



## Mission and Vision

Our mission is to enhance the comfort and style of every space through the thoughtful design, quality and craftsmanship of our rugs. Committed to organic growth and a long-term view, we strive to be a steadfast guarantee for our employees, partners, and stakeholders.

Recognizing our responsibility to the environment, we pledge to minimize pollution and waste, working for a more sustainable future.

At the heart of our journey there is a declared intention for a positive impact on the people and their communities along our supply chain and in our main markets.



More than 800,000 m<sup>2</sup>  
of carpet available in our warehouse for just-in-time delivery

Over 60 years of history  
in carpet manufacturing and distribution







Creativity, culture, and unwavering commitment have seamlessly woven the tapestry of art and trade. Inspired by these values and fueled by a profound connection to his homeland, Sultan Amini established ABC, Amini Brothers Company, in 1962. Today, it proudly stands as a worldwide pioneer in carpet production and distribution, grounded in the profound legacy of ancient craftsmanship.



## The Team

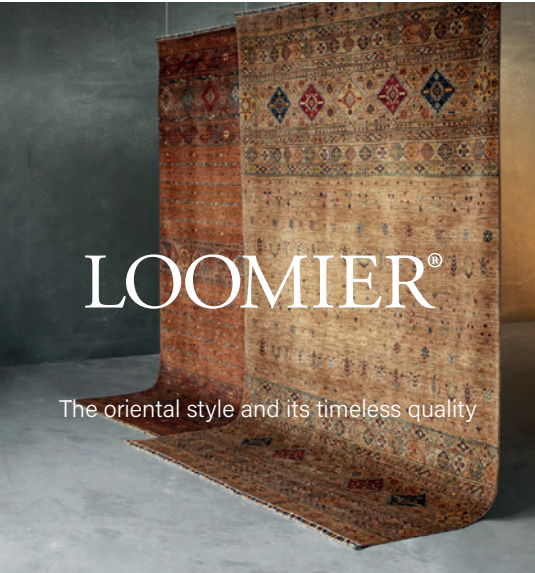
At the core of our success lies our team of talented individuals,  
actively engaged in every stage of our operations.

From sourcing raw materials to overseeing the final shipping process,  
we rely on the invaluable experience and skills of our dedicated employees.

Their collective expertise not only ensures the smooth flow  
of our business but also forms the foundation of our achievements.







## Color research

Our creative team actively engages in continuous research, collaborating closely with premier upholstery fabric producers and leather tanneries. The objective is to curate a contemporary and innovative color palette seamlessly harmonizing with the latest furniture collections.

