THE ASSOCIATE MONTHLY UPDATE

Edition: November 2026

Key Highlights

Associate Spotlight

Introducing our new Associate Spotlight! Each month, we celebrate our associates by showcasing their achievements, recent projects and company successes.

Advisory Notes

Discover how AI is changing consumer purchasing decisions and what this means for Australian carpet businesses in our latest Advisory Note.

Save the Date

Join us for the Annual Golf Match on the 4th of December! It's a perfect day to connect with other members and form meaninful connections!



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WELCOME TO THE CARPET INSTITUTE

ASSOCIATE SPOTLIGHT

We’re so glad you’re here! Welcome to the first edition of our new monthly newsletter, created to give our associate members the spotlight they deserve. Each month, we’ll showcase different associates, sharing their latest projects, achievements and what makes their businesses special. Everyone will get their turn in the spotlight!



Why are we doing this?

At the Carpet Institute of Australia, we believe our associates are an important part of our industry. Through this newsletter, we hope to celebrate your achievements, strengthen connections and help our associate community