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Navigating challenges, seizing opportunities

The global textile market is navigating one of its most challenging periods in recent memory, and the home textile segment is no exception. Economic uncertainties, fluctuating raw material costs, and shifting consumer demand patterns have all converged to create an environment of unprecedented difficulty for producers and exporters.

Yet, within these challenges lie opportunities. The companies that can differentiate themselves, adapt quickly, and build resilience are the ones emerging stronger. Many forward-thinking firms are seizing this moment not to retreat, but to accelerate. They are investing in their brands, amplifying their promotional activities, and strengthening their presence in global markets.

We see an increasing focus on attending international fairs, where businesses can showcase not only their products but also their innovation and competitive spirit. Strategic marketing, digital outreach, and bold investments in branding are becoming essential tools for survival and growth. These are not just crisis responses—they are the building blocks of future success.

At Home Textile Exports, we remain committed to telling these stories: of creativity thriving in adversity, of companies choosing to lead rather than follow. In these pages, you will find insights, inspiration, and a shared sense of purpose for an industry that continues to weave resilience into every thread.

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Countdown Begins for FDI – the Design Gathering That Will Carry the Turkish Furniture Industry into the Future

Furniture industry focuses on the future with design and aesthetics at the core

Furnishings & Design Istanbul (FDI), hosted by MOSFED, is set to open its doors once again from September 25–27. Aiming to transform the furniture industry into a structure fueled not only by production but also by original design and knowledge sharing, FDI stands out as the first design-centered fair in Türkiye and surrounding countries. It seeks to establish intellectual capital, make design a core element of the industry, and generate lasting added value in the global market.

Ahmet Güleç, President of the Furniture Associations Federation (MOSFED), emphasized that global competitiveness is no longer solely defined by production capacity, but by how well this capacity is integrated with design:

“As Türkiye’s furniture industry, we act with this awareness. We are building a new industrial vision by blending our production power with aesthetics and our craftsmanship heritage with innovation.





FDI creates a dynamic platform bringing together all aspects of interior spaces, especially furniture, under one roof. It's a must-visit event for everyone."

As one of the world's leading furniture suppliers, Türkiye has begun establishing a new ecosystem focused on design, innovation, and eco-design for sustainable growth and added value. The FDI fair, organized by MOSFED, brings together all elements of interior decoration in a productive environment. Featuring boundary-pushing ideas

and striking innovations in interior design, FDI will take place from September 25–27, 2025.

Among the prominent themes of the fair are design, innovation, sustainability, simplicity, and functionality. Ahmet Güleç stated:

"To secure a sustainable market position, we must build strong ties with productive industries, place design at the core of business processes, and differentiate through innovation. FDI 2025 will





realize this vision and lead Türkiye toward becoming a global design hub in the furniture sector.”

A Platform Shaping the Industry’s Future

Ahmet Güleç emphasized that FDI was born as a strategic platform that promotes Türkiye’s design-centered industrial approach to the world: “The global furniture market will exceed 900 billion dollars by 2030. In this rapidly intensifying competition, high-quality production alone is not enough. For global success, design, innovation,

and sustainability have become indispensable. Türkiye is one of the four countries producing across all furniture categories. However, for sustainable growth, we must lead the sector through a design-focused transformation.

FDI is a gateway to the world for brands with strong design stories and a strategic hub of knowledge and collaboration for the entire industry. Our first edition of FDI clearly revealed a major need in the sector. Based on the lessons learned, we’ve set even bigger goals for 2025.”



“Brands Are Carefully Selected”

Güleç highlighted that not every brand can participate directly in FDI:

“There are key criteria for the brands eligible to exhibit, the most important being originality in design and collaboration with professional designers. We formed the FDI Design Committee, consisting of leading Turkish designers, interior architects, and academics.

We also have an FDI Advisory Board that continuously provides feedback and ideas to help us improve. From hundreds of applications, the committee carefully selects the brands that meet the criteria.

This approach not only adds unique quality to the fair but also fosters the intellectual capital we aim for—creating a structure that educates,

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demonstrates, and enables experience. We also provide feedback to brands that are not selected, pointing out areas of improvement and guiding them for future participation.

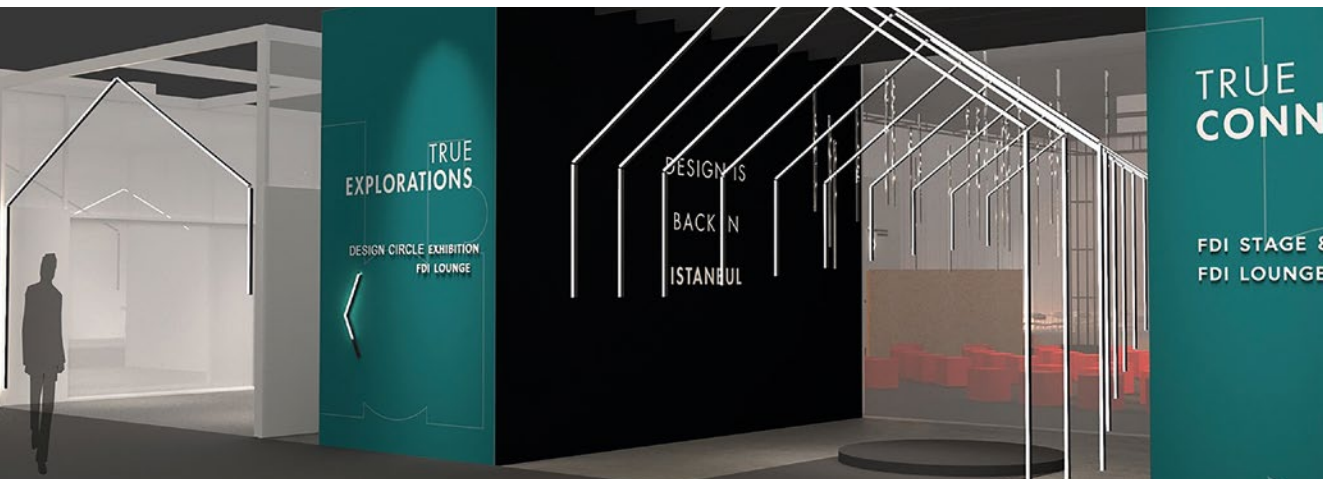
It's a demanding but highly valuable process. Since we aim to achieve sustainable and value-added growth through design, we believe it's essential to support our brands fully in this journey."

Where Design and Craftsmanship Converge
Ahmet Güleç said FDI offers a unique space

for brands wishing to showcase timeless and aesthetic products:

"FDI views design not just as form but as a mindset. It unites brands that combine aesthetic and sustainable production with interior architects, designers, and industry professionals. By connecting innovative professionals with manufacturers, FDI leads lasting changes in the sector.

More than just a discovery of interior trends, it offers an unparalleled opportunity to shape the future of the industry together."





