibitors, visitors, media representatives, service providers

(continued on Page 29)



Sutlej Recovers Business, Plans Expansion

At Heimtextil, Shows Jointly with American Silk

By Vishwanath S.

MUMBAI—American Silk Mills and its parent company, Sutlej will show at a joint stand at Heimtextil. says Oscar Reig-Plaza, Business Head, Home Textile & CEO, American Silk Mills.

“Like other textile mills and manufacturing companies in India, that almost went through covid regulations for two years, Sutlej Textile & Industries Limited also faced serious challenges to keep spinning, weaving and marketing functions continuing. Adapting to new covid conditions and controlling was achieved as norms of regulations were strictly followed. As office activities shifted to work from home a new experience to all, at the mill vaccination became crucial and was seriously adhered to,” he says.

“Sutlej has reached 80 percent capacity and will increase further. Now the company is embarked on additional manufacturing infrastructure and will be investing in dyeing and finishing equipment and novelty yarn spinning primarily,” he says. Sutlej introduced many new collections this past year, he explains.. “We did new curated collections

including woven, printed and embroidered products (casual & formal looks), customized or tailor made to suit the market needs. Also, as many as 2000+ new SKU were launched with major converters across the globe,” Reig-Plaza says. At Heimtextil Sutlej will focus on select lines in premium ranges.

“Our focus of products importantly is spread over sustainable product range (fabrics made from recycled yarns and organic cotton), functional fabrics such as three pass blackouts, dimouts, bonded backed products, digital prints & outdoor collections”, he says.

“The Indian Market is showing improve-

ments and is regaining to the pre covid position. The festive period did show

growth. However it couldn't match the pre covid scenario”, Reig-Plaza says. Currently the company has a network of 1500 Retail outlets & in terms of overseas markets for booking orders United States, UK, UAE, Sri Lanka are important countries for our product line,” he explains.



Oscar Reig-Plaza

Aznar Launches Thermal, Acoustic Lines

PATERNA, SP—Aznar Textil is focused on new lines of thermal and acoustic fabrics for Heimtextil 2022.

The thermal range is tested and certified under the UNE EN ISO 13363-1: 2006 + A1 standard according to Ana Rios, International Sales Director.

The thermal range was developed with special yarns and weaving and special finishing—all with thermal reduction properties, Rios says.

These new products “improve our level of comfort, well-being, rest and energy consumption,” she adds.

The new acoustic fabrics are said to absorb noise and are tested and certified under the acoustic standard UNE-EN ISO 354: 2004 and also meet ASTM C423-09a. (American Standard Test Method for Sound Absorption and Sound Absorption Coefficients by the Reverberation Chamber Method NRC, SAA.)

Both the thermal and acoustic fabrics are designed for use in hotels and homes.

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(continued from Front Cover)

RM Coco Bets \$1 Million On Digital Printing; Designers Can Order Any Design, One Yard



The customer can order a fabric sample deck featuring all of the base-cloths, adds.

The base-cloths are either cotton, silk, cotton and linen or cotton and viscose blends; even polyester velvet.



The 2,600 colors available for recoloring are from the Pantone® color palette.

Colorworks designer and fabric swatch

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BY RM COCO

Carr has owned RM Coco for six years but digital printing is considered a very aggressive move. "Initially, we closed our workroom due to COVID, but we opened again one month later," Carr states. "There's tremendous interest in the home to improve the interior. RM Coco is ahead of last year in terms of sales."

In spite of the growth, there are problems. "There is a long delay in the supply chain. Shipments on water are slower and the mills are also delayed due to COVID," he says. About 80 percent of the fabric purchased by RM Coco comes from China, India and Turkey.

"Prices are up ten percent and freight is getting very expensive. We're doing more air shipments to save time but the customer is paying extra for that."

Carr says water shipments take 20 weeks while air is 12 weeks.

Carr and his team will attend Heimtextil 2022.

"We haven't been anywhere for the past two years so this is a good chance to see what's new," he says.



