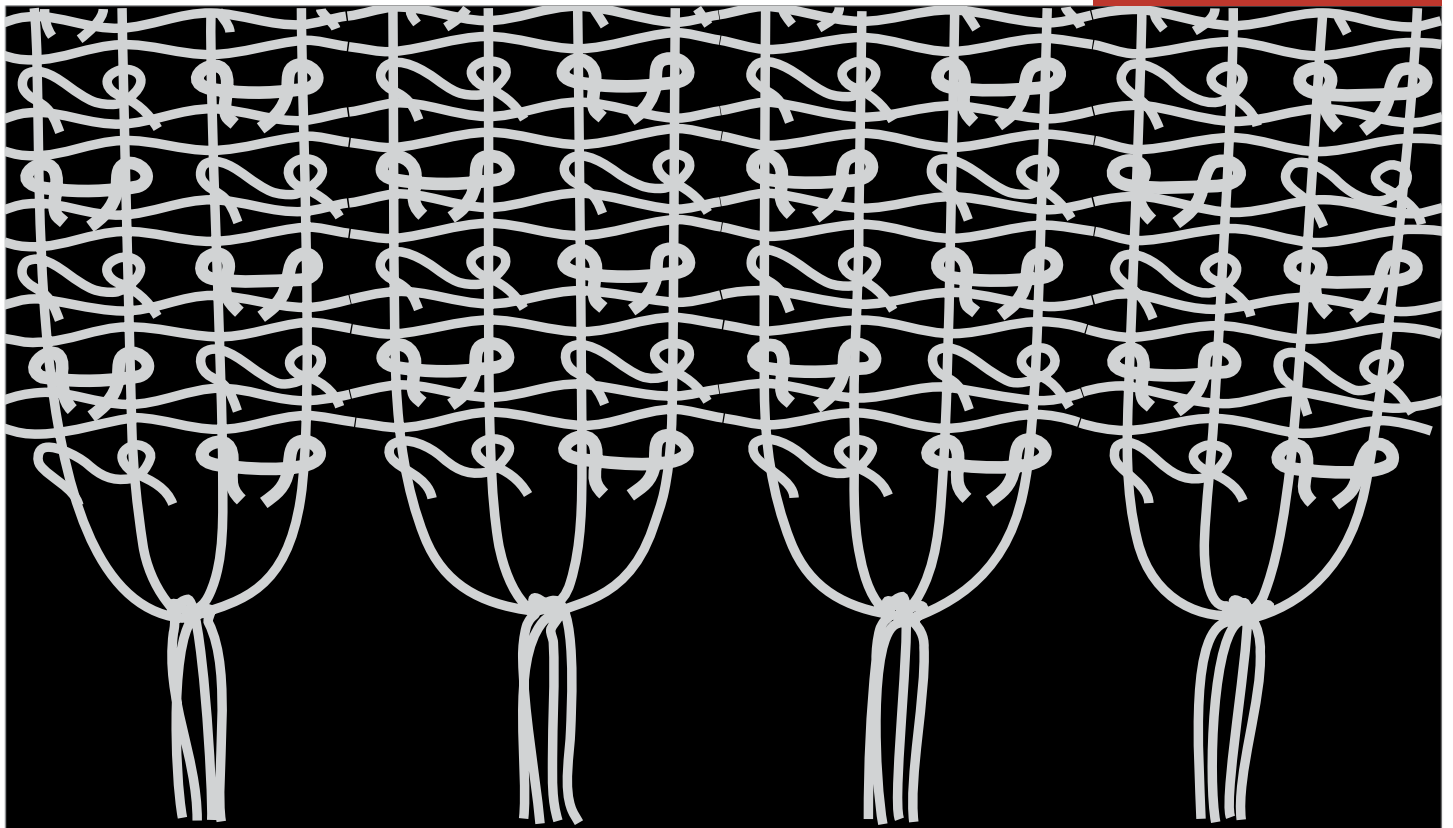


# designer

Number: 4/ March 2007

CDA 2007 EXCLUSIVE REPORT



## Carpet Design Awards 2007

### Booria's Special Prize Went to Greece

- **Booria Workshops**
- **Happy Persian New Year**



#### Events...

- **The Sixth National Iranian Textile Engineering Conference - Isfahan, 8 - 10 May 2007**
- **The Second International Textile Machinery Exhibition - Yazd, 13 - 16 May 2007**
- **16<sup>th</sup> Persian Grand Carpet Exhibition - Tehran, 23 - 29 August 2007**
- **ITMA 2007 - Munich, 13 - 20 September 2007**

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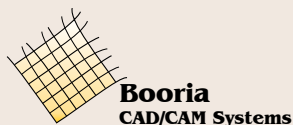
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Designed to lead

## editorial



Farzin Hariri

**H**appy New Year and thanks for becoming Booria user which definitely is Booria's honor.

Hope you enjoyed using Booria products in the previous year, and expecting new Booria products in forthcoming year. During the past year Booria tried to upgrade its products to become more user-friendly and administrate customers' opinions in them. Beside this achievement Booria developed new products which are supposed to fulfill customers' expectations.

**Carpet Designer Professional Plus** edition was the first hit. It was introduced to the international market first days of the New Year. This new edition which came after Standard and professional editions, utilized two important functions; Border Wizard and Pile and Loop Combiner. Versions 6.01 to 6.04 of Booria Carpet Designer were the versions which Booria upgrade its existing customers freely during the past year. Some enhancements, new tools and function were added to make designers job more convenient.

**Carpet Weaver** is another new product which Booria developed especially for small to big size machine made carpet producers. Weaver was developed based on customers who have many techni-

cal problems in weaving process. Creating new Weave Sets or Editing existing Weave Sets is one of the unique features of this advanced solution for the professional users.

