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# WINNERS IN THE MIDDLE EAST

**Swiss Carpets capture contract business.  
Stamflor Swiss successful bidders against  
strong international competition.**

When Swiss carpet manufacturers Stamm decided to expand their involvement in the Middle East four years ago, the timing was right. All target markets in that area continued to enjoy a building boom, unparalleled elsewhere. Furthermore, contractors and architects – through trial and error – were ready to recognize the investment value of a high-quality carpet product. On their side, Stamm had several assets to offer:

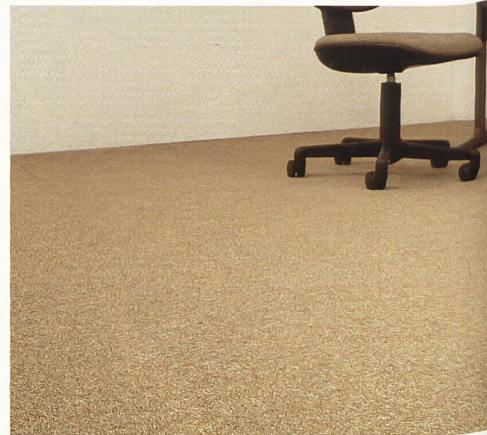
- A strong position and extensive know-how acquired in supplying a home market, which is probably one of the most demanding in the world.
- A product mix comprising a standard line, an interior design line and a troubleshooter line, to meet the diversified needs of the trade.
- The flexibility and infrastructure to create and manufacture custom designs and colorations, and to offer efficient pre- and after-sale services.

## **Meeting Market Requirements**

Carpet requirements in Middle Eastern countries focus on two distinctly different end-uses: Heavy pure new wool velours and berbers for residential use, and heavy-duty, long-lasting synthetic qualities for contract use. Due to climatic and laying conditions, special double backings of jute or polyester are a must.

Stamm Ltd., Eglisau, Switzerland's oldest tufting manufacturers, not only meet these product specifications but top them with an impressive range of services. The package includes expert advice on carpet selection, installation and maintenance, cut-to-measure facilities, reliable delivery by land or sea route to any destination in the Middle East, and a five-year guarantee on carpet performance.

According to Stamm export manager Thomas A. Henschke, current Stamflor Swiss bestsellers in the area include: *Terratwiss*, a berber-type polyamide loop pile construction, *Perltwiss Object I*, a striped



△

△ **Stamflor Swiss Terratwiss:**

*A natural berber-look in heavy-duty synthetics. Loop pile construction, 100% Polyamide Enkastat, 9 colours. Rollwidth approx. 4.20 m, pile weight approx. 980 g/m<sup>2</sup>. Contract use, chair castor, stairs, permanent antistatic, floor heating.*

△

△ **Stamflor Swiss Woolstar:**

*A luxurious cut pile velours, 100% pure new wool (Woolmark quality), in 15 colours. Rollwidth approx. 4.20 m, pile weight approx. 1200 g/m<sup>2</sup>. Domestic use, stairs, floor heating, fire retardant.*

△

△ **Stamflor Swiss Perltwiss Object I:**

*Textured stripes in loop pile construction, 100% Polyamide Enkastat, 8 colours. Rollwidth approx. 4.20 m, pile weight approx. 870 g/m<sup>2</sup>. Contract use, chair castor, stairs, permanent antistatic, floor heating.*

△

△ **Stamflor Swiss Stellatwiss:**

*A glittering novelty loop pile construction in 12 colours with gold lurex effect. 100% Polyamide, Scotchgard treated. Rollwidth approx. 4.20 m, pile weight approx. 600 g/m<sup>2</sup>. Contract use, stairs, permanent antistatic, floor heating, fire retardant.*



struction, *Woolstar*, a luxurious high-pile velours in pure new wool, and *Stellatwiss*, the polyamide loop pile novelty with glittering gold lurex effect, specially created to meet the taste of the Orient.

#### **Banking on Stamflor Swiss**

Among their past and present projects in the Middle East, Stamm take particular pride in coming out winners against heavy international competition for one of the area's most prestigious contracts. In 1982, the mighty Arab Bank contracted 6000 m<sup>2</sup> of Stamflor Swiss *Terratwiss* in three colorations to carpet the administrative section of their new building in central Amman. Deciding factors were the natural berber-look of the carpet, which adds warmth to an otherwise strictly contemporary corporate setting, and its hard-wearing properties. Based on ground plans submitted, Stamm drew up installation plans, cut all carpeting to exact room measurements, and supervised on-site fitting.

A year later, in the course of office reorganization, some removable room partitions had to be shifted, revealing deep impression marks in the carpet pile. Yet, within a few days all marks had completely disappeared. This visual demonstration of pile recovery in a quality carpet and other practical proofs of high-performance properties resulted shortly after in a further order of approximately 4000 m<sup>2</sup> *Terratwiss* to refurbish Arab Bank's downtown branch.

B. Feisst

◁ Arab Bank headquarters in central Amman: 6000 m<sup>2</sup> of Stamflor Swiss *Terratwiss* add warmth and texture to contemporary corporate settings.