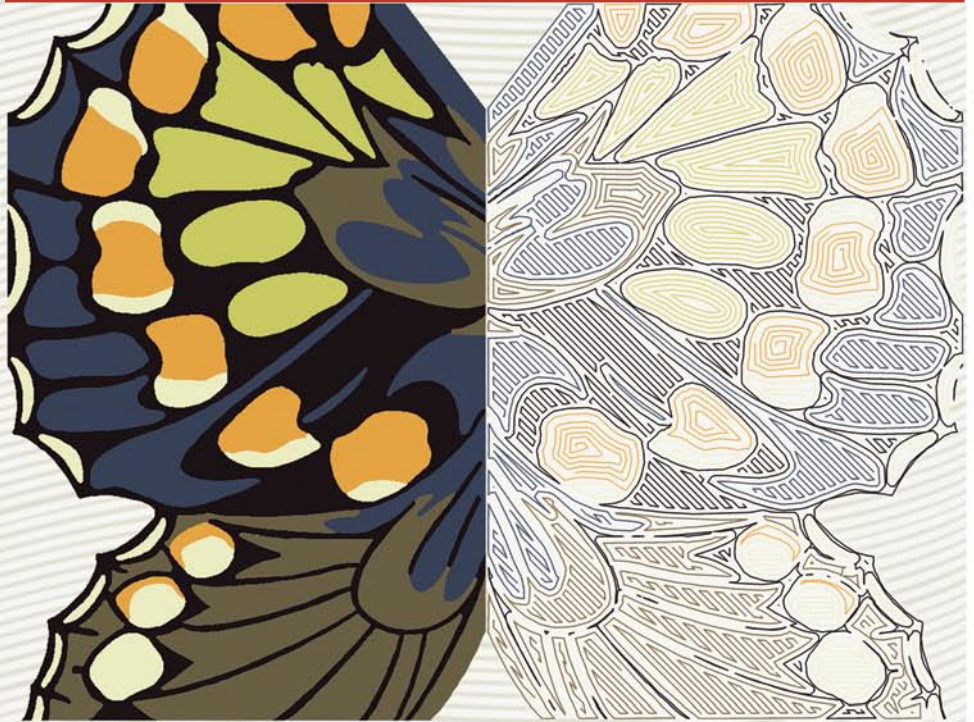


# d designer

Number: 7/ January 2008

DOMOTEX 2008, SPECIAL EDITION

## Robotuft, Break the Vector Designing Limits



## Color Harmony



- **Booria-Hitex Cooperation**  
New product for robot-made carpet producers
- **Booria Carpet Designer Selected By Zollanvari**  
13 design stations all equipped with Booria Carpet Designer
- **Carpet Design Awards (CDA 2007) winners have selected Booria**  
4 out of 8 winners currently are using Booria Carpet Designer

## Events...

- Domotex-Hannover, 12-15 January 2008
- CDA-Hannover, 13 January 2008



12-15 January 2008

**DOMOTEX**  
Hall 5, Stand A22

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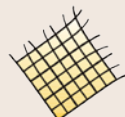
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**Booria**  
CAD/CAM Systems

**Designed to lead**

## editorial



**Farzin Hariri**

**A**s year 2007 is over it is time to cast our mind back on the important incidents and events happened or we made it happen during this year.

We always try hard to present new and innovative products. So as we look back to previous years we can find several new and innovative product during each year. This makes us proud and believes that we can definitely fulfill our advanced customers' needs. Year 2007 populated with many local and international events and also new products and enhancements. Throughout this successful year Booria products entered new markets and new important customers joined to Booria's customers list. We also started cooperating with other international companies to provide Booria's products to their customers. Booria efforts in year 2007 came up with new innovative products and features and also some new enhancements in existing solutions. The major improvements and new products are listed as follow:

- **Robotuft**, for robot-made carpet designing and production
- **3D Cross Section Viewer**, for easy weave handling in Booria Carpet Weaver
- New **Web Builder**, for creating interactive web sites and e-shops
- New **Carpet Archiver**, for creating advanced carpet design database
- **Booria Carpet Designer**, version release history:
  - Version 6.08, Nov. 30th
  - Version 6.07, Oct. 18th
  - Version 6.06, Jul. 21st
  - Version 6.05, May 19th

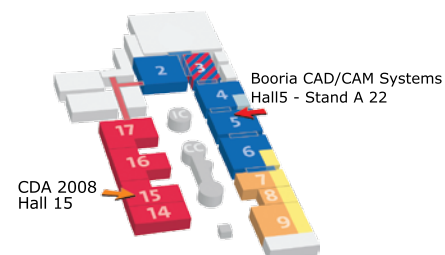
In year 2007 Booria participated in many local exhibitions. Next to Gar-

den of Knots festival, Sixth National Conference on Textile Engineering, 13th International Exhibition of Textile & Leather in Tehran, 2nd International Exhibition of textile in Yazd, 3rd International Textile Exhibition in Isfahan, 16th Persian Grand Carpet exhibition are the important local exhibitions which Booria participated in. Our international activities were distinguished. Carpet Design Awards (CDA 2007), Domotex and ITMA are major three events which Booria participated.

In year 2007, number of countries which Booria's products have been installed reached to 25 and we are proud of this achievement. Customers from Europe, Africa and Asia added to our reference list. Starting Cooperation with **Hitex** was another important event in this year. The purpose of the cooperation between Booria and the well known Swedish robot making company is providing software solution for the well built carpet tufting robots.

Year 2007 was a successful year and Booria hopes in the forthcoming year present new products, innovations and enhancements.

We also wish you as our respected reader successful and prosperous new year and hopes our designed to lead products fulfill all your requirements ■



**Domotex 2008**

**Meet us at Hall 5, Stand A22**

### Booria-Hitex cooperation

**B**ooria CAD/CAM Systems as specialized in producing advanced tools for carpet section now release its unique and revolutionary solution with the name of **Robotuft**.

**HITEX**  
robot handtuft

This unique raster to vector solution made even hand-tuft robots producers interested. Now Booria has started cooperation with **Hitex**, Swedish Robot producer, to provide this special function to the customers of this company. This cooperation which its talks have been made during ITMA 2007 in Munich will be to the benefit of the whole hand-tuft robot made carpet producers.

With this new product there would be no more limitation for tufted carpet designing and production.

Booria hopes this cooperation brings new possibilities of designing and production for all hand-tuft robot made carpet producers and variety in carpet collections becomes the significant result of this cooperation ■

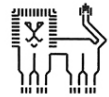
### Baghe Gereh (Garden of Knots)

**B**ooria tries to show its commitment to designs and designers, in this regard always participates in events which usually the expert and experienced or young and talented designers are being appreciated. Baghe Gereh (Garden of Knots) is a festival which was held by **Iran Carpet Company** and Booria cooperated as sponsor of this event. In this regional festival which was the second round of its series, designers from 6 important provinces in carpet production were participated in two different categories; masters and talented designers. Booria as the financial sponsor of this event provided valuable presents to the winners. Next to valuable awards which presented to top 3 winners in each category two **Booria Carpet Designer** software products presented to the best designs in each category. The closing ceremony held during Tehran Grand Hand-made Carpet Fair and Mr. Hariri, General Manger of Booria CAD/CAM Systems, Dr. Basam, Managing Director of Iran Carpet Company and Dr. Ghazanfari, Vice Minister of Commerce presented these two special presents to Ms. Negin Mohammadi and Mr. Hamidzadeh winners of the best designs in talented and masters categories respectively ■