Mike Carr



(continued from Page 15)

Standard Textile and Küçükçalık Announce Joint Venture

key operations in Turkey and Egypt. From fiber production to weaving to finishing, the company produces apparel, bedding, drapery, and other decorative products for the consumer market.

The company opened its first weaving mill in 1990 and added dyeing and printing factories in 1992. In 2019, Küçükçalık created a new sustainable yarn from discarded PET bottles using advanced spinning technology. The company is listed among the top 500 companies in the Turkish industrial sector.

"We have admired Küçükçalık's world-class facilities in Turkey and Egypt, and this joint venture allows us to both expand our global footprint and leverage their technology and expertise in fiber extrusion," Heiman says. "Their innovative fiber extrusion and texturizing operations provide new opportunities for our research and development teams to collaborate in designing and developing sustainable products using recycled fiber to meet the needs of current and future customers," Heiman adds.

Standard Textile manufactures bed, bath, and decorative products, serving the healthcare, hospitality, and consumer markets. It has manufacturing operations in North America, Europe, Asia, and the Middle East.

Recently, the company was selected as a 2021 US Best Managed Company sponsored by Deloitte Private and The Wall Street Journal. The program recognizes outstand-

ing U.S. private companies and the achievements of their management teams.

Founded in 1940, Standard Textile says it has more than 80 patents. A vertically integrated company, Standard Textile is a global provider of total solutions in the institutional textiles and apparel markets. Standard serves customers in the healthcare, hospitality, interiors, workwear, and consumer markets worldwide.

Founded as a trading company in 1940, Küçükçalık opened its first weaving mill in 1990. Küçükçalık produces textiles for the apparel and home textile markets. Küçükçalık says it is the first company to have received ISO 9001 and ISO 14000 certification in the embroidery sector in Turkey. Küçükçalık says it caters to a wide range of customers such as fabric editors, design studios, converters, wholesalers, and retailers, including specialty stores, department stores, and well-known retailers with global coverage.

Industry veterans feel this joint venture will especially benefit Küçükçalık by allowing it to expand its market in the USA through Standard's distribution facilities.



Gary Heiman,
President and Chief
Executive Officer

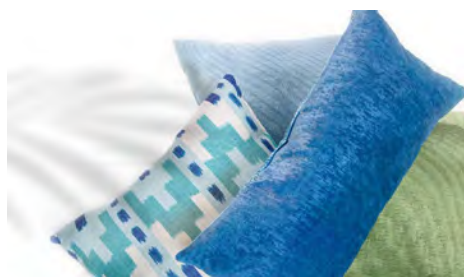
Glenda Spangler Named President of Springs Creative Decorative Division

F&FI News Network

ROCK HILL, SC—Glenda Spangler, named President of Springs Creative Decorative Division in March, is getting her hands around her portion of the company's \$100 million printing business.

Previously with Richloom Fabrics Group for 30 years, Spangler was responsible for many successes at that converter. She was also one of the keys to Richloom's success in the hospitality and cruise business. She is currently commuting between her home in Charleston, SC to company headquarters in Rock Hill once a week.

Her role at Springs Creative has also been expanded since the days of Tom Byrnes whose untimely passing left Springs Creative without a leader for 18 months.



“We have 20-30 different base cloths to choose from. We can even print on vinyl, glass, and plastic.”

~Glenda Spangler

She is especially enthusiastic about working with designers with the Springs' Baxter Mills Archive with 650,000 pieces of art dating back to 1876. Springs also is the owner of the Eileen Danshing Archive.

In her new role, she reports to Derrick Close principal of Springs Creative and fifth-generation textile man. She is already finding new customers for her company's printing services.

“We're able to turn around samples in a few days and produce volume yardage in two weeks,” she says.

“We have 20-30 different base cloths to

choose from. We can even print on vinyl, glass, and plastic.

This includes commission printing for high-end jobbers; heat transfer printing; Latex printing for roller shades, wall coverings, and signage; pigment printing on rayon and cotton base cloths; dye-sublimation printing on synthetic base cloths like polyester. “We can print for residential fabrics and hospitality fabrics for land and sea,” she says.