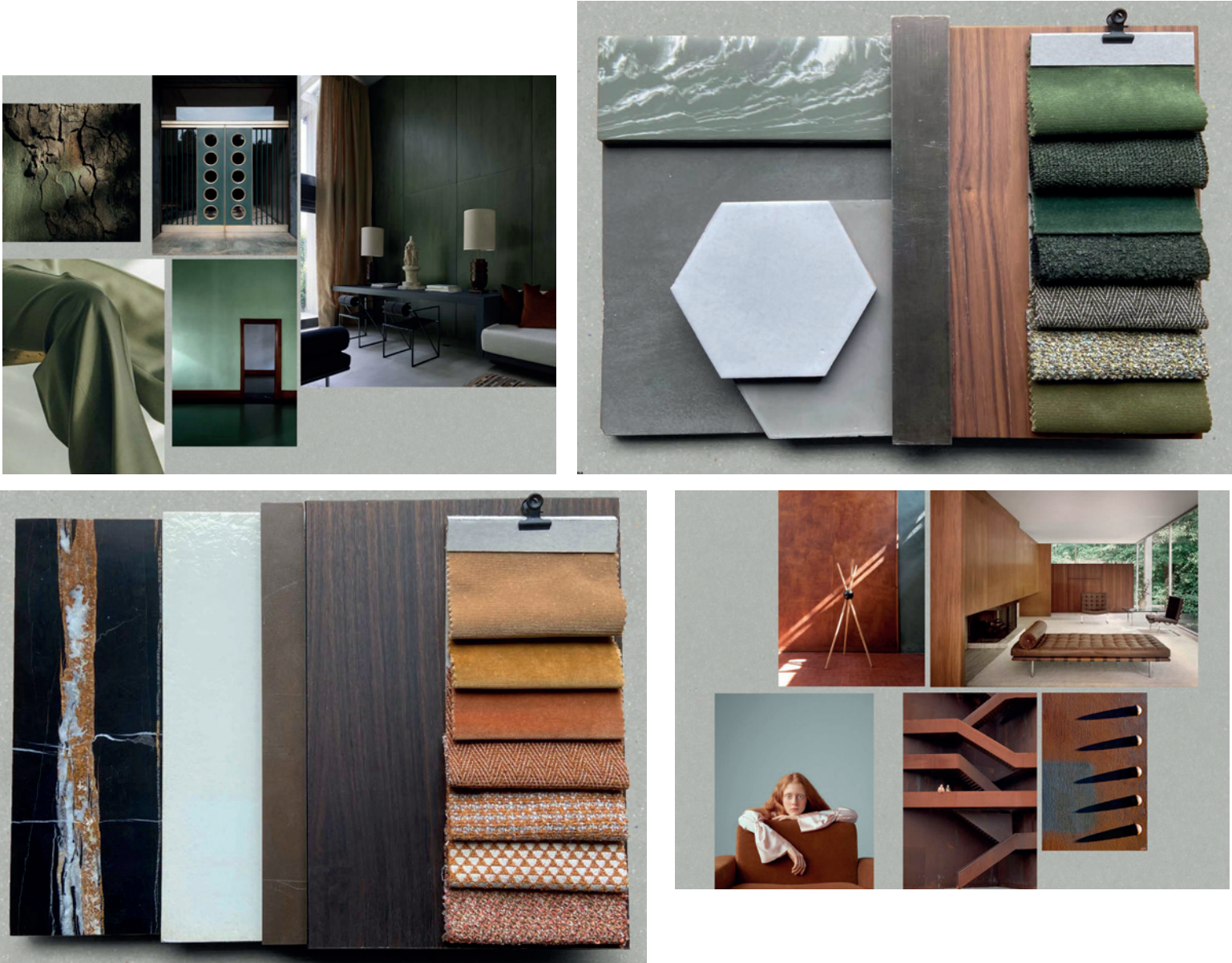




## The Design process

With a dedicated in-house design team, we possess the capability to conceptualize, develop, and deliver customized rug collections with an optimized time-to-market of 4 months. Over time, we have implemented strategic measures to reduce Minimum Order Quantities and expand product variety without incurring additional costs or overstocks.

These initiatives enable us to maintain competitiveness and extend reliable terms to our clients.



## Production

ABC Italia production is mainly located in Afghanistan, Turkey and India

We excels in manufacturing with a focus on meticulous material selection, international production management, and careful packaging.

Our in-house marketing team can assist you in the art direction of all product collaterals, such as packaging, photo shootings and descriptions and POS presentation.









## Raw Material

Our pledge is to embrace a wide range of more sustainable and reliable materials

**Wool:** We source long-fiber wool from reputable regions such as New Zealand and Asia. Additionally, we provide Organic Wool, certified by GOTS, and adhere to the RWS standard for wool.

**Cotton:** Our cotton selection includes BCI standard cotton, Recycled Cotton, and Organic Cotton certified by GOTS.

**Polyester:** We utilize both fresh polyester and recycled Polyester, the latter being certified by GRS for added sustainability.

**Polypropylene:** For Polypropylene, we use prime PP with a luxurious lustre and a wool-like touch.

**Viscose:** Our Viscose is derived from long-fiber staple with meticulous tracing to ensure the highest sustainability standards.

**Polyamide:** We offer Polyamide rugs in both 6 and 6.6 Nylon variants

**Jute and Sisal:** we offer a well-designed collection made of natural fibers in different weaves

Wool /



Cotton /



Viscose /



Recycled PET /



Jute /



ABC Italia presents an extensive product range of rugs covering categories such as IN- and outdoor rugs in classic and contemporary design, plain and shaggy, kitchen, bathroom and made to measure custom made rugs using following techniques

**Power-loomed** rugs with and without pile (flatweave) crafted from Polypropylene, Polyamide, Polyester, Wool, and Viscose.

**Machine tufted** and printed rugs and mats.

**Table tufted bathmats** in Cotton and Polyester.

**Door Mats** in Coconut or Polyamide fiber.

**Hand-knotted** rugs using materials such as Wool, Silk, Viscose, and Bamboo Silk.

**Hand-loomed, flatwoven rugs, kelims**, and carpets in Wool, Silk, Viscose, Bamboo Silk, and Jute.

**Hand-tufted** rugs and carpets in Wool, Silk, and Viscose, tailored for contract, hospitality, and nautical applications.







## Quality control and Certifications

In 1997 ABC implemented a code of conduct, a basic guideline for reliable and responsible production and distribution. Over the years, the code has evolved and updated, reaching the highest standards in the industry.

The factories we cooperate with are audited by external entities (such step label) to grant compliance with quality, social and environmental requirements.

The chemicals used in production meet the Reach criteria and are independently verified by SGS with regard to SVHC (Substances of Very High Concern) management.

Our products comply to Oeko-Tex requirements.

Our products can also be GRS, GOTS and RWS certified.

Certifications bodies for factory assesment:



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Product certification:



## Logistics

Strategically positioned in the heart of northern Italy, ABC Logistics operates under centralized, personalized, and fully internalized management to guarantee the utmost service quality.

We keep always a stock of more than 800.000 sqm rugs

Every operation undergoes continuous monitoring and updates through an IT connection with various offices, facilitated by software packages that are consistently tailored to customer needs.

We can offer FOB, CIF, or DDP, Full Container, X-Dock, or Drop Shipment terms of delivery.









## Digital infrastructure

An advanced digital system is available to customers, complete with photos, technical descriptions, and information concerning the availability of the carpets.

A database always updated in real time,  
for a detailed overview of products and relative information.

## Customer relations

ABC Development, from a carpet company in Herat to a global name in the carpet business, is attributable to the fair relations we maintain with our business partners.

Our customers guided us to enhance various aspects of our operations, including production processes, coloration, design logistics, and digital infrastructure.

We have consistently listened their feedback, striving to meet their expectations by developing products and tools to improve the performance of their carpet departments.

Today, we proudly collaborate with significant names from diverse sectors, further expanding and enhancing our mutual businesses.



## Some of our customers

### HOME IMPROVEMENT



### DECORATION



### GDO



### FURNITURE RETAIL



E-COMMERCE

**RUGVISTA**



DESIGN



FIDELITY

**ESSELUNGA®**

**bofrost\***

RETAIL AND HOSPITALITY



## Location

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Thanks for watching