



ORIENTAL WEAVERS

Company Overview

2024



About OW



Unique Selling Points



Certificates



Awards



Facilities



Products



The "Q" Pillars



R & D



Customers



Markets



Exhibitions



Domestic Market

ABOUT OW



Oriental Weavers was established in 1979 in 10th of Ramadan City in Egypt. The company was established with a plan to be a vertically integrated organization to meet the demand in both local Egyptian market and various export markets. The company is now considered the largest producer of machine-made rugs and carpets in the world. The year 2019 will mark the 40th anniversary of OW.





OW: Unique Selling Points (USPs)



- **Largest production capacity in the world.**
- **Biggest area rug collection in the industry.**
- **Largest in-house design department.**
- **Lowest freights to all worldwide destinations.**
- **One of the strongest brand names in the industry.**
- **Production in 3 different continents.**
- **Largest design library in the rug industry.**
- **Latest state-of-art weaving machines.**
- **Major supplier of worldwide retailers & distributors.**
- **All-time economies of scale thus most cost efficient.**

OW: Certificates



Oeko-Tex Standard 100



Workplace Conditions Assessment



ISO 14001 Certified



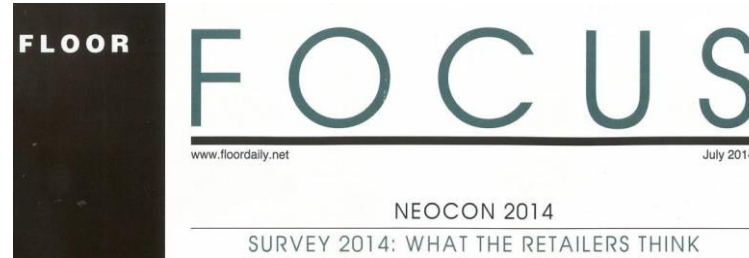
ISO 9001 Certified



SMETA Audit for Ethical Trade



Business Social Compliance Initiative Audit



■ FAVORITE AREA RUG MANUFACTURER

SERVICE

Oriental Weavers took the top spot after five years of Shaw Living (now out of business) on top. Nourison moved up to third, Mohawk held onto the fourth spot, and Surya made the top five list for the first time.

1. ORIENTAL WEAVERS
2. SHAW LIVING
3. NOURISON
4. MOHAWK/KARASTAN
5. SURYA

Also mentioned: Dixie, Dalyn, Kane, Stanton, Loloi, Dynamic, Feizy, Tayse, United Weavers, Radici, Jaipur, Capel, Milliken, Couristan

QUALITY

This year, Mohawk took the top spot in Quality, barely outpointing Nourison, which moved up from fifth. Oriental Weavers slipped a couple of spots, and Dalyn made the top five list for the first time.

1. MOHAWK/KARASTAN
2. NOURISON
3. SHAW LIVING
4. ORIENTAL WEAVERS
5. DALYN

Also mentioned: Surya, Jaipur, Milliken, Kane, Dixie, Loloi, Stanton, Dynamic, Bashian, Kalaty, Feizy, Radici, Capel, Couristan

DESIGN

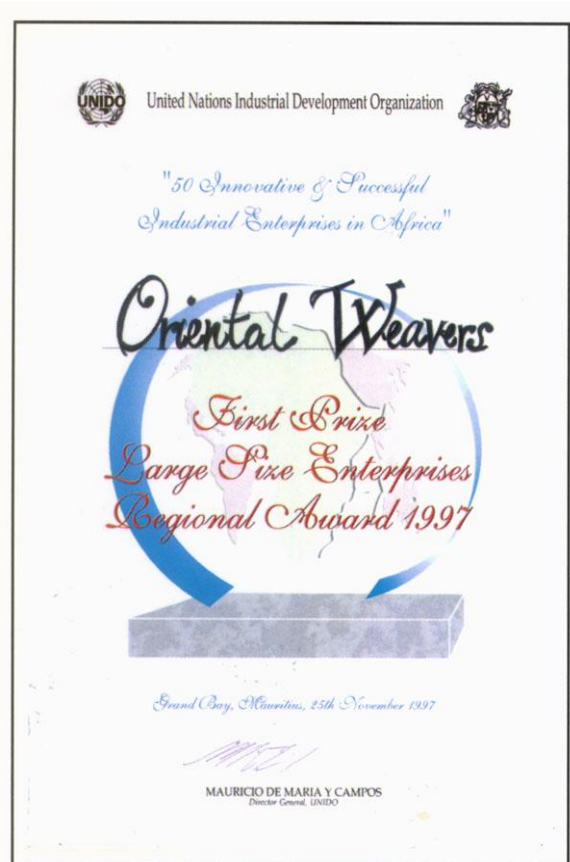
Oriental Weavers won this category for the second year in a row. Nourison moved up from fourth to second, Mohawk made it back on the list, ousting Dixie, and Surya moved up from fifth to fourth.