**Carpet Web builder** is another new product which developed recently and officially released in Domotex 2007. This new product is suitable for handmade and machine made carpet producers who interested to develop an active web-site or e-shop to present and sale their products online.

All these new products and upgrades were Booria's goals which totally achieved. Booria now happy that can answer suitably to customers' inquiries and fulfill their true expectations. And want to thank every customer who rely on Booria products and give Booria the opportunity to show them even more than their expectations they could gain.

Booria for the New Year has plenty of new goals. So for forthcoming year, you should expect more than the previous year. If you are Booria customer, expect new versions besides new products, if not give us the opportunity to present new products which definitely will be your choice this time.

At the end, I wish you and your beloved ones a very happy and prosperous New Year. ■

## Events

- ∴ The Sixth National Iranian Textile Engineering Conference - Isfahan, 8 - 10 May 2007
- ∴ The Second International Textile Machinery Exhibition - Yazd, 13 - 16 May 2007
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# what's new

## Monthly Workshops for Booria Members

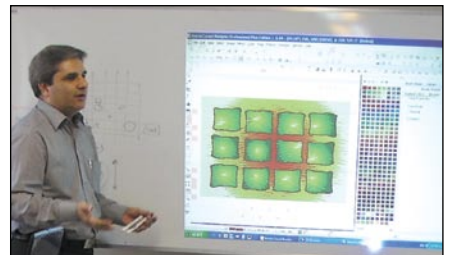
The role of the workshops is to further development and professional practice in new and emerging fields of carpet activity, providing a more focused and in-depth environment than is possible in a traditional sessions. The goal for a workshop is to bring designers, engineers and practitioners together to exchange ideas and experiences in predefined subjects, establishing common ground in their areas or practical problems and resulting in new directions for future activity.

To provide such an opportunity for Booria users, Booria decided to hold monthly workshops for who currently is a Booria user and interested to gain more information about its field of activity.

These twelve pre-scheduled workshops are mainly focused in designing and weaving while accompanied by **Booria Carpet Designer** and **Booria Carpet Weaver**. During each session instructors will present new ideas while implement them with Booria's products to make the ideas practical. This is the opportunity that Booria provides its current users to gain more than normal training sessions.