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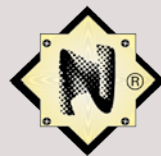
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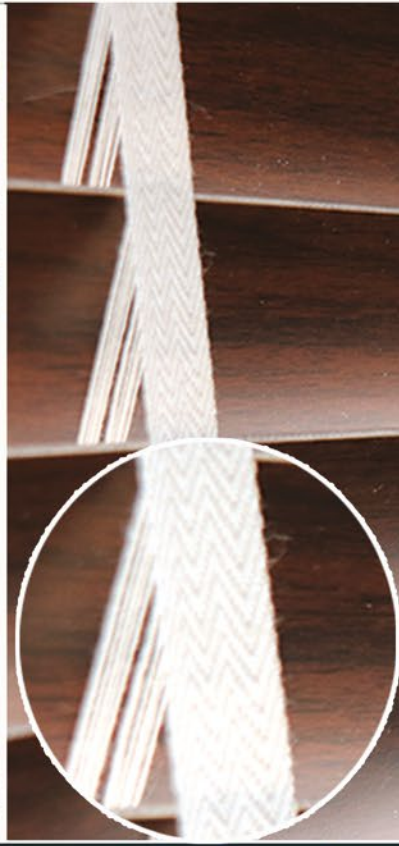
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Extensive product range with top exhibitors: **Holistic interior design at Heimtextil 2026**

Textile interior design solutions are more varied than ever before. They include wallpaper, sun protection systems, furniture fabrics, flooring, bed and table linen, mattresses, bathroom and decorative textiles, and much more. Interior designers, architects, retail and hospitality buyers are looking for the full range. Products combining innovative functionality

with modern design are in demand. At Heimtextil, professionals find everything they need for textile interior design and much more: non-textile flooring makes its debut in 2026.

“The international market has changed. Architects, interior designers and buyers are



Frankfurt am Main – From decorative and furniture fabrics to wallpaper, flooring and carpets, to mattresses, bed linen and table linen, Heimtextil brings together a diverse product range for holistic interior design from 13 to 16 January 2026. Interior designers and buyers from the hospitality and retail sectors find the latest textile and non-textile material innovations under one roof. Leading brands and promising newcomers have already announced their participation. The new hall layout offers targeted synergies for an efficient trade fair visit.

looking for a complete range of products in one place. With the broad offering at Heimtextil and the addition of non-textile floor coverings, we are providing exactly that. We offer a range spanning from functional furniture fabrics to wallpaper, flooring and finished products. The new hall layout ensures an even more structured

visitor experience,” says Bettina Bär, Director Heimtextil, Messe Frankfurt.

Interior design concepts

Hall 3.0 brings together wallpaper, carpets, curtains and sun protection systems to present interior design concepts clearly structured for professionals.

Key players include Forest Group (Netherlands), Höpke (Germany), Ifi Aebe (Greece), Linder (France), Marburger Tapetenfabrik (Germany), Paulig Teppichweberei (Germany), Sarlas (Greece), Tanriverdi (Türkiye), The Wallfashion House (Belgium) and York Wallcoverings (USA), presenting their latest collections. In addition, the DecoTeam and its members showcase holistic, inspiring interior design concepts with joint brand presentations complemented by the Design Lounge powered by DecoTeam. A new installation by Patricia Urquiola also brings integrated interior design to life at the highest design level.

The largest offering in furniture and decorative fabrics

Whether outdoor fabrics, imitation leather or fibers and yarns for contract business functionality and design are the focus and continue to evolve year after year. In Halls 3.1 and 4.1, international exhibitors present the world's largest offering of weavers for furniture and decorative fabrics. One focus in Hall 3.1 is on contract fabrics, leather and imitation leather, and fibers and yarns for furniture and decorative fabrics. Indorama Ventures Fibers Germany, Manifattura Filtes, Novartiplast and Martinelli Ginetto from Italy are among the many



suppliers showcasing their latest products here. Hall 4.1 brings together high-quality decorative, furniture and contract fabrics. Among the many manufacturers exhibiting here are Edmund Bell (Great Britain), Manuel Revert (Spain), Vanelli Tekstil (Türkiye) and Vescom Velvets BV (Netherlands).

Carpets & Rugs grows and expands to include flooring

Heimtextil's carpet segment continues to grow. Halls 11.0, 11.1 and 12.0 focus on hand- and machine-woven carpets, unique pieces and doormats. For the first time, non-textile floorings



extend the range with the new Flooring & Equipment product segment. Heimtextil thus brings together holistic textile and non-textile interior design in one place. Contract furnishers and buyers benefit from a broad selection of complementary offerings with one visit. Registered exhibitors include Heritage Overseas (India), Oriental Weavers Carpets Factory (Egypt), Ragolle Rugs (Belgium) and Universal XXI (Spain). Floor coverings are included in the portfolios of Chene de L'est (France), Welspun UK and Zipse (Germany), among others.

Functional finished products for hospitality

Anyone looking for finished products for contract furnishing and hospitality find what they need in Halls 5.0, 5.1, 6.0 and 6.1 within the Bed, Bath & Living segment. Here, exhibitors present bed linen, bathroom textiles, table linen, blankets and home accessories. The strong and international range of brands and private labels offers high quality, short delivery times and flexible order quantities. Participants include Formesse (Germany), Hermann Biederlack (Germany), Lameirinho - Indústria Têxtil (Portugal), Marzotto Lab (Italy), Mundotextil - Industrias Texteis (Portugal), Veritas Tekstil (Türkiye) and many others. Bedding, duvets, pillows, and mattresses are featured in the Smart Bedding section in Hall 4.0. Badenia Bettcomfort (Germany), Boyteks Tekstil (Türkiye), f.a.n. Frankenstein Schlafkomfort H. Neumeyer (Germany), Hefel Textil (Austria), OBB Oberbadische Bettfedernfabrik (Germany), Proneem (France) and many other exhibitors present state-of-the-art sleep solutions there.

Holistic concepts for contract and purchasing

A visit to Heimtextil 2026 offers architects, interior designers, decorators and buyers for hospitality and retail everything they need for textile and non-textile interior design. Clearly structured with top exhibitors on board. Functional properties are in high demand. They are developing rapidly and offer ever more possibilities whether for outdoor fabrics, carpets or bed linen.



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Evolving the classics with Palazzo

The brand is to develop
seasonal luxuries
inspired by the world's
natural rhythms.



Palazzo's interdisciplinary imagination is being reshaped by local values, developing a unique design language that bridges heritage and innovation. At the 2025 iSaloni Fair in Milan, the brand unveiled its latest creations—next-generation furniture developed in collaboration with Interior Architecture students from Mimar Sinan University, paired with Palazzo's cutting-edge fabrics. The response was overwhelmingly positive, affirming Palazzo's position as a forward-thinking design house.

"At Palazzo, creation is a collective act. We think alongside designers, artisans, and artists, exploring the boundless possibilities of color and form. We've learned that colors and shapes carry far more meaning than we once imagined. When we dream in fabric, we dream with many innovative minds, allowing creativity to take unexpected forms," says an official at Palazzo. "For us, nature—and naturalness—has emerged as the ultimate luxury. In 2026, we are committed to developing seasonal luxuries inspired by the world's natural rhythms. Through design collaborations and creative partnerships, we reach for a broader palette, envisioning yarns and the limitless forms they can create. With richer textures, we aim to accompany the trends of 2026, bringing tactile depth and emotional resonance to every piece."