1. ORIENTAL WEAVERS
2. NOURISON
3. SHAW LIVING
4. SURYA
5. MOHAWK/KARASTAN

Also mentioned: Dalyn, Kane, Dixie, Loloi, Milliken, Kas, Feizy, Kalaty, Stanton, Orian, Dynamic, Jaipur, Mayberry, Couristan

Rated No. (1) for service and design by Floor Focus Magazine

OW: Awards



Africa's Most Innovative Company (UNIDO)



America's Most Magnificent Rug Award



Superbrands

EGYPT



Egypt's Superbrands Award



American Advertising Federation ADDY Awards

OW: Facilities



Oriental Weavers - Egypt



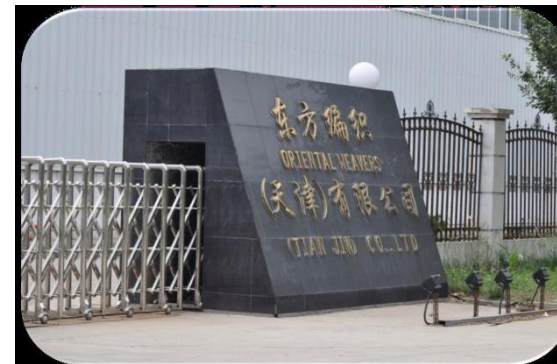
Oriental Weavers International - Egypt



Oriental Weavers Textiles - Egypt



Oriental Weavers - USA



Oriental Weavers - China

OW: Products



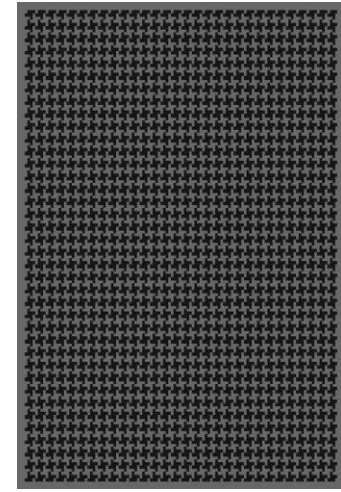
PP - BCF