### Subjects in Booria Workshops:

- :: New horizons of carpet designing regard to capabilities of Booria Carpet Designer Professional Plus edition (1)
- :: The fundamentals of carpet weaving
- :: New horizons of carpet designing regard to capabilities of Booria Carpet Designer Professional Plus edition (2)
- :: Weaving cycles and mechanism
- :: New techniques to create modern effects and designs
- :: How to correct the weaving defects in designing phase
- :: Double point in designing- creation and implementation
- :: How to remove weaving defects, filters & filter creation Methods in Booria Carpet Weaver
- :: Design archive management
- :: Special methods for creating advanced weaving effects ■



### The first machine-made carpet training course

The first machine-made carpet training course was launched last February in Tehran by **CIC (Carpet Intelligence Center)**. This course was sponsored by the Association of Iran Textile Industries and group of companies like Booria CAD/CAM Systems, Shiraz Carpet, Sellers Engineers and Niktex.

The training program pursues the following goals:

- :: preparing the students (or future decision-makers) for carpet industry
- :: updating technologies, improvement the dexterity
- :: utilizing the technological capabilities

It was included: face-to-face weaving, weave structures, weaving calculations, finishing, designing parameters, QC in carpet weaving and carpet analysis ■

# cda 2007 report

## Booria's Special Prize Went to Greece

**B**ooria special award for Carpet Design Awards event presented to Flokos, Greek hand made carpet producer.

Following last year's successful premiere, the **Carpet Design Awards (CDA)** was presented for the second time at Domotex Hannover 2007.

This special event welcomed by handmade carpet producers this year, the number of carpets entered in the competition more than doubled, as did the number of nations represented (140 carpets from 15 countries, compared with 58 carpets from 7 countries in 2006).

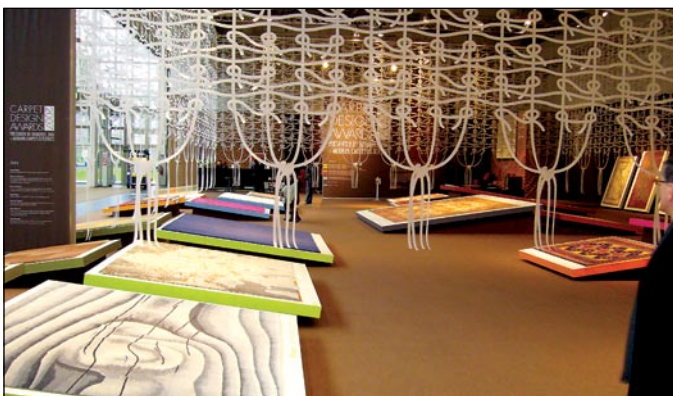
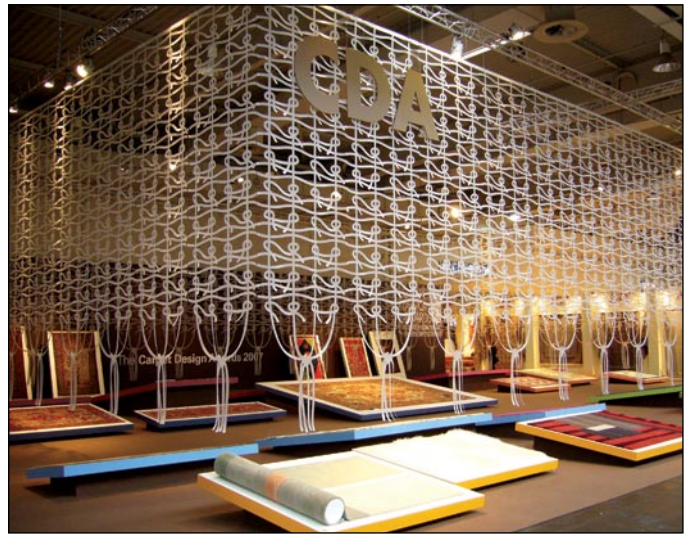
Booria special prize also made the ceremony different from the last year. **Booria Carpet Designer Professional Plus** edition which presented by Booria, the sole sponsor of this event, make the prizes valuable. This prize went to carpet design that elected by most of professional and expert visitors of CDA. Flokos, the Greek producer, won the visitor's choice prize and snatch the Booria's special prize besides the trophy and honor which all went to this company. This company was selected among the 30 carpets that entered the final round.