A Journey Through Cultures and Climates

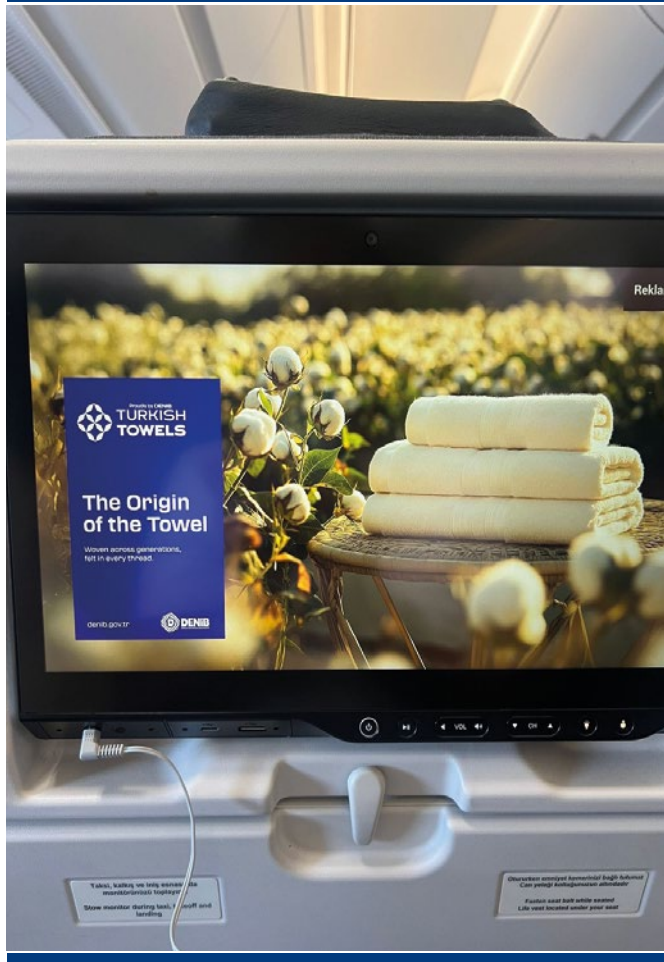
"Every country, culture, and climate we embrace reconnects us to life. This journey, which unites Palazzo's world with the principles of universal craftsmanship, is fueled by our passion to touch new lives. We see our products as integral parts of architectural and design boards, inspiring and being inspired through our network of material laboratories across the globe."

Dreaming the Future Classics

"Palazzo's greatest ambition is to create the classics of tomorrow. Through innovation, collaboration, and a deep respect for nature, we are crafting designs that will stand the test of time—pieces that tell stories, spark imagination, and embody the timeless beauty of a world in constant transformation."



Turkish Towel Takes Flight A Global Vision Partnership Between Turkish Towels and Turkish Airlines



Aiming to share Türkiye's historical role in the invention and production of towels with the world, Turkish Towels has launched a new global promotional campaign in collaboration with Turkish Airlines.

DENİZLİ – In pursuit of its vision to promote the towel globally, Turkish Towels has launched a compelling communication campaign in collaboration with Turkish Airlines. Titled “The Origin of Towel,” the campaign is being broadcast on Turkish Airlines’ in-flight cabin screens on international routes, reaching millions of people every day.

With the slogan “Woven across generations, felt in every thread,” the campaign reminds viewers that the towel is not merely a daily-use item, but a piece of cultural heritage and a universal lifestyle element rooted in Turkish soil. From the traditional looms of Anatolia to hotels, homes, and stores around the world, this journey is now becoming even more visible thanks to the global reach of Turkish Airlines.

The visuals displayed on THY screens reflect the labor of the past, the soft texture, and timeless aesthetics through imagery from cotton fields. This narrative aims not only to raise industry awareness but also to more powerfully convey Türkiye’s textile heritage to the world.

Founded under the leadership of the Denizli Exporters Association (DENIB), Turkish Towels is much more than a commercial brand. Rather than following a purely sales-driven strategy, it serves as a brand that highlights the origins, meaning, and craftsmanship behind towels. Accordingly, it claims a strong mission: to reintroduce Turkish towels—one of Türkiye’s woven cultural heritages—to the world by blending them with future expectations of quality and aesthetics.



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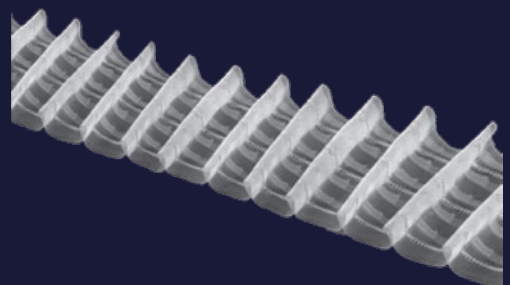
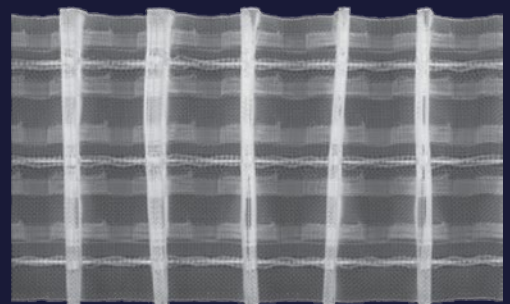
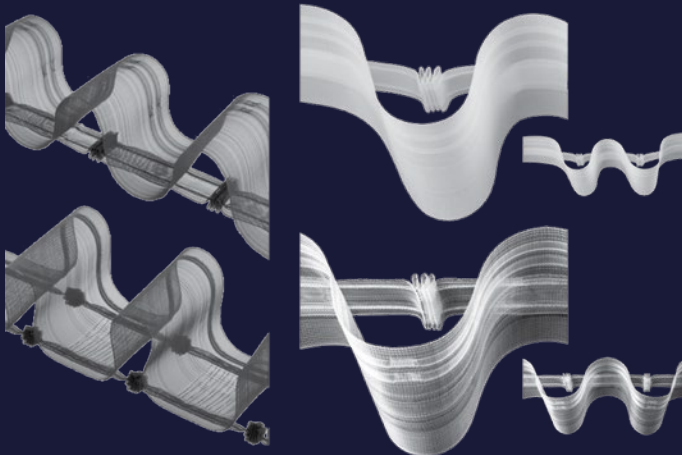
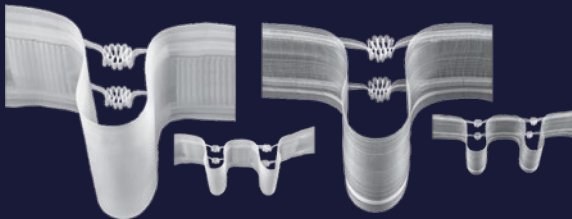
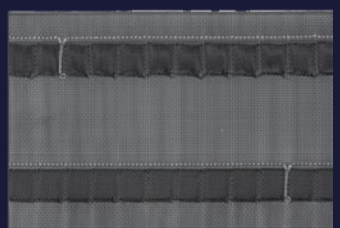
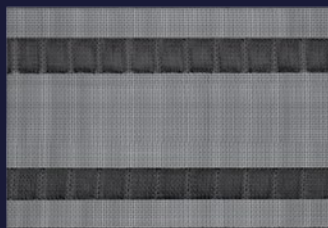
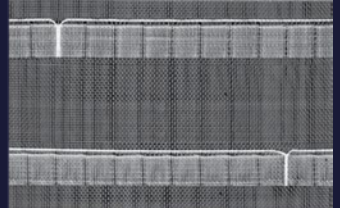
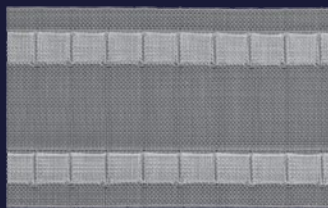
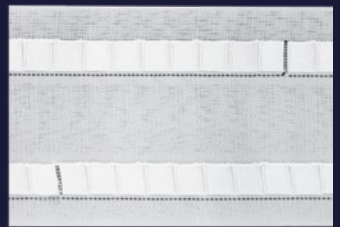
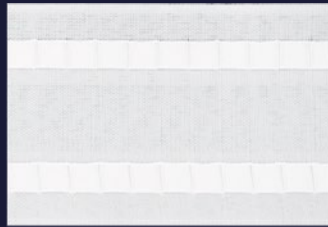
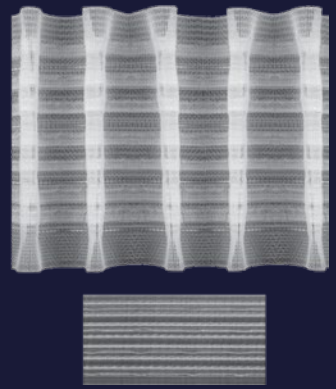
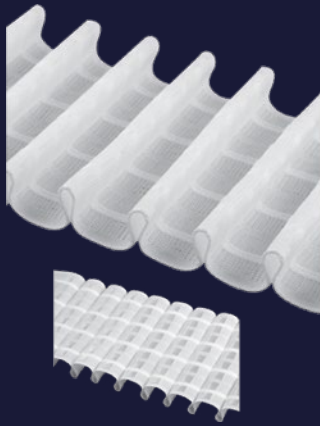
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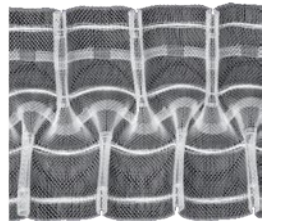
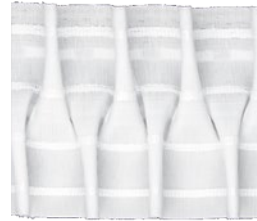
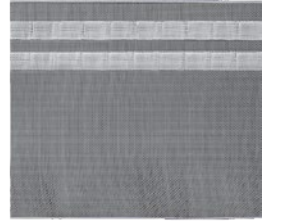
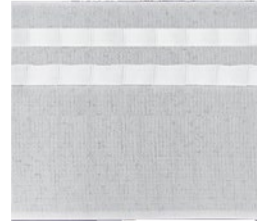


