

designer

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CDA 2008, SPECIAL REPORT

The Carpet Design Awards 2008

CDA 2008, Place of Creativity

Heidarian Carpet, the Winner of Booria Special Prize

■ Success Story

Tehran Carpet

■ Carpet Designer New Version

Version 6.10 has been released

■ Domotex 2008 Report

New Domotex New Products



Events...

- The Third International Textile Machinery Exhibition-Yazd, May 2007
- 17th Persian Carpet Grand Exhibition-Tehran, August 2008
- 14th International Textile Exhibition- Tehran, August 2008

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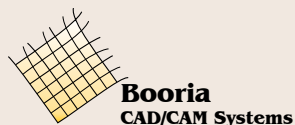
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Designed to lead

editorial



Farzin Hariri

Hand made carpet is not just a product. It is a part of art history which definitely Iran has been known as its root. Design and designing was a part of daily art of Iranians and for this reason Persian carpet designs are well developed and became well known around the world. So this is why Persian handmade carpets are valuable now and you can find Persian handmade carpets in well decorated houses. Due to beauty which this art-industry has brought to the peoples' home for a long time, it became center of attention of many producers and importers. Due to nature and history which accompanies each carpet, many different design categories have been created and design diversity has a key role in this industry. Not like machine made industry which mass production of a design is inevitable and one can easily change the color ways regard to customer's idea, in hand made production some times only one carpet has been woven and it is not possible to change color ways time to time. In order to solve the problems arise for these limitations and importance of correct design and color selection, handmade carpet industry now pay more attention to the tools which can help them in this regard. Design software is one of these tools for sure.

It took time for handmade carpet sector to understand the benefits and advantages of design software and Booria CAD/CAM Systems, always known as the leader of this trend and now after a long period of time handmade carpet industry turn into using design software. So why Booria, and what Booria provides the handmade carpet pro-

ducers to become the first choice by handmade carpet producers?

Free designing is a must for handmade carpet designers. Many carpet design software products just provide an environment for carpet designers to retouch or design like doing some mathematical tasks. But design engine of Booria provides truly unique conditions for designing. They can design in such a way like they are designing with pen on paper. So this sets abilities of a designer free and does not bound him to some tools and functions. The second reason which makes Booria more suitable for handmade carpet designing in comparison with other software products is its dedicate functions and tools for hand made carpet industry. Due to country of origin which Booria Carpet Designer has been developed, many tools and functions created regard to needs and inquiries of handmade industry. Even some sort of filters has been created which you can hardly find in other solutions. The third reason which can lead one to selects Booria is printing abilities of this software. Unique printing feature of this software definitely make this software dominant. Ability to print carpet designs, in different 14 types of printing even with Tallam font for Pakistani weavers, is one main advantage of this solution.

With considering other capabilities of Booria Carpet Designer you can know understand why great names in handmade carpet industry like Zollanvari, Nourison, Woven Legends, Carpet Heritage, Sumer Hali, Cinar Carpet, Rugs by Robinson, Faradj and Homayoun Farhadian, Rugman and became advanced user of Booria's Designed to Lead products.

What's up

Nourooz which means "New Day" is the beginning of spring which celebrated by Persian as New Year. This two week Holidays start from 20th of March and last till 2nd of April. During these holidays, Booria is closed and you can be in touch with us just by; info@booria.com.

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

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

The term Nourooz first appeared in Persian records in the second century AD, but it was also an important day during the time of the Achaemenids (c. 648-330 BC), where kings from different nations under the Persian empire used to bring gifts to the emperor of Persia on Nourooz.