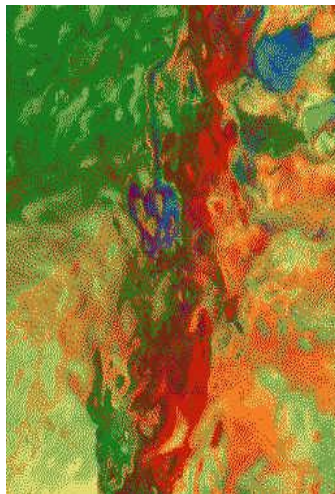
PP - Heatset



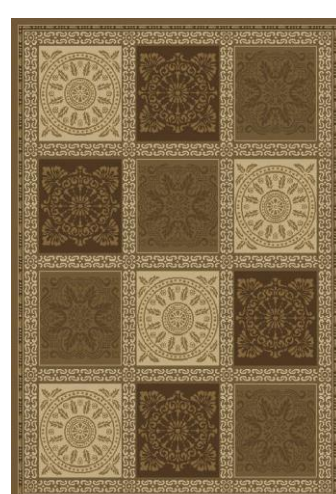
PP - Frieze



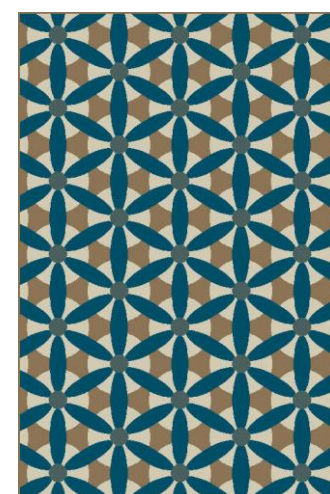
PP - Flatweave



PP - Shag



PP - Loop

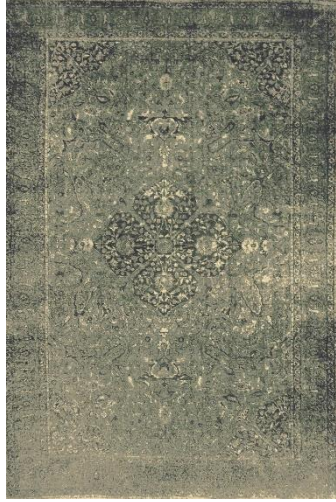


PP - Cut & Loop



PP - Blends

OW: Products



Viscose



Wool



Microfiber



Polyester



Velvet



Acrylic



Cotton



Polyester - Blends

OW: Products



Chenille Rugs

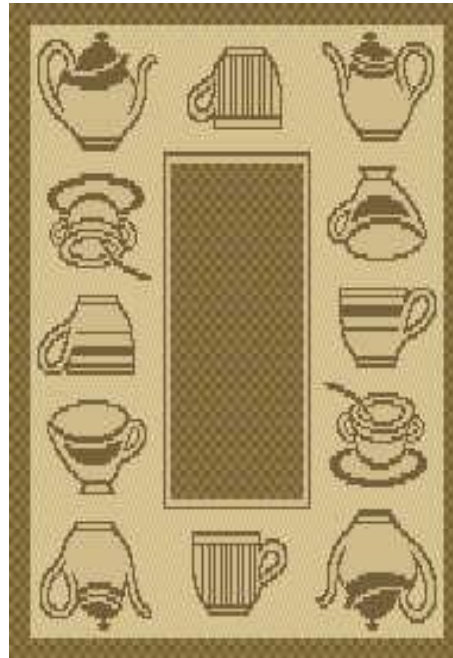


Chenille/Viscose Rugs

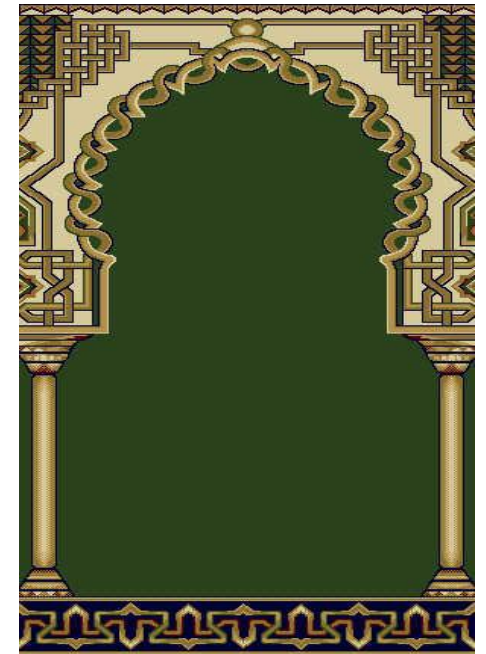
OW: Products



Children Rugs



Kitchen Rugs



Mosque Rugs

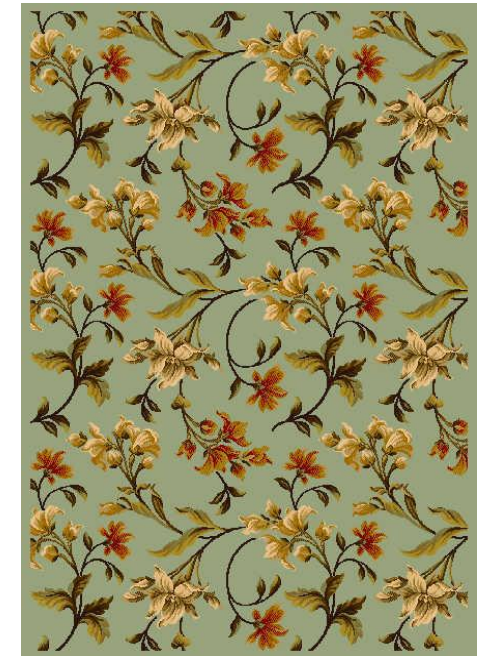
OW: Products



Indoor/Outdoor Rugs



RUNNERS & ROLLS



Axminster Rugs

OW: The “3 Qs”: Pillars of Success:



- **Quantity:**

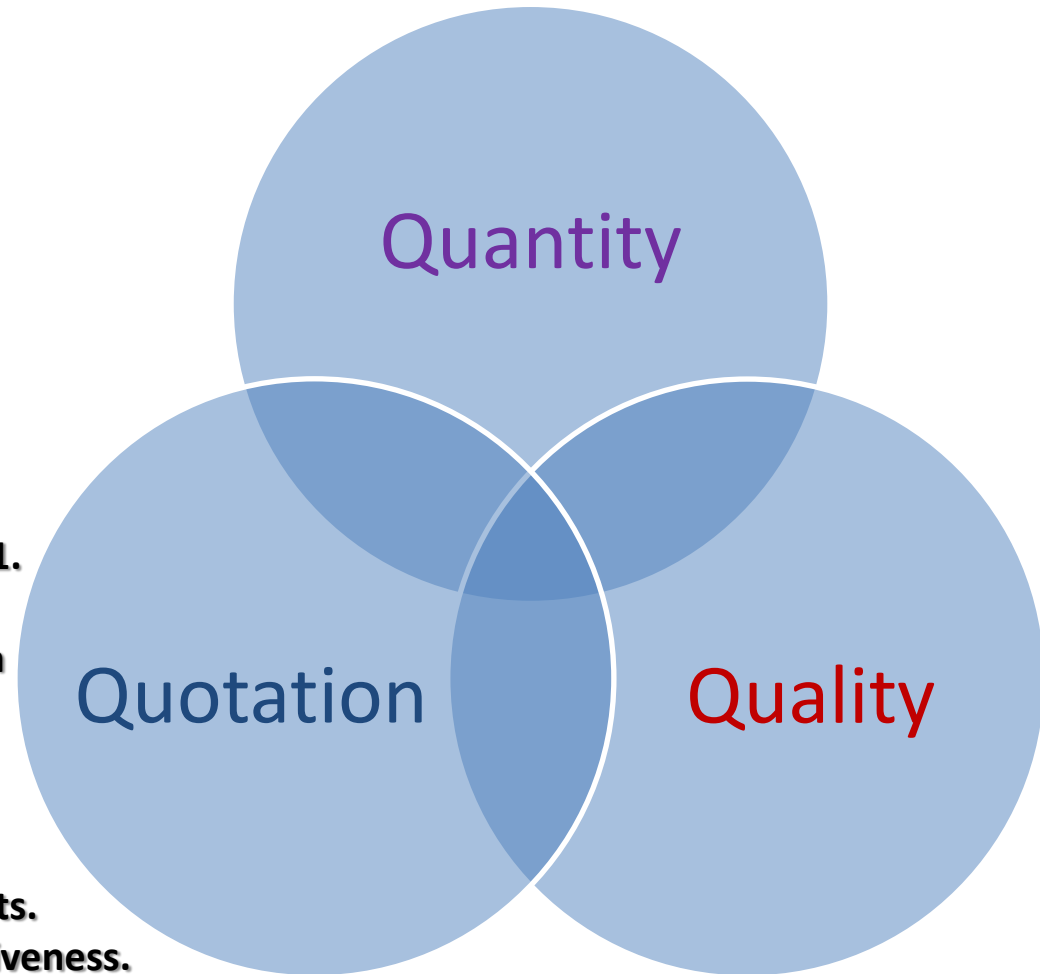
- More than 100 lines running at any time.
- Largest capacity of woven rugs in the industry to meet requests of any customer.
- Regular annual expansion of production capacity.

- **Quality:**

- Maintains and exceeds the industry's quality benchmarks.
- Works according to industrial TQM applications, like ISO 9001.
- Organizes regular internal and external audits to ensure quality standards are implemented in all departments and in all stages of production.

- **Quotation:**

- Largest variable price spectrum to meet all needed price points.
- Highest flexibility of quotations to maintain highest competitiveness.
- Longest duration of quotation validity to assist customers maintain price stability.