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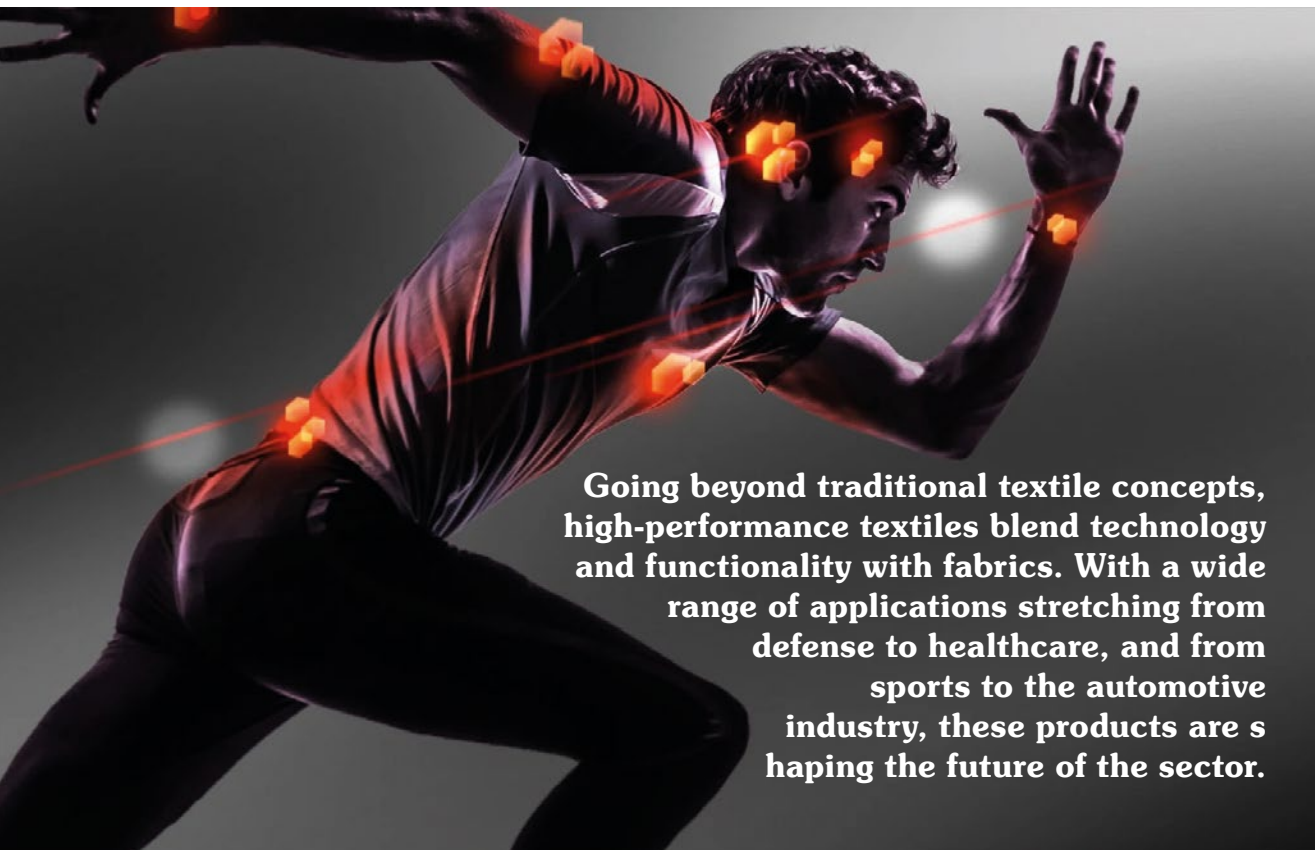
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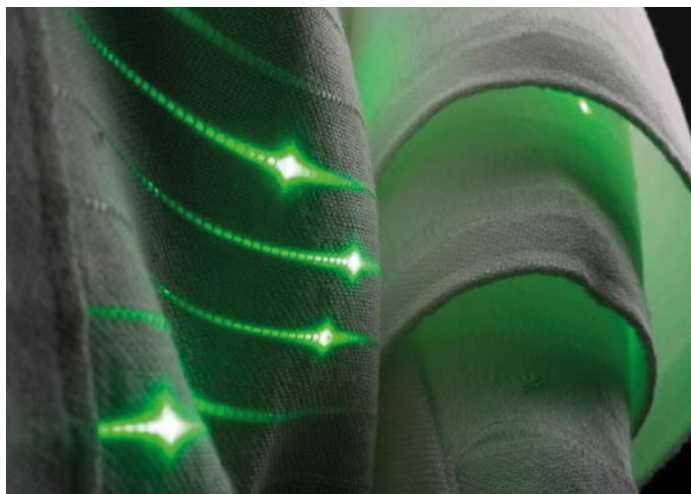
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High-performance textiles: Where technology meets fabric



Going beyond traditional textile concepts, high-performance textiles blend technology and functionality with fabrics. With a wide range of applications stretching from defense to healthcare, and from sports to the automotive industry, these products are shaping the future of the sector.

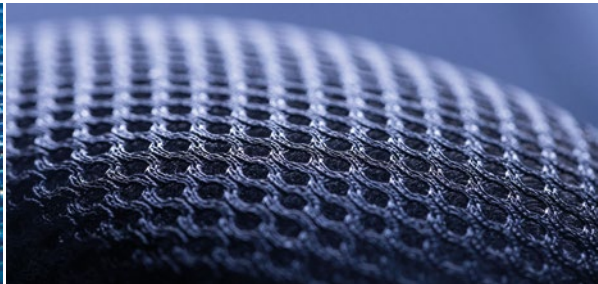
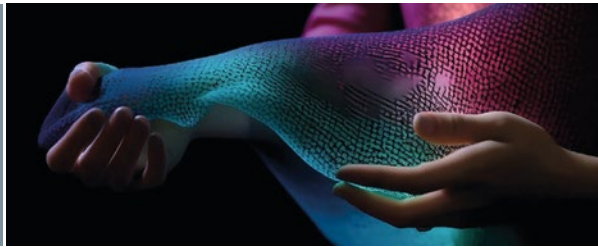


High-performance textiles are not merely fabrics; they offer technological solutions. In addition to traditional weaving and knitting techniques, production processes are supported by nanotechnology, microencapsulation, plasma treatments, and smart fiber technologies. As a result, fabrics can become water- and stain-repellent, UV-protective, breathable, antibacterial, or flame-resistant. With a growing awareness of environmental impact, the use of sustainable raw materials and recycled fibers is also gaining momentum. High performance now encompasses not only durability but also environmental responsibility.