In a great ceremony on Sunday 14 January, Stephan Ph. Kühne, who sits on the Board of Deutsche Messe AG, and Sebastian Ghandchi, publisher of Centaur Publications (Hali and MC&T magazines) and Farzin Hariri, General Manager of Booria, handed out the Awards to the winners. The enormous interest shown by exhibitors and visitors illustrates that the Carpet Design Awards are a welcome addition to Domotex.

All 30 carpets that made it to the final round of the Carpet Design Awards were on display at a special presentation in Hall 15. This gave the finalists an opportunity to present their products in a dynamic, upmarket setting. 11 carpet designs were selected in different categories by judges who most well respected names in the industry and received their prizes. 6 of them went to Iranian handmade carpet producers which Zollanvari only won 3.

This great event was established for the purpose of acknowledging the remarkable talent and creative energy that are driving developments in the market for handmade carpets and Booria as sole sponsor of this event showed its commitment toward carpet designs and designers ■





*From left to right: Sebastian Ghandchi (Hali and MC&T magazines), Padelis Pashalidis (Production Manager of Flokos), Farzin Hariri (General Manager of Booria), Mohammad Delasa (Training & Support of Booria) and Andreas Gruber (Project Manager of Deutsche Messe)*

### Be on tour in Booria Carpet Designer

In Booria Carpet Designer; there are 4 types of gradient tools as:

- Multi color gradient tool
- Gradient tool
- Color course tool
- Contour gradient tool

Each one of these tools has special capability which gives the most beautiful gradient to the designers in order to perform in their designs.

In this section we will study about "Multi color gradient tool".

This tool consists of two main options:

- 1) Halftoning mode; which could be one of these options: Bayer, Random or Patterned. In "Patterned" condition you could use of available patterns or you could make a pattern by yourself easily.
- 2) Direction type; which could accomplish in two ways on your design: Linear and Circular.

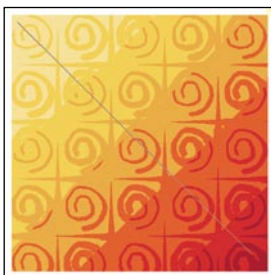


Fig. 1: Linear patterned gradient

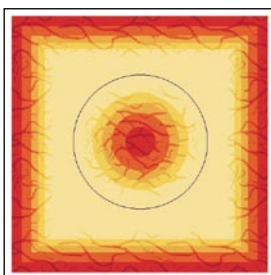


Fig. 2: Circular patterned gradient in the middle and Contour gradient on the border

#### Making Gradient Patterns:

The patterns of this tool are a gray-scale BMP files. You can create your own new pattern by creating a new file in gray-scale color mode, in to your ideal size. By using of designing tools, make favorite pattern and for more confidence of truth in repeatability, you could use "Fold" function by "Image" menu.

For creating the gray shadows in your design, you can use "Contour" tool. (See Fig. 3)

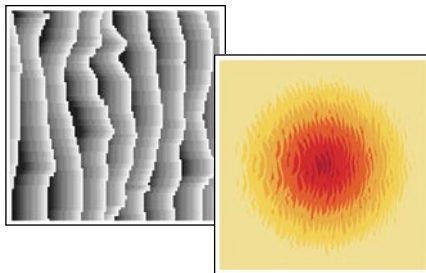


Fig.3: Sample gradient pattern file in 14 gray levels and the result of it in circular mode

By using "Contour" tool, in each click, you can add a new gray level contour in ideal diameter, inside or outside of colored area which will help you to create a different gradient levels.