بستان گلزار گره

### Booria Carpet Designer selected by Zollanvari

**B**ooria Carpet Designer as the best carpet design software for hand-made carpet industry has been selected by Zollanvari. **Zollanvari** is definitely one of the biggest and most famous hand-made carpet producers in the world and has different branches in Germany, Switzerland, USA and South Africa. This great name in hand-made carpet industry has more than one century history and produce different hand-made qualities and designs. This company is specialized in producing Amaleh, Belutsh Soumakh, Bulurbaft, Gabbeh, Jajim, Kashkuli, Kelim, Luribaft, Sofreh and Yallamehbaft. Zollanvari carpet utilizes **Booria Carpet Designer** for designing and printing its high quality and beautiful products. Now **up to 13 design stations** all equipped with **Booria Carpet Designer** have started working in Iran and Switzerland simultaneously to improve design and production quality and increase company flexibility to market demands ■



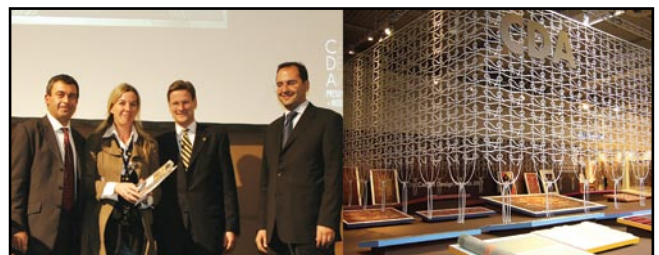
**ZOLLANVARI**

### CDA winners have selected Booria

**4** out of 8 winners of Carpet Design Awards 2007 (CDA) currently are using **Booria Carpet Designer**.

Zollanvari (won 3 award in different categories in CDA 2007), Woven Legends (Oz Kent Carpets), Heidarain Carpets and Pantelis Pashalidis are winners who currently are advanced users of Booria solutions. These companies which their carpets have been selected by experienced and well known Jury of CDA 2007 and expert visitors of Domotex 2007 Exhibition, to improve their designs and products now are utilizing **Booria Carpet Designer**.

**Booria Carpet Designer** is a special solution for hand-made carpet designing and printing which present great functions and tools for easy and beautiful carpet designing ■



# new feature

## Color Harmony

Color is the splendor of each object and by selecting right colors and color combinations one can present an object as best as possible. Colors can bring warmth or coldness, excitement or tranquility, elegance or luxury to each object.

In carpet industry, undoubtedly color plays an important role in production. Right selection of color combination of each design can attract some one or make him ignore a beautifully designed carpet. So design beauty with correct color combination find its meaning and an expert designer should have these two together. Booria to facilitate this important task, adds **Color Harmony** to its **Booria Carpet Designer**.

Here by using **Color Harmony**, designers can create the right color combinations for their design jobs by using classic color formulas with easy drag and drop facilities.

The Color Harmony is containing two main parts:

- Color Wheel
- Tints and Shades

### Color Wheel:

The color wheel or color circle is the basic tool for combining colors. Like the most common color wheels, it is a wheel of 12 colors based on **RGB** (or scientific) color models.



Traditionally, there are a number of color combinations that are considered especially pleasing. These are called color harmonies or color chords and they consist of two or more colors with a fixed relation in the color wheel.

### Tints and Shades:

This option provides user two tints and two shades of selected color (If a color is made lighter by adding white, the result is called a tint. If black is added, the darker version is called a shade).



### Color Harmonies:

Below are shown the different basic techniques for creating color schemes based on the color wheel.

The **Booria Color Harmony** offers color wheel formulas for:

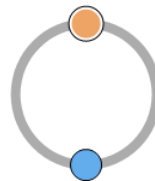
#### Analogous

Analogous is a selection of colors side-by-side on the color wheel. Analogous colors are smooth and harmonious, and can project calm and soothing feelings.