Key features of high-performance textiles

Waterproof and breathable structure

- UV and heat resistance
- Antibacterial and antistatic properties
- Lightweight with high tensile strength
- Data collection with smart sensors
- Recyclable and environmentally friendly materials



Extensive areas of application

Today, high-performance textiles appeal to a much broader user base—not just athletes or military personnel:

- Defense and Security: Bulletproof fabrics, heat- and chemical-resistant garments.
- Sports and Outdoor: Weather-adaptive clothing that wicks away sweat and allows for





freedom of movement.

- Healthcare: Antimicrobial patient garments, wound-healing fabrics, sensor-based monitoring systems.
- Automotive and Aerospace: Fire-resistant, lightweight, and comfortable interior textiles.
- Construction and Industry: Textiles used in concrete reinforcement, acoustic fabrics for sound insulation.

Smart Textiles:

The heart of wearable technology

Thanks to sensor integration, textiles are no longer just worn—they also collect data. Smart garments that monitor health indicators such as body temperature, pulse, and sweating are gaining attention, especially in elderly care and sports performance management. Some fabrics can even adjust their thickness based on ambient temperature or automatically regulate their level of UV protection. These developments push the boundaries of textiles beyond being mere “materials” and transform them into “service providers.”



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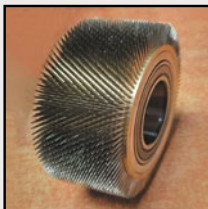
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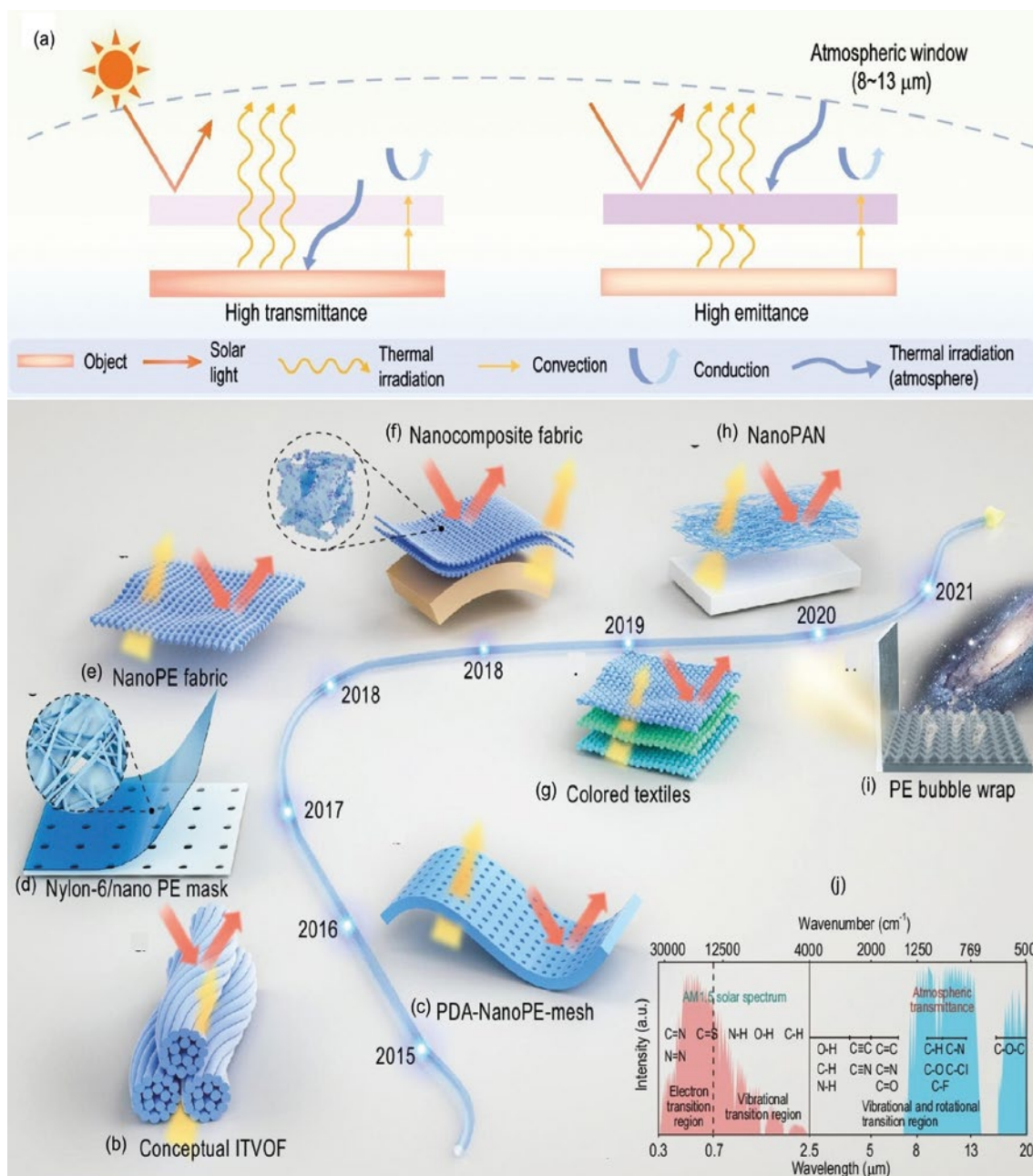
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Future Outlook:

Personalized, green, and integrated

Industry experts predict that within the next decade, personalized production will become widespread and AI-supported manufacturing systems will come into play. With a sustainability-focused approach, the carbon footprint will be further reduced, and environmentally friendly production using biodegradable smart fibers will gain prominence.

Moreover, the full integration of wearable

technology with other digital systems will turn high-performance textiles into infrastructure components not only for individuals but also for cities and industries. In conclusion, high-performance textiles are transforming the textile sector by combining innovation, comfort, safety, and an eco-friendly approach. In this innovative field where technology intersects with weaving, users are becoming just as informed and demanding as producers. The future will be shaped in the hands of these textiles.



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Green transformation in the textile industry: The future lies in sustainable production



Technologies that reduce carbon footprints, recyclable raw materials, and systems that minimize water consumption... In today's textile industry, eco-friendly production is no longer optional—it's a necessity. Under the impact of environmental concerns and guided by technological innovations shaping the future, the textile sector is undergoing a major restructuring.

As global crises such as climate change, water scarcity, and environmental pollution intensify, the textile industry—one of the sectors with the highest environmental footprint—is being redefined. Globally responsible for

approximately 10% of carbon emissions and 20% of wastewater, the textile industry is under growing pressure to adopt sustainable practices. Consumer behavior and regulatory reforms alike are paving the way for lasting change.