Happy Persian New Year

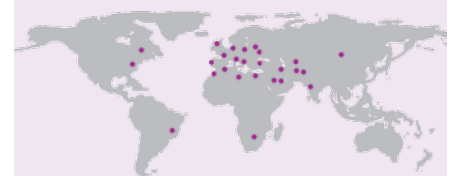
Carpet Designer 6.10 Will Be Released

Booria 6.10 will be officially released in April. This Booria Carpet Designer new version includes new features and enhancements to make this software more complete and totally in accordance with customers' need. Some of the new features and enhancements are:

- ∴ Macro Recording and Playing
- ∴ Enhanced Logo and Writing Tool, with automatic flipping and changing the indexes of overlapped colors
- ∴ HSV Channels for Edit EGB form
- ∴ Color Harmony, including:
 - RGB and HSV color controls with HSV color wheel
 - Advanced Color Wheel
 - Color Harmony, for creating the different color combinations based on 18 different ways such as; Analogous, Complementary, Clashes, Split, Shades and ...
 - Color Dictionary, for automatic color naming
 - Color Variations, for creating different shades between 16 colors
 - Color Blender, for blending two colors in 3 different ways
 - Color Schemes
 - Auto preview
 - Palette creating and management
- ∴ New way for printing indexes in Carpet Print
- ∴ New Robotuft functions and features:
 - Path Optimizer
 - New Simplify Vectors Filter
 - New Sharpen Corners Filter
 - New Cut, Copy and Paste functions for selected vectors
 - Navigator for easy navigation through the design (Bitmap and Vectors)
 - New Ruler based on Pixels and CM
 - New transform functions, such as: Flip Horizontal and Vertical, Rotate 90, -90, 180 Degrees.
 - Improved Centerline filling algorithm.

This is great honor for Booria that only after 5 years of its international activity, Booria advanced CAD products like Booria Carpet Designer, Booria Carpet Studio, Booria Carpet E-Catalogue, Booria Carpet Weaver and Booria Dobby Designer have been well spread around the world. After Domotex 2008 number of countries which Booria products has been exported to reach to 26 countries in 4 continents. 10 European, 8 Asian, 5 African and 3 American Countries with more than hundreds licenses. Booria hopes these numbers increase each year and Booria products will enter in all continents in near future.

Booria Products Have Been Exported to 26 Countries



Installed in 26 Countries

Heidarian Carpet, the Winner of Booria Special Prize

Booria special prize, Booria Carpet Designer Professional Plus Edition, this time went to Iran. The award handed to Mr. Heidarian, General Manger of Heidarian Carpet (Two trophy winner in CDA 2008) in special ceremony during Domotex 2008 exhibition by Farzin Hariri, General Manager of Booria CAD/CAM Systems.

This year special prize presented to Best Traditional Workshop category, while previous year it went to Greece, Pashalidis Company, winner of best liked by Domotex visitors. The Carpet Design Awards 2008 (CDA 2008) took place for the third time under the umbrella of **Domotex Hannover** with cooperation of Hali and **Modern Carpet** publications and **Booria CAD/CAM Systems** Sponsorship.

A total of 148 carpets were entered (CDA 2007: 141) from fifteen countries (Germany, Iran, Canada, Switzerland, USA, Austria, China, Belgium, Netherlands, Italy, Turkey, Afghanistan, Pakistan, India and Morocco). The awards were presented on Sunday, 13 January to 11 different categories and winners.



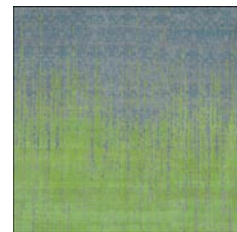
- Best Modern Design in the price range under 100 euros/square meter Company: Zinnat Rugs, 'Bamyan', 302 by 192 cm Jury statement: A harmonious rug with great colors and strong commercial potential.



- Best Modern Design in the price range 100 euros/square meter to 250 euros/square meter Company: Werner Weber, 'Iranian Kilim Noor', 380 by 276 cm Jury statement: A beautiful rug with an evocative design distinguished by the rhythmic use of color.



- Best Modern Design in the price range over 250 euros/square metre Company: Jan Kath, 'Roma Vendetta', 300 by 250 cm Jury statement: A complex design brilliantly executed.



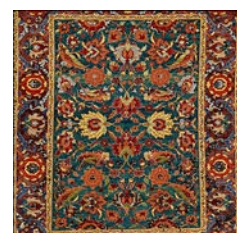
- Best Traditional Nomadic Design in the price range under 150 euros/square meter Company: Woven Legends, 'Central Anatolian Aktulu carpet', 112 by 305 cm Jury statement: An impressive interpretation of a traditional Central Anatolian rug with exquisite colors.