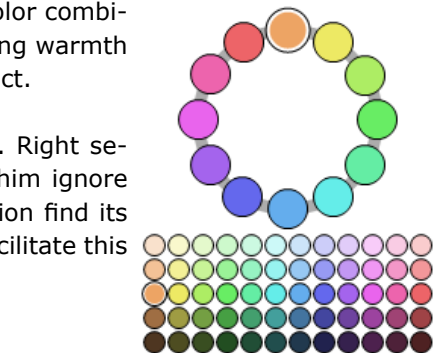
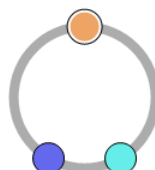
#### Complementary

Complementary colors are opposite one another on the color wheel. Complementary schemes offer high color contrast, are vibrant, and attention drawing.



#### Split-Complementary

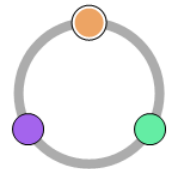
Split-Complementary uses one color, plus the two colors that are on each side of its complementary color. Split-Complementary schemes elicit similar feelings as complementary schemes, yet offer more possibilities and variety.



New Color Harmony interface in Booria Carpet Designer

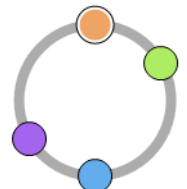
#### Triadic

Triadic is three colors spaced equally around the color wheel. A very basic scheme that offers contrast with a more balanced feeling.



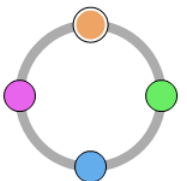
#### Rectangle

Rectangle is four colors arranged into two complementary pairs.



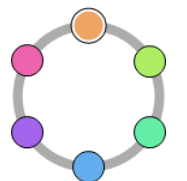
#### Square

Square color scheme The square color scheme is similar to the rectangle, but with all four colors spaced evenly around the color circle. Square color schemes work best if you let one color be dominant.



#### Hexad

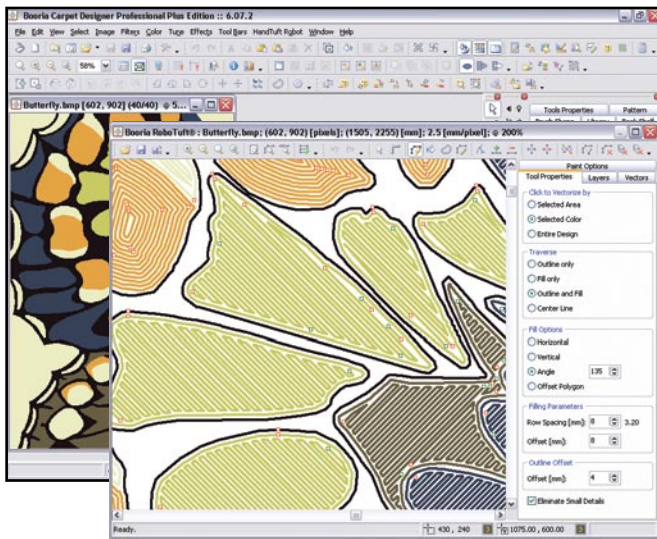
Hexad is six colors on the color wheel. Hexad offers complex combinations incorporating both the balanced contrast of triadic and the harmony of analogous colors.



# new product

Robotuft

To enjoy carpet designing like other sections of carpet industry, Booria CAD/CAM Systems comes with new idea for Hand-tuft Carpet production which is called **Robotuft**. This advanced and unique feature supports **hand-tuft Robots** and let the designers prepare designs for these devices easily without any boundaries. Due to vector based characteristics of these types of robots, carpet designers were not enabled to design freely and they bounded to many limitations and difficulties. With this revolutionary **Raster to Vector Conversion Solution** which comes with important features and functions designers can easily create various designs.