Springs also prints licensed products for retailers, and produces mattress ticking through its technical division.

Hanes Renews Blackout Sales Under Mitch Brown

DALLAS, TX—With the hiring of Mitch Brown as Director of Fabric Sales after 37 years with Rockland Industries, Hanes Fabrics is reaffirming their commitment to the blackout lining, non-coated lining, and sheer fabric markets. Mitch will have a team of 13 sales professionals to support this market.

“Hanes is also offering an expanded line of roller shade fabric in blackout and translucent options. These have the same printing and dyeing capability as our reg-

(continued on Page 29)

Heimtextil Stand 4.1 - C06

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American Silk Names Kena Cohenour Director of Design & Merchandising

F&FI News Network

HIGH POINT, NC — American Silk Mills tapped former Bassett textiles & merchandising Vice President Kena Cohenour as Director of Design & Merchandising.

Cohenour was previously with Bassett for over 20 years. Some of Cohenour's awards include Top Upholstery Fabric Buyer (Fabrics & Furnishings International, 2020 & 2017), Top Industry Buyer (International Textile Alliance, 2014), American Furniture Award (Home Magazine, 2020), and Interior Design Studio Award (East Carolina University, 1992).

She reports to Jeff Smith, Senior Executive VP, Sales & Marketing, American Silk. Sutlej Textiles & Industries Ltd., is the parent company of American Silk. Sutlej Textiles and Industries Limited is the flagship textiles company of the KK Birla Group headquartered in India. American Silk Mills was acquired by Sutlej Textiles in November 2017.



Kena Cohenour

Baris Coskun Focuses On American Contract

F&FI News Network

ISTANBUL—Textile engineer and veteran fabric sourcing specialist is turning his focus to the contract fabric business in the USA.

Coskun, who represents 20 Turkish mills, feels the timing is right to develop new fabrics for the hospitality trade as that business segment starts to turn around in the States.

He has been in the industry since 1996 with his own company BSB Sourcing since 2002.

Turkey is gaining momentum in exports due in part to its currency dropping, almost eight lira to the US\$.



Baris Coskun

GM Fabrics Launches 'Homes' Brand, Recycled Polyesters, Inherently FR

By Vishnawath S.

MUMBAI—GM Fabrics has launched 'Homes' in the domestic market.

The new venture, Homes, is headed by Sahib Singh, currently pursuing an MBA in the U.K.

Sahib is the son of the Managing Director, Gurvinder Singh.

Meanwhile GM says it is preparing 50 new collections in FR ranges for display at Heimtextil, Frankfurt. The collection is said to meet specifications such as BS5867, NFPA 701 and EN 13773 according to Gurvinder Singh, Managing Director of GM.

This brand will focus on expanding global business, by catering to a customer base looking for smaller quantities of fabrics, plus Homes brand also intends to sell ready-mades to large retail chains and exclusive products through an Ecommerce model.

"Though we largely remain as exporters to wholesalers and converters, we have observed that there is a need in the market to cater to smaller quantity buyers who need ready stock," Gurvinder remarks. "Now we are launching the roll service business which will be serviced from the stock collection that will be an independent identity."

"We have put in serious efforts to manufacture according to the international specifications to meet required quality standards. We will be offering the range for drapery collections at 6-7\$ a meter" he says. "Along with the FR collections we will be launching recycled fabric lines too that are suitable for drapery and upholstery in various structures."

GM Fabrics caters to mostly custom-made orders from wholesalers and converters. Gurvinder doesn't see any conflict presented through selling rolls to smaller wholesalers or retailers as this stock supported collections are exclusively curated, he adds. This new venture will carry stock supported collections with a wide range of fabrics. This includes plains, textures, jacquards, embroideries, digital prints, wide width sheers, knitted velvets, woven plain and jacquard velvets. "The inventory management is managed through SAP giving real-time data of stock in hand and customers can make informed decision at the right time without delays," Gurvinder adds.

GM Fabrics will also be showcasing a wide range of decorative collections. Velvets also will be offered at a price range of \$9-14 a meter.