**Sustainability is becoming the new standard in textiles**

The climate crisis and depletion of natural resources are pushing all industries toward greener production models. The textile and ready-to-

wear industries—two of Turkey's key economic drivers—are among those most impacted by this shift. In recent years, sustainability has evolved from a trend into a competitive edge for brands and a purchasing criterion for consumers. Globally, many

major brands are overhauling their supply chains to reduce carbon emissions, minimize chemical use, and adopt circular economy principles. This transformation is also rapidly accelerating in Turkey. The use of sustainable materials such as recycled polyester, organic cotton, and biodegradable fabrics increases with each passing year.

Turkish textile industry on the road to transformation

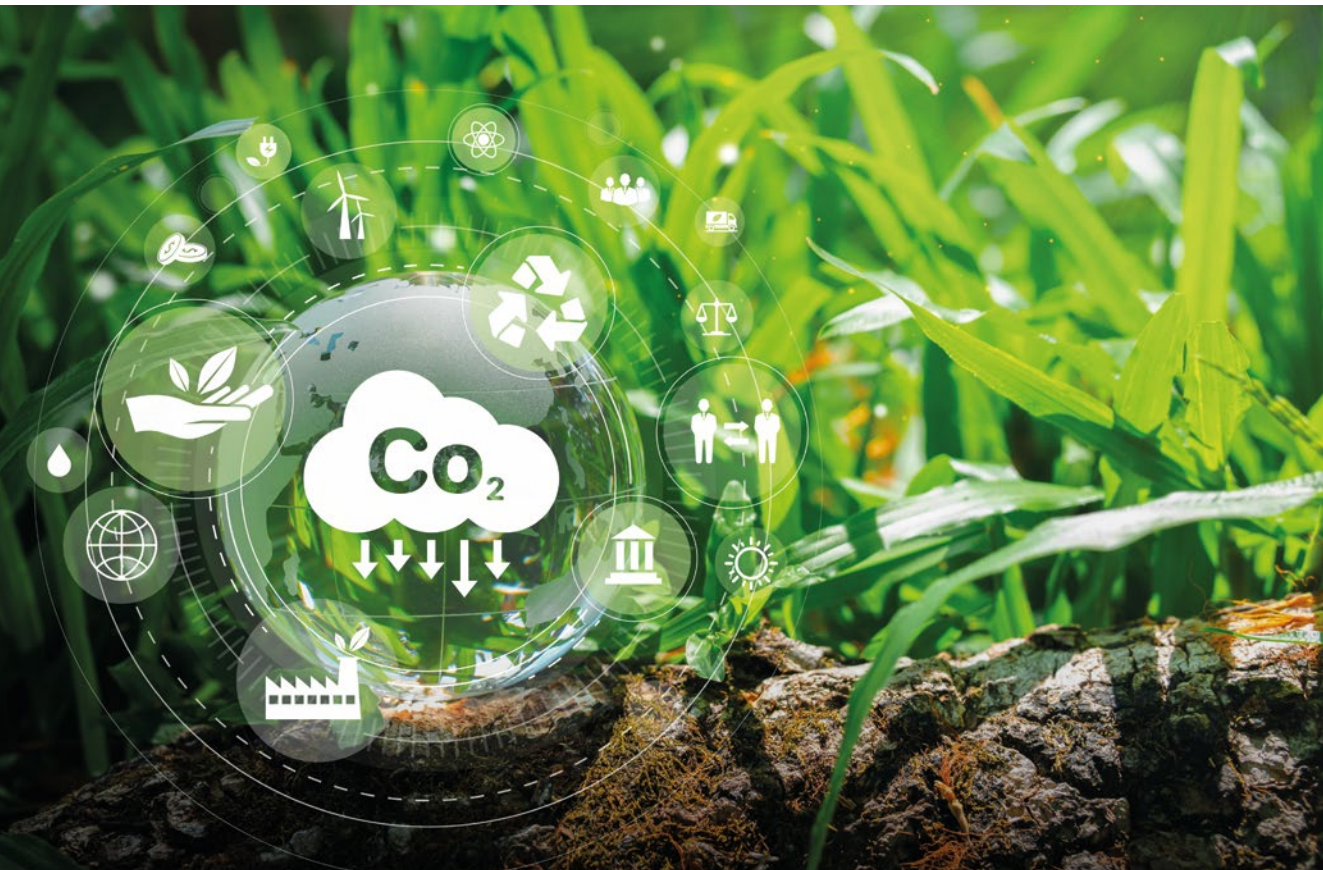
Turkey's textile sector has made significant strides in sustainability over the past few years. To align with the European Green Deal, Turkish manufacturers are investing strategically in reducing their carbon footprint, adopting eco-friendly technologies, and using sustainable raw materials. Since a substantial portion of Turkey's textile exports go to EU countries, adopting environmentally friendly standards has become crucial for maintaining competitiveness. Industry organizations like the Turkish Clothing Manufacturers' Association (TGSD) and the Turkish Textile Employers' Association (TTSİS) are providing educational programs and sustainability guides to support companies in this green transition. According to the Istanbul Textile and



Raw Materials Exporters' Association (İTHİB), over 30% of Turkish companies now use recycled materials in their production processes. Meanwhile, investments in energy-efficient machinery and wastewater treatment systems are also on the rise.

Turkey's responsibilities and opportunities

With new regulations such as the European Green Deal, Turkish textile producers are required to meet international standards on carbon emissions, water management, and





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product traceability. However, this also creates a competitive advantage. Companies with certified sustainable production practices are increasingly preferred in environmentally conscious markets like Europe and North America.

Digitalization drives efficiency

Technology plays a key role in meeting sustainability goals. Digital printing systems reduce waste while saving water and energy during production. Additionally, AI-powered production tracking systems help prevent overstocking and energy loss.

Sustainability Certifications:

A key to global markets

Sustainability has become a prerequisite for manufacturers seeking entry into global markets. Certifications such as GOTS, OEKO-TEX, Bluesign, and ISO 14001 provide environmentally responsible producers with a competitive edge. These certified firms are more likely to succeed in markets where environmental awareness is high, such as Europe and North America.

Consumers are more conscious

Consumers, too, are becoming more informed. A

growing number of buyers now consider not only a product's design but also how it was made and its environmental impact. This shift is compelling brands to adopt more transparent, ethical, and sustainable production practices.

Eco-Friendly manufacturing is shaping the future

By investing in sustainability-driven technologies, the textile industry is not only protecting the environment but also enhancing efficiency, reducing costs, and strengthening its global market position. Green transformation is no longer a goal for the future—it's a priority for today.

Environmental impact of the textile sector

From cotton farming to synthetic fiber production, dyeing, and finishing, various stages of textile manufacturing pose direct environmental risks:

- **Water Consumption:** Producing 1 kg of cotton requires approximately 10,000 liters of water. Dyeing and washing processes also involve heavy water and chemical use.
- **Chemical Waste:** Azo dyes, heavy metals, and microplastics pollute water sources and threaten ecosystems.

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- **Carbon Emissions:** Fossil fuel-powered facilities and long-distance transport significantly increase the sector's carbon footprint.

Preventive measures to adopt

To meet sustainability goals, companies are transitioning to more eco-friendly practices:

- **Water-saving Systems:** Closed-loop washing, ozone washing, and low-water dyeing technologies are becoming widespread.
- **Natural and Organic Raw Materials:** Demand is rising for sustainable fibers like organic cotton, linen, and recycled polyester.
- **Chemical Monitoring:** Initiatives like ZDHC (Zero Discharge of Hazardous Chemicals) aim to eliminate harmful substances from production.
- **Energy Efficiency:** Solar-powered dryers, heat recovery systems, and LED lighting help minimize energy use.