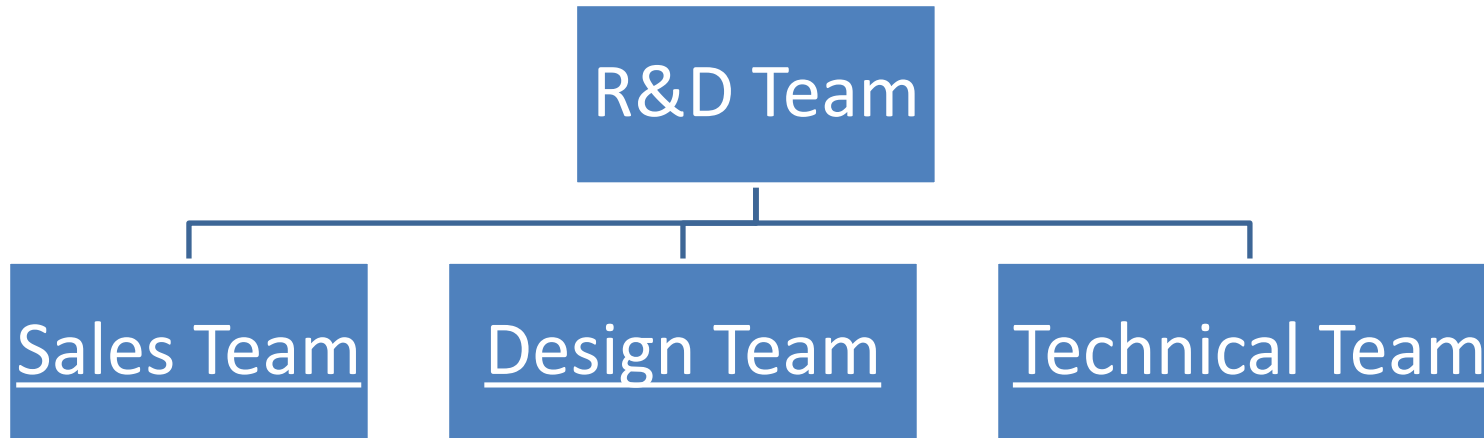
OW: Research & Development



- The company is known in the industry as a trend setter.
- The dedicated R&D team follows the updated trends in colors and designs to ensure dynamic procedure of product development.



OW: Research & Development



New Products & New Markets

Oriental Weavers' broad international footprint allows it to shift its focus to markets that are growing. Furthermore, with more than 50 full-time designers living in Egypt, the UK, China and the US, Oriental Weavers produces, on average, a unique, new product every two weeks.



OW: Customers



MOBILYA • AKSESUAR • TEKSTIL

OW: Export Markets

EXPORT

- **Oriental Weavers is committed to exports. The company currently exports to more than 130 countries in the world.**



OW: Exhibitions



DOMOTEX
Hannover

- **Domotex Hannover - Germany**



- **Evteks Istanbul - Turkey**



- **Domotex Shanghai - China**



- **AmericasMart Atlanta - USA**



- **Surfaces Las Vegas - USA**



- **NY Home Fashion New York - USA**

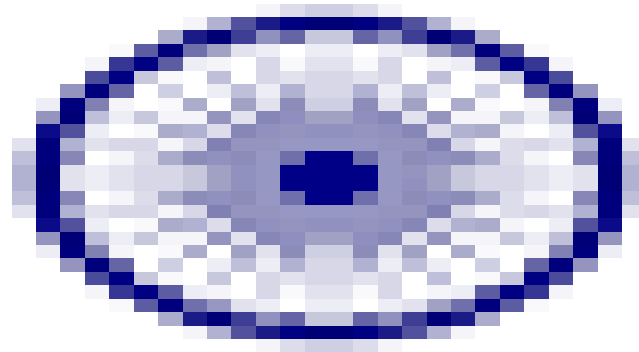
OW: Domestic Market



- The company is the main supplier of rugs in the Egyptian domestic market and captures around 85% of the market share.
- Sells directly through a network of 200+ showrooms and more than 100 wholesalers all over Egypt.
- 80k sqm of retail and wholesale selling area.











OW in India



OW in India

- **Sales of rugs, mats and carpets in India in the last 3 years were \$ 3 million (2019 – 2020 – 2021)**
- **Working with wholesalers, supermarkets, home textile retailers, and furniture stores.**
- **OW's products in India are sold in different designs, colors and price points**

OW Main Customers in India

LOGO	Customer	Location
	D' Decor	Mumbai
	Big Bazaar	Mumbai
	Obsessions	New Delhi
	Krishna Carpets	Chandigarh
	Home Center	Bangalore
	Jagdish Stores	New Delhi
	Bellagio	New Delhi
	Sapana	Mumbai



www.orientalweavers.com