



“Middle East Covering 2016” Thank you for visiting Suminoe booth

Booth number **S B37**



From 23 to 26 May Suminoe participated at “Dubai World Trade Centre” in MIDDLE EAST COVERING 2016, the biggest contract flooring and wall-covering fair in the MENA region, which saw more than 15,000 visitors this year.

At this event, Suminoe presented “Scenery Sound” and “Esquisse”, its two new carpet tile collections.

“Scenery Sound”, conceived in a 25 x 100 cm size to offer multiple interior solutions thanks to its luxurious and random design, attracted the attention of the visitors who were keen to know more about its construction and design.

“PIGMENTS” was definitely the series that, for its color combinations and face yarn particular composition of mixed SD nylon and Ecnyl, impressed most those who visited Suminoe’ stand. Its installation on the floor gave visitors also the opportunity to directly experience the elements of its design.

The other collection, “Esquisse”, new Suminoe’s printed carpet tiles, instead, surprised for the luster and soft touch of its nylon face yarn. The variety of its designs, which go from plain tones to bold patterns, including also Japanese traditional esthetic representations, gained positive feedbacks especially from those who searched for design interior products, able to create ambiances with an exclusive look.

At MIDDLE EAST COVERING 2016, Suminoe’s stand was visited by companies, architects and designers not only from Middle East but also from India and Eastern Europe. This definitely helped diffuse Suminoe’s brand, expanding its global presence.



Exhibition Summary

【Exhibition Name】	Middle East Covering 2016
【Site】	Dubai World Trade Centre
【Sponsor】	dmg events
【Duration of Event】	May 23th (Monday) to 26th (Thursday)