- Best Traditional Nomadic Design in the price range over 150 euros/square meter Company: Heidarian Carpet, 'Katoli', 260 by 205 cm Jury statement: A rug with great depth of color that embodies the true character of a nomadic carpet.



- Best Traditional Workshop/Formal Design Company: Heidarian Carpet, 'Sana', 194 by 140 cm Jury statement: The colors, proportions and attention to detail in this rug are



perfect.

- Best Old/Antique Carpet Company: Langauer Textile Art, A Serapi carpet, Northwest Persia, 359 by 245 cm Jury statement: A beautiful example of its type featuring a superb, understated range of colors.



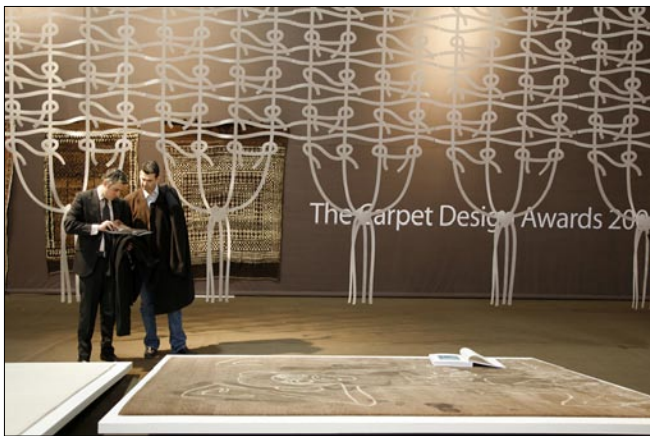
- Best Collection Modern Company: Floor to Heaven, 'Love Nature: Beach', 270 by 370 cm Jury statement: This collection is the beginning of something beautiful and revolutionary in tufting.

- Best Collection Traditional Company: Zollanvari AG, 'Old Motifs with a Twist: a Balouch Soumakh', 296 by 203 cm Jury statement: The colors are great across the whole collection, while the designs are exciting and skillfully executed.



- Best Innovation Company: Floor to Heaven, 'Russian Antique Denim', 200 by 200 cm Jury statement: An innovative use of material and technique.

- Best liked by DOMOTEX visitors Company: Floor to Heaven, 'Love Nature: Beach', 270 by 370 cm



new feature

Color Harmony

Color is the splendor of each object and by selecting right colors and color combinations one can presents 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 become meaningful and an expert designer should have these two together. **Booria** to facilitate this important task, adds **Color Harmony** to its **Booria Carpet Designer Professional plus** Edition. Here by using Color Harmony, designers can create the right color combinations for your design jobs by using classic color formulas with easy drag and drop facilities. Other important features of this function beside the features which mentioned in previous issue are:

Color Wheel

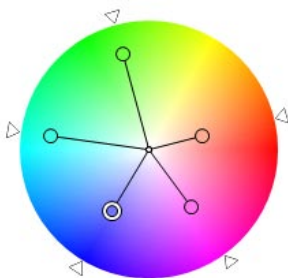
With this feature user can easily find or create new colors base on **RGB** (Red, Blue and Green) or **HSV** (Hue, Saturation and Value). User can also enter hex value of a color



and find it to see its RGB or HSV values and by drag and drop add to its color palette. It is also possible to drag and drop a color from palette to see its RGB, HSV and hex values.

Color Wheel Pro

This definitely astonishing feature can suggest the user different colors base on different modes upon



a selected color. User first selects a favorite color as a base color. Then the feature base on selected mode suggests other matched colors to add them to color palette or other functions. Color Wheel Pro select

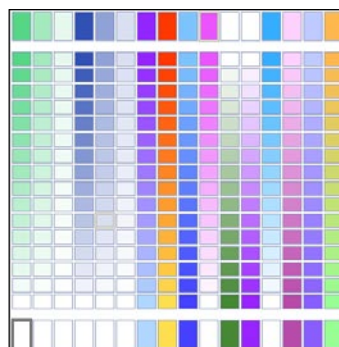
other colors base on different standard color modes and formulas or customized ones.