By arranging the colors in the different indexes and number of indexes in use, you will get the different type of effects in gradients. You can try to find the effect of different indexing by going in depth with existing patterns by double clicking on them.

You could design your favorite patterns in 4, 8, 32, and 64 gray levels which you can find them in Palettes folder of Booria Carpet Designer.

Using more gray levels in patterns will create a smoother spreading of colors in gradients. For example, if you have 4 gray-levels in your de-

sign it will create 4 levels of gradients and so on.

After finalizing your desired pattern, you can save it as BMP file in "Gradients" folder.

#### Method of work:

After selecting the "Multi color gradient" tool, in "tool properties" dialog, arrange the settings.

You could arrange the gradient colored combination in color rang selection bar. For this reason, click on favorite color in color palette, then click on color rang selection bar. As the result, you have selected a color and by this way you could choose up to 16 colors.

Then choose one of the "Half toning mode" options (Linear or Circular).

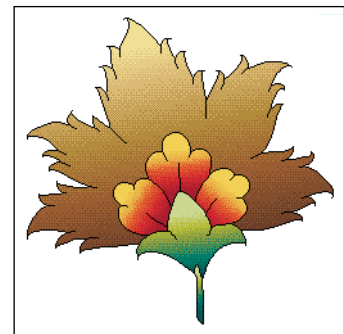


Fig. 4: Linear gradients in Bayer mode

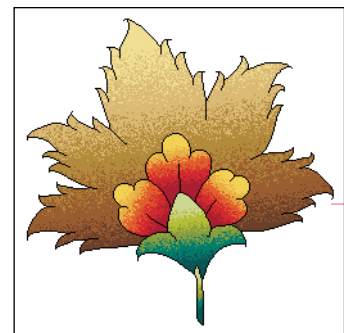


Fig. 5: Linear gradients in Random mode

If you select "Bayer" mode, your

# Success story

## Savin Carpet

Utilizing new technologies to gain more market share is an affective policy which well established companies adopt it.

**Savin Carpet Co.**, one the largest producer of machine made carpet in Iran, by using modern technologies in R&D systems, quality control, design and production has been continuously trying to produce high quality and world's latest standard carpets. For this purpose, Savin Carpet Co. has fulfilled the requirements of the customers by improving the designing and coloring systems next to its production line. **"Acquiring modern technologies is not enough, acquiring talented and well trained personnel is complementary"** said Mr. Ghasem Nadjafi, member of board of directors. Modern designing systems which Booria installed in this successful company became more admirable when talented designers who well trained by Booria utilize them.

**"The factor that distinguishes Booria from the peer companies is customer service. Providing**



**Providing sufficient training for the users of Booria's products is the key which complementary to their advanced products**

**sufficient training sessions for the users of their products is the key which complementary to their advanced products"** said Mr. Ghasem Nadjafi, member of board of directors of Savin Carpet Company.

The major objective of Savin Carpet Co. regard to its technical know-how and taking advantage of facilities provided by its big and reputable sister companies such as **"Razi Textile Co."** acrylic yarn producing company for carpet, **"Fertab Manufacturing and Industrial Co."** Heat-Set BCF yarn producing company, and **"Savin Tab Co."**, is expanding its international market. Savin Carpet Co. is another great name amongst the names that rely on different Booria's products and support to reach their goals ■

Savin Carpet Co. established in 1998 as one of the most advanced machine made carpet producers in Iran. The company, by using its advanced technology, annually produces more than two million square meters of different quality carpets at present. Savin produces carpet with 700, 500 and 320 reeds density by 1500, 1200 and 1000 picks/m, Using 100% acrylic yarns made of fibers produced by Bayer of Germany and 100% polypropylene BCF yarns ■

About Savin Carpet

### Gradient Tools (Continued from page 6)

gradient will spread by regular halftoned colors. (See Fig. 4) If you select **"Random"** mode, your gradient will spread randomly by irregular halftoned colors.(See Fig .5)

If you select **"Patterned"** mode, your gradient will spread based on selected pattern. At this conditions, you will have a new options which is **"Fuzziness"**. By increasing the amount of Fuzziness, each levels of colors will be mixed with next level in random distribution (See Fig. 6).