Technological advancements on the horizon

R&D activities in recent years have led to sustainable innovations across machinery and material science:

- **Recycling Technologies:** Machines that produce new yarns from used textile products are boosting



the circular economy.

- **Smart Production Systems:** IoT-enabled production lines monitor energy and water use in real time, preventing waste.
- **Biodegradable Textiles:** PLA-based biopolymer fibers and compostable materials are the foundation of the next generation of eco-conscious products.
- **AI-Based Planning Tools:** Artificial intelligence solutions are becoming more common in production planning to avoid material waste and overproduction.





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Adea Textile

Where innovation meets restful nights

Driven by a forward-thinking vision, Adea Textile combines smart technologies with next-gen bedding design to deliver superior sleep comfort and lasting performance.

ETHICALLY-SOURCED FEATHER PRODUCTS AS A CORNERSTONE

What is Adea Textile's core product offering in the smart bedding category?

"We specialize in pillows, quilts, and toppers with diverse filling options. Our ethically-sourced and certified feather products are a cornerstone of our natural filling line, alongside wool. We also offer fiber fillings using bamboo and cotton, plus synthetic materials including both virgin and recycled fibers."



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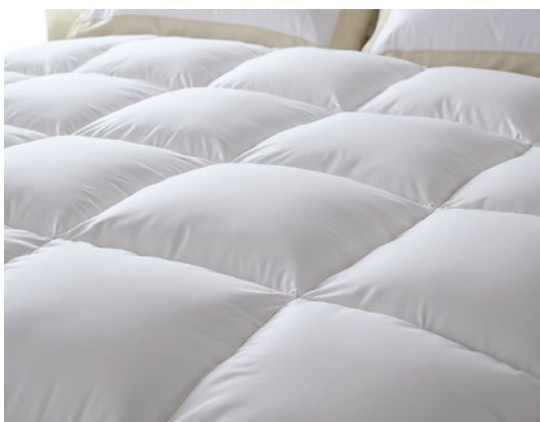
IT-DRIVEN PRODUCTION FOR SUPERIOR CRAFTSMANSHIP

How does Adea Textile combine traditional textile expertise with modern business approaches?

“At Adea Textile, we’ve revolutionized traditional textile business by integrating IT and international business experience. This combination optimizes production across our two Turkish facilities while maintaining superior craftsmanship in our bedding products, from ethically-sourced feather quilts to innovative synthetic offerings.”

Could you elaborate on Adea Textile’s approach to customer relationships?

“We believe successful partnerships go beyond typical supplier-customer relationships. We actively assist our



customers with market research, trend analysis, and potential risk assessment. This collaborative approach has helped us build lasting relationships and enables our customers to better serve their end consumers. Our commitment to communication and support is what sets us apart in the industry.”

LEADING THE MARKET WITH RECYCLED AND PREMIUM MATERIALS

How does Adea Textile stay ahead of market trends?

“We maintain market leadership through participation in major international exhibitions like Heimtextil in Europe, Canton Textile Fair in China, and other prestigious events in Paris and Milan. These engagements, combined with our R&D efforts, help us anticipate market demands and adapt our offerings accordingly, from sustainable recycled materials to premium natural fillings.”

What role does innovation play in your company’s strategy?

“Innovation is core to our identity. We constantly explore new production methods, materials,



and packaging solutions. This curiosity-driven approach has led to the creation of our brand Salbace and helps us develop products that are not only high-quality but also easier for our customers to market effectively.”

SHARING EXPERTISE TO ELEVATE THE INDUSTRY

How does Adea Textile contribute to the broader textile industry?

“We actively participate in the industry’s development through ongoing R&D initiatives and close collaboration with trade offices. Our production expertise in both natural and synthetic fillings, combined with our modern business approaches, allows us to share valuable insights and best practices that benefit the entire sector.”



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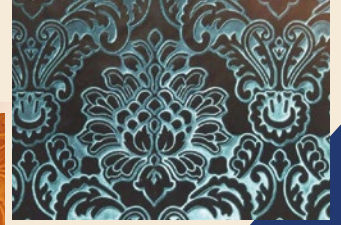
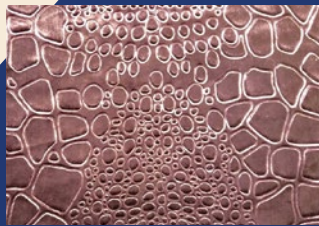
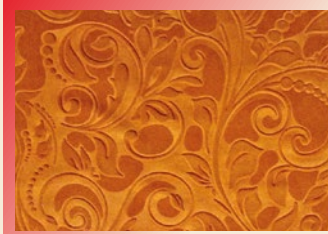
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Muharrem
Panayır

Established in 1994 with a small factory, Panayır Textile has grown in a very short time and has become one of the leaders in the home textile woven fabric production sector. Panayır Textile, which is the production choice of many brands



Panayır Textile

Weaving sustainability into the fabric of tomorrow

Panayır Textile redefines standards in home and contract textiles by blending tradition with cutting-edge technology. With strong R&D and eco-driven innovation, the company moves confidently toward a smarter, greener future.

with its weaving technologies and product range, has always preserved its innovative production style with the importance it attaches to R&D studies. Conducting an exclusive interview with Muharrem Panayır, general manager of the firm, we asked the secrets of their success story.

Could you briefly introduce yourself and your company?

I was born in Istanbul but I am from Denizli. I finished primary school, secondary school and high school in Denizli, where I started to live from the 2nd grade of primary school. I studied textile engineering at Uludağ University Faculty of Engineering in Bursa. My interest and curiosity in textiles started when I went to my father's workplace and worked in the summer months during the middle school / high school years. This interest had a great share in my choice of vocational education. As soon as I graduated from university, I started working in our family company. Our company, which was established in 1994, entered the sector by producing fabrics for home textiles. Our company, which produced its fabrics on contract machines in its first years, stepped into industrialism by purchasing its own machines in the following years. Our company, which has constantly renewed and increased its machines over the years, has reached a capacity of producing 10 million meters of fabric annually on the latest technology air-jet and rapier weaving machines. Our company, which produces all natural and natural / synthetic blended home / hotel textile fabrics, also prepares fabrics for

different needs for companies producing outdoor furniture and textiles.

What is in your product portfolio and what are the prominent factors in these products? What kind of studies do you have on product development and R&D?

Our company can prepare home/hotel textile products sewn and packaged for its own brands as well as fabrics suitable for the needs of its customers. Apart from these, we have restarted the collection of home textile products under our “Luoca Patisca” brand, which we started 13 years ago and then stopped production for a while. In this process when we started to prepare products under our own brand, R&D studies have naturally accelerated. In this process, which continues by developing different yarn and weaving types, licensed chemical processes and sewing and appliqué techniques that provide extra added value will be developed and will be frequently used in our products in the coming period. Our designers, who follow fashion colors and trends, spend a lot of time on R&D and we will see the results of these in the products under our brand in the coming period.

What makes you superior to your competitors?

The most important elements that make our company different are our exciting design team who love their work and aim to put their dreams into action; our young managers who invest in machines that can produce not basic but differentiated



products; our business team that is firmly committed to the mission of “reliability”, our vision focused on our sustainable future and digitalized world.

Are there any investments planned in the short, medium and long term?