Schemes

This interesting and useful feature provides color combination data base. It means user can work with a color data base which suggests him suitable colors to its selected color regard to defined color tolerance. User also can add further color combinations to the standard color combination gallery and rate them for future usage. The selected color combination can easily be added to user's color palette.

Variations

With this feature user only selects bottom and top color. Then base on RGB values the software automatically generates the middle values. This help user reaches to different shades of two colors easily to have more smooth color effect. Number of Middle colors can define by user from 2 to 16.



Blender

With this feature user only selects bottom and top color. Then base on RGB or HSV values the software automatically generates the middle values. The blend path enables users to create colors base on RGB value, HSV value clockwise or HSV value counterclockwise. Number of Middle colors can define by user from 2 to 256 colors.

Dictionary

This complete color dictionary contains more than 5000 standard colors by their RGB values and their name. Users can create a new dictionary with their own colors or open the existing dictionary and update it for future usage.

Color Palette

With this feature, user can see his created color palette. Here user can also assign names to colors, remove duplicate colors or change same names to use it as its standard color palette.

	Sulu R:170 G:255 B:128
	De York R:56 G:123 B:84
	Riptide R:128 G:255 B:128
	Anakiwa R:128 G:234 B:255
	Jordy Blue R:128 G:170 B:255
	Portage R:149 G:128 B:255
	Perfume R:116 G:80 B:134

success story

Tehran Carpet

Tehran Carpet Company with annual production capacity of 1,000,000 square meter carpet is one of the major machine made carpet producer in Iran. This company established in 1992 in Natanz and is a part of Tehran group. Tehran Group has different field of activities which mainly focus on carpet. Carpet raw materials, carpet production and dying and finishing process are main activities of this group. Tehran Carpet produces different types of carpet in accordance with international standards for different market segments. Tehran Carpet production line consists of; Acrylic carpets with different densities (1500, 1200, and 1000), Heat set carpets (Kilim 6 colors and 4 colors) and Shaggy carpets.

Creativity and innovation are the factors that make your product different, even if you and your competitors use the same tools and machines. One can not always rely on tools and machines to be the best in market, for this goal should always think about how to produce different products while it uses the same technology.

Tehran Carpet Company as one of the leading carpet producer and Van De Wiele best partner award winner always tries to use new technology and modern tools and machineries. But the important factor which makes their products different is innovation.

"We always try to employ new technologies in our company but that is not enough. Besides new technology we seriously work on new ideas and try to gather special know-how to be the real innovator", said Mr. Nadjafi, General Manager of Tehran Carpet.

"To produce completely different products while using the same new technology, human brain storm can help you. Booria software products and experts points of view always help us to have creativity and apply them to production easily", said Mr. Nadjafi.

Tehran Carpet now utilizing all Booria products for carpet industry. **Booria Carpet Designer** in design department for creating innovative new designs. **Booria Carpet Weaver** and **Booria Carpet Studio** in production department for creating new and totally innovative weave sets to have technically different carpets and Booria Carpet Web builder in sales department to present their products and galleries to customers and distributors completely in a new interactive and



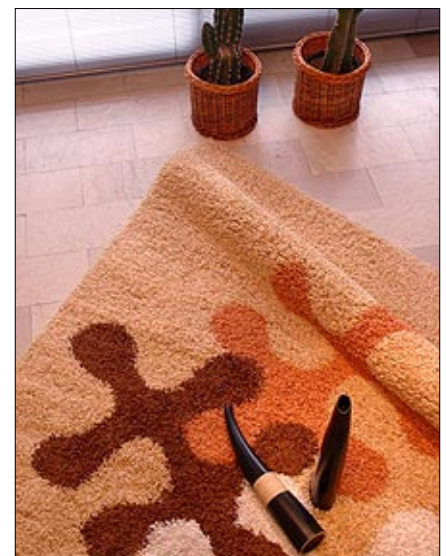
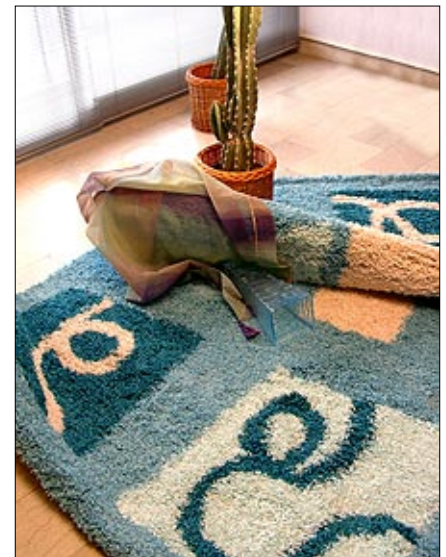
"Booria software products and experts points of view always help us to have creativity and apply them to production easily"