This fabulous product has many advanced capabilities like:

- Vectorizer tool,
- Vector editor tools,
- Different filling algorithms: Zigzag filling in different angles, Offset polygon & Spiral filling,
- Filtering functions for optimized production,
- Offset tool,
- Measure tool,
- Production time calculation,
- Preview production process,
- Import and Export to major Raster & Vector files; such as: HIT, DXF, DWF, PLT, BMP, PCX, GIF, TIF and more,
- Export to machine coded files,
- View raster and vector layers of the same design file at one place, with many viewing options,
- Vector manipulation tools such as: Move, Join,

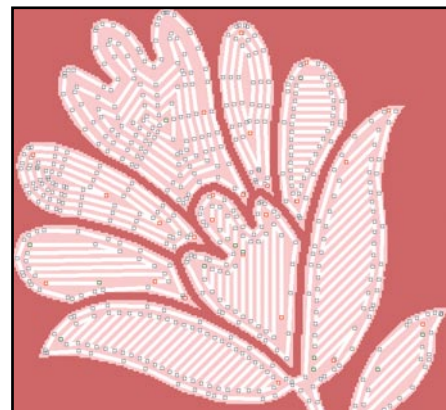
- Split, Reverse and ...,
- Color-coded vectors with respect to the original design files.



Having this tool in hand, designers can freely create their masterpieces with **Booria Carpet Designer** (which is a pixel-based software) and use all the capabilities which this special carpet design software offers them. Utilizing this function designers can convert their design files to vector based ones, making them ready to be tufted by hand-tuft robots. This function also calculates and optimizes the best path for robot moves which will speed the tufting process significantly. This will reduce the production time which relatively reduces costs.

Designers will meet no boundaries and they will find the designing process the sweetest part of the job. Even they can easily import any vector and raster designs or digital images in **Booria Carpet Designer**, reduce the number of colors to their desired ones, clean and retouch it with a wide range of functions and drawing tools, then make it ready to be weaved with **Robotuft** in a few minutes.

One of the most important and interesting features of this function is production process preview. With this feature users can view the tufting path of the robot head and see how the tufting procedure and consequences will be done by robot. It prepares the personnel who is responsible for tufting loom to have a good estimation of the procedure and control more looms simultaneously together.



Through this special product, all the difficulties for hand-tuft carpet design creation will be eliminated and variety comes to your production ■

# success story

## Carpet Heritage

**I**n hand-made carpet production when the quality and purity matters and you do not have right to make a simple mistake in design and color combination and when you want to produce only one luxury carpet, so you should be sure about all your production tools.

**Carpet Heritage** established in 1997 to provide best Persian hand-made carpet worldwide. This well known company in hand-made carpet industry produces carpets in



different qualities and designs like Bidjar, Gabbeh, Heriz, Malayer and Tabriz.

"In the modern world and its busy surrounding we all need to get back to our traditional heritage, we felt that in the current market good quality hand knotted Persian traditional rugs has declined and its real cultural heritage is getting forgotten, its pure heritage needs to be maintained and its cultural heri-



**"As a customer we have to admit that Booria has been with us from the beginning and we are very happy to have made them our first choice", said Mr. Hossein Attaran Managing Director of Carpet Heritage.**

tage needs travelling back in time, it all started with a simple, pure concept and that is how it all started in 1997. Our main aim has been keeping Carpet Heritage philosophy alive." said Mr. Hossein Attaran, Managing Director of Carpet Heritage.

To fulfil this important task and diversity **Carpet Heritage** should pay close attention to its utilized tools and technologies.

"We have our own specialised in house design team. In this respect by using Booria design programmes and their relevant useful tools has help us a great deal in increasing our innovation and having variety of designs worked as client given schedules and accurately in time. As a customer we have to admit that Booria has been with us from the beginning and we are very happy

to have made them our first choice." said Mr. Hossein Attaran.

**Carpet Heritage** also covers different areas of production in Iran like; Kurdistan, Malayer, Azarbaijan (North West of Iran), Khorassan. This company is reviving Persian rug weaving as they were before the introduction of synthetic dyes and machine spun yarn. Their production is organic and purity is essential. CH used high quality Persian hand spun wool, real 100% natural dyes, and



indigenous patterns woven by indigenous weavers.