Our company will not make an investment to increase its weaving production capacity for 2024, and in the following year, it will renew the machines that need to be renewed and complete the additional machinery investments that will increase its current capacity by 15%. Our company will quickly make the renewable electricity energy investment, which it started in 2023 but could not realize due to the inadequacy of the technical infrastructure of the distribution company, in its prioritized short-term targets and will be in a position to produce all of the electrical energy we use. Apart from this, our company aims to grow in the field of e-commerce and will make serious efforts to take its rightful place in both national and global markets, and will quickly complete the employment and technology infrastructure that we lack in this field. One of the most important plans of our company, which makes value-added exports its main goal, will be to increase its R&D budgets to achieve this goal faster.

Can you give details about your exports? What would you like to say about your current and target markets, foreign promotion, fair participation etc. strategies?

The shrinking world trade volume due to increasing global inflation and tightening monetary policies has caused serious declines in our company's exports. Our market and customer losses have increased due to the fact that the labor and energy costs imposed on the industrialists of our country over our competitors in the Far East cannot be subsidized. We will be much more aggressive in reaching our target audience by exhibiting our products at international fairs, especially Heimtextil, and supporting them with social media advertisements, with the awareness that the most important point where we can compensate for our losses is to have innovative collections. Participation in smaller-scale local fairs that we have not experienced before will also be among our short-term strategies, and we will cooperate much more actively with companies that provide B2B/B2C logistics services that make the world smaller. African countries and Brazil, which we think will increase their national income on top of their



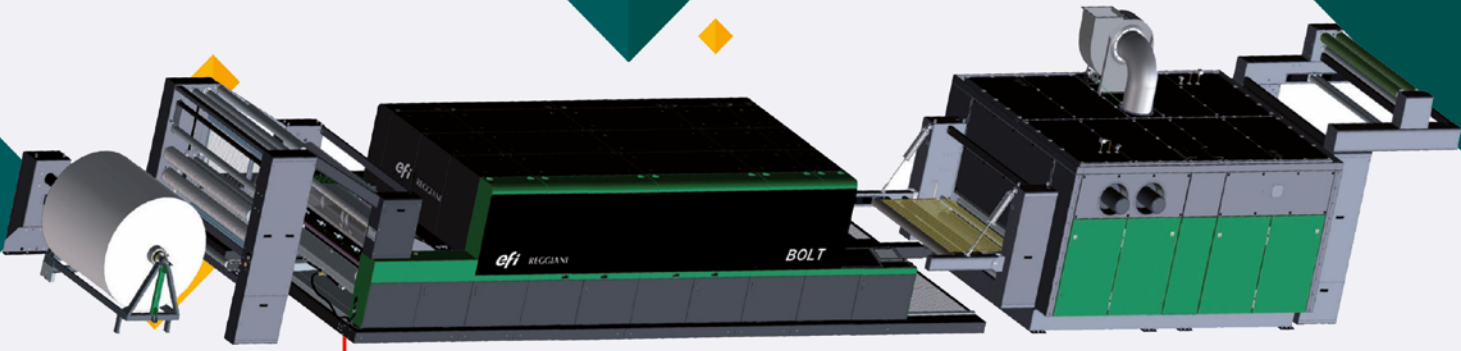
potential population and which we anticipate will have a high interest in our product portfolio, will be among our target market strategies.

Are there any specific issues or topics you would like to emphasize in particular?

There are some issues that I would like to address to the whole world through Turkey's most established magazine. These are the issues that I would like to address by thinking about our yesterday, today and tomorrow.

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- Let's not educate our youth for the sake of educating them. Let's allow those who have dreams to pursue them and make a special effort to restore the dignity of all professions, without exception, so that they have a profession
- Let us pass on nature to the next generation in the same way we passed it on to the previous generation. Let's never forget that sustainability depends on a living ecosystem with an inherited nature and an unchanging climate.
- Let's use our resources rationally. Instead of fossil energy sources that harm nature, let us turn to sustainable energy sources that protect nature. Let's make saving a basic philosophy at the top of our lives, both in private and business life.
- Let us try to be and raise people with good morals. Let us love the creation. Let good morals, honesty, respect and justice form the basis of our relations with each other. Let us never let go of the threads of justice, good morals, respect, love and hard work.
- Let us not forget the importance of the family. Let us know that there is no power that can destroy a nation of close-knit families.





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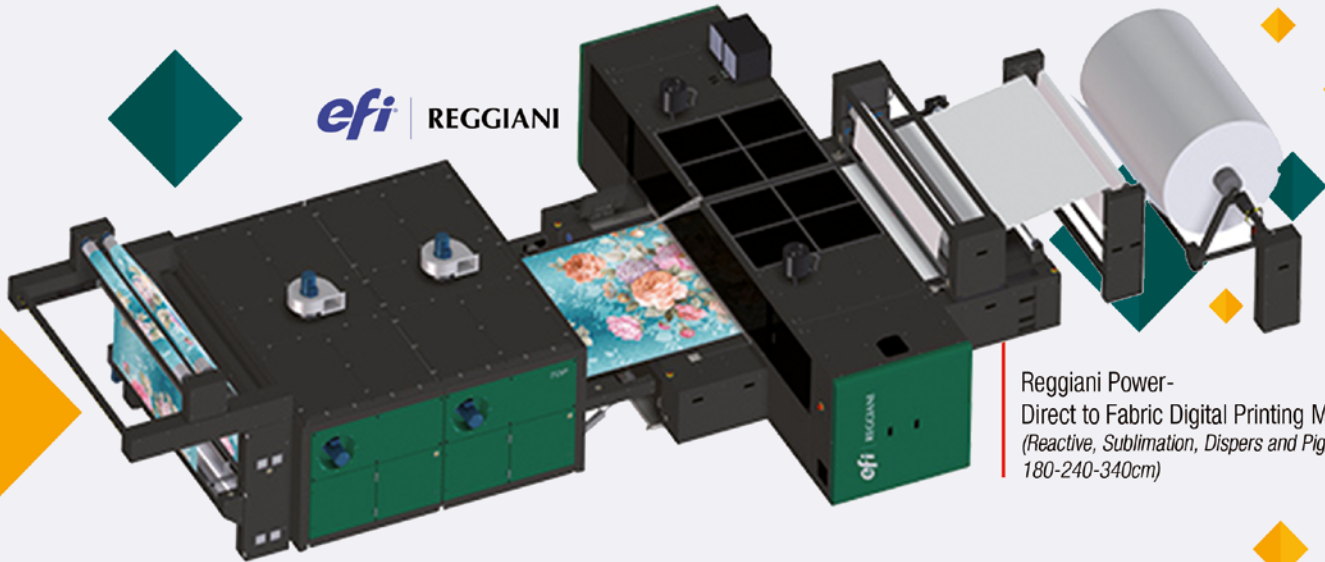
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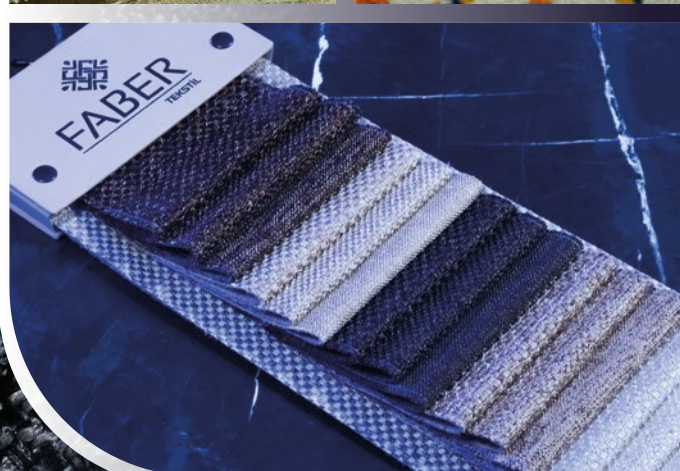
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