Kravet Funds Interior Design Scholarship

F&FI News Network

BETHPAGE, NY—Kravet has identified a need for a pipeline program for disadvantage young adults. In response, the Kravet family has donated 100K for a five-year grant to the New York School of Interior Design in partnership with the Kips Bay Boys and Girls Club. This generous grant will allow students who are interested in the field of interior design, to experience the industry for a 6-week summer course by immersing themselves in the field, led by NYSID'S Dean of Academics, Dr. Ellen Fisher. This summer, the program will be virtual whereas in the following year's students will be on-site visiting trade showrooms and workrooms.



New York School of Interior Design

Kravet Sponsored Created 'Big Splash' Mid-May with Kaleidoscope Project

F&FI News Network

Kravet and Lee Jofa as well as several of Kravet's exclusive distributed brands including Clarke and Clarke were featured in many guest rooms. This unique showhouse with 23 BIPOC (Black, indigenous, people of color) interior designers transformed the historic Cornell Inn in Lenox, Mass. Patti Carpenter of Trendscape, the showhouse Co-Chair, reports that the showhouse rooms will remain as an Inn and will not be taken down after the three weeks of visitation.



Room By: Virginia Toledo
Products Used: Duane-19, Kravet Basics – 35374-50
Photographer: WILLIAM WALDRON FOR THE SHADE STORE

(continued from Page 27)

Hanes Renews Blackout Sales Under Mitch Brown

ular drapery line” Brown says. Hanes has a history of over 100 years in the hospitality market. Hanes Dye and Finishing, in Winston-Salem, NC has been operating since 1924 finishing residential linings along with many other woven fabrics. Brown is excited to leverage the experience of Hanes together with their global sourcing team to bring all products to market “with the most value for the hospitality trade. We have 46 warehouses around the USA and Canada which allows us to offer unparalleled service in the industry”, Brown continues “beyond the domestic market, we are looking at expansion into overseas markets with our current experienced sales team as well as any agents we may bring on board”.

Brown is excited by Hanes’ full line of blackout linings on polyester and poly/cotton blends. These are available in S4” and 110” that are held in stock, with special colors by request. The line is rounded out by non-coated linings in a variety of weights and finishes. The full offering is complete with regular and designer sheers and the entire line can be viewed at www.hanesfabrics.com.

Ruchan Retires; Baydar Joins Vanelli

F&FI News Network

BURSA, TURKEY—Ruchan Tacettin has retired after more than 30 years as export director of Vanelli and sister company Dina.

Mevlut Baydar has recently joined Vanelli as sales director. He was previously involved with Boyteks here and more recently he was a partner in a startup distributor.

Vanelli is one of the five largest home fabric mills in Turkey and considered a high-end supplier.



Mevlut Baydar

(continued from Page 24)

New German Covid Regulations More Lenient

and employees of Messe Frankfurt must provide proof that they are not infected with the corona virus SARS-CoV-2 in order to participate in an event at the Messe Frankfurt exhibition

“Messe Frankfurt ensures a particularly safe event participation for all participants - with a professional security concept and a negative detection obligation regarding SARS-CoV2. All participants must be vaccinated, recovered or tested,” says a spokesman for Heimtextil.



Ultrafabrics Offers Mexican Made Line

F&FI News Network

NEW YORK — For the first time, Ultrafabrics is now available from a North American location in Mexico.

Uf Select is an offering created by Ultrafabrics to “give specifiers greater speed-to-market, a price advantage, and customization options,” according to Sergio Prosperino, vice president, sales.

The new Uf Select lines produced in Mexico offer six-week delivery. Previously, the Ultrafabrics line was only produced and stocked in Japan.

In order to get closer to the market, Ultrafabrics management decided to introduce the new collection. The line consists of Lino with 18 colors and Impasto with 12 colors.

Uf Select features artisan textures

and elements that have not been available on any Ultrafabrics offering thus far, the company says. “They can withstand regular cleaning and disinfection, including bleach solutions, and each fabric is 10-week hydrolysis resistance and REACH compliant.”



Sergio Prosperino, VP Sales at Ultrafabrics



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