**Carpet Heritage** is another great name amongst the hand made carpet producers who use Booria advanced products for carpet industry. Besides great names in handmade industry like: Zollanvari, Woven legends, Nourison, Faradj and Homaoun Farhadian, Rugs by Robison, Tratex, Rugman, Çinar, Sumer Hali, Han Hali, Nejad Carpet and more...

### About Carpet Heritage

**Carpet Heritage** to maintain the genuineness of hand-made carpets comes with great idea in the market. Each carpet from each region should be produced in its origin with dedicated raw material which you can only find in that region. This is exactly the meaning of purity. So **Carpet Heritage** production places spread in the entire targeted regions and they produce unique luxury carpets. Produced rugs usually exported to all around the globe and have its own special customers ■

# testimonials

## Booria in Customers' Points of View



"Besides the advance solutions Booria offers us, their excellent support, training, customer service and flexibility in terms of adding new features based on customers' needs quickly, make us rely on Booria", said Mr. Reza Hamidi Chairman and CEO of Mashad Carpet.



"We need a solution to show a customer the final result in its desired decoration and Booria Carpet Studio and E-Catalogue is a great help", said Mr. Zakipour, sales Manager of Setareh Kavir.



"We have tried many different modern design solutions, but the software which fulfilled our special requirements for handmade carpet and rug is Booria Carpet Designer", said Mr. Homayoun Farhadian.



"We are as Cınar Hali using Booria Carpet Designer drawing software in the process of producing carpets which each of them is art by itself. Just not because supporting basically the drawing of a carpet but continuous updates and instant customer respond, we recommend it highly", said Mr. Mehmet Çınar, General Director of Çınar Hali.



"The present features of Booria Carpet Designer package support our designer team and enable them to design detailed classical motifs with very nice color tunes and we would like to express our satisfaction with the gained results of Booria application", said Mr. Izak Eskinazi, General Director of Golden Carpet.



"At Sumer Carpet, production is carried out based on the archive which has 4850 of original Turkish Carpets designs. Our designs consists of both the traditional and modern styles. These designs were being prepared by our designers using ordinary software until 2005, before the purchase of Booria Carpet Designer. In the mean time we are able to create carpet designs faster and easier now", said Mr. Fahrettin Kayıpmaz, General Director of Sumer Carpet.



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



"We do not cooperate with Booria just as an advanced and high tech company for CAD software; we usually propose our ideas to make them find a solution. This is why we consider Booria as our trustable source for new technologies", said Mr. Hakimi, Managing Director of Sahand Carpet Co.



"As a customer we have to admit that Booria has been with us from the beginning and we are very happy to have made them our first choice", said Mr. Hossein Attaran", Managing Director of Carpet Heritage ■

# THE THIRD ANNUAL

# CARPET DESIGN AWARDS

TAKE PLACE AT DOMOTEX HANNOVER, 12-15 JANUARY 2008



Booria CAD/CAM Systems to emphasize on importance of design and designing in carpet production has become the sponsor of the 3rd Carpet Design Awards (CDA 2008) event, like the previous year. Through this special event for hand-made carpet, awards will be presented to hand-made carpets producers. Awards are given for innovative design, creativity and quality in the hand-made carpet sector. One winner will receive very special prize form Booria, Booria Carpet Designer Professional Plus edition. This year this prize will be presented to the best traditional Collection and winner will receive its great award during CDA 2008 ceremony. To see who this lucky winner is, join us at closing ceremony on Sunday 13th of January hall 15.



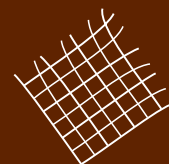
Awards Ceremony: Sunday 13th January 2008  
at DOMOTEX (12-15 January)

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