The maximum amount of Fuzziness is depends on number of gray levels in the selected pattern ■

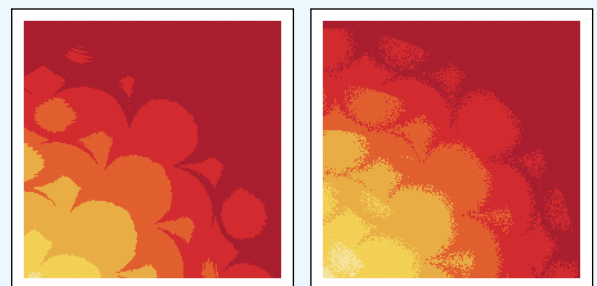


Fig. 6: Circular patterned gradient, Left: without Fuzziness, Right: with 6 levels of Fuzziness

### Booria CAD/CAM Systems officially released Booria Carpet Web Builder during Domotex 2007.

**B**ooria CAD/CAM Systems officially released Booria Carpet Web Builder during Domotex 2007. In Domotex 2007, like previous years, Booria officially introduced a new product during Domotex exhibition. Booria Carpet Web Builder this time was the new comer. All visitors from more than 25 countries, who visited Booria products during exhibition, find it interesting. This new solution is suitable for hand made and machine made industry and helps them to launch an advanced web site for their products and galleries. It has many different capabilities like; automatic update in connection with Booria archive system, managing customers and dealers, supporting on-line ordering and online shopping, 3D carpet and room decoration and more.

This product could help producers even create an active e-shop to reach their furthest customers. Visitors from China to United States approved Booria products and find them useful for they advanced purposes. Due to Booria entrance to Carpet Design Awards as a sole sponsor of this great event, most of great handmade producers formed the Booria visitors. This was the opportunity for Booria to show hand made carpet producers how Booria products can fulfill all their expectations in designing, marketing, order management and sales.

The third participation of Booria in Domotex exhibition was a great success for Booria because Booria understood besides sales activities how its products are known among the carpet producers and the true place of its products.



### Nourooz: Persian New Year

**P**eople of Persian (Iranian) heritage celebrate their new year on the first day of spring. They call it "Nourooz", which means "new day".

About two weeks before the equinox, preparations for Nourooz begin. One of the most important activities is to prepare a "Haft Seen", the seven symbolic objects beginning with the letter "S" in the Persian language. It is popularly believed that each item symbolizes the seven guardian angels of birth, life, health, happiness, prosperity, beauty and light.

The most common objects are: "Sabzi", sprouted seeds for food and cultivation of the earth; "Samanou", sweet meat made of germinated wheat; "Seeb", apples for happiness; "Serkeh", vinegar as a symbol of preservation; "Seer", garlic; "Sekeh", coins for wealth; and "Sonbol", a hyacinth flower growing in a pot to show the earth's productivity. To complete this set up more complete, there are other symbols used such as colored eggs, which symbolize life, candles and the holy book, which are all placed along side of the other items. Upon the completion of preparations, everyone anxiously awaits the arrival of the new season.

The New Year begins as soon as the sun crosses the equator, which usually occurs on the March 21.

The celebration holidays last 13 days. The last day the entire family goes outdoors to enjoy spring and perhaps a picnic. Most people tie grass strings together, which signifies the hope that their wish will come true by the end of the New Year.

At the end, Booria CAD/CAM Systems wishes you and your beloved ones a very happy and prosperous New Year.



Happy Persian New Year