electronic way.

"Now with Booria cooperation we have some innovation in Shaggy Carpet production which definitely makes us the leader in the local market", said Mr. Nadjafi.

It is an honor for Booria to be known among its great customers as a trustable source and cooperate with them as a reliable consultant. Tehran Carpet is another great name amongst the machine-made carpet producers who use Booria advanced products for carpet industry. Besides great names in machine-made industry like: Oriental Weavers, Nourison, Saudi Carpet, Tapidor, Covtex Feizy, Mashad, Moldabela, Sofiteks and more...



New Domotex, New Product



12 - 15 January 2008
DOMOTEX
 Hall 5, Stand A22

The 4th successive participation of Booria in Domotex 2008 exhibition was accompanied with great and successful presentation of Booria new products for carpet industry. Domotex 2008 which was a record breaking event in comparison with previous exhibitions, in number of exhibitors and visitors, became another step toward the tufted carpet market for Booria.

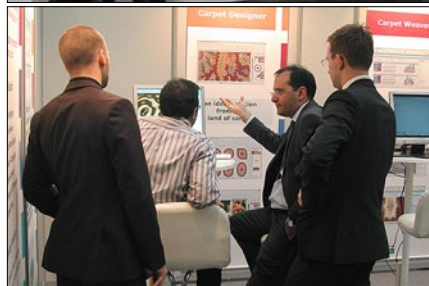
This great welcome was due to Booria new product, **Robotuft**. It was the center of attention specially for robot made tufted carpet producers. This new and unique product which presented in Domotex exhibitions for the first time was completely eye catching.

Next to Robotuft, new functions and capabilities of **Booria Carpet Weaver** was also presented to carpet industry for the first time in Domotex. New **3D Cross section view**, new loom definition and supporting new ground weave creation were the capabilities which Booria presented to its customers and visitors for the first time in Domotex 2008.

After successful **CDA 2007** (Carpet Design Awards) sponsorship and publicity activities for **CDA 2008**, many internationally big handmade carpet producers became more interested in Booria carpet solutions. And Domotex 2008 was the place for them to have a close look at these advanced solutions. Despite the distance between Booria stand which located in Hal 5 and dedicated handmade carpet halls and stands, many handmade visitors came to see Booria products. Booria Carpet Designer, Booria Carpet Print, Boo-

ria Carpet Studio and Booria Carpet Web Builder were the solutions which attracted their attentions. Handmade carpet wholesalers also were Booria visitors. They were interested in solutions which help them to present their carpet galleries offline and online.

Through out this internationally well known event in carpet and floor covering, great contacts, great meeting and great sales was happened and Booria designed to lead products now has been exported to 26 countries.



Kashan, as carpet capital city is always center of attention. More than hundreds of looms are installed in this city and many carpet companies have been established in this city. Due to importance of carpet and carpet services, the first carpet exhibition held from 14 to 18th of February 2008. Booria CAD/CAM Systems as a leading software developer for carpet industry in Iran participated this exhibition. During this exhibition Booria presented its carpet products like, Booria Carpet Designer, Booria Carpet Weaver and Booria Carpet Web Builder. During this exhibition Booria had great and successful face to face business talks with its potential or existing customers and tens of installation agreement has been signed.

During this exhibition Booria expert team also provide consultancy services to carpet producers and managers to help them work more effectively. Due to great position of Booria among the local carpet producers, Booria always tries to participate the local exhibitions and fulfill the customers' needs by designed to lead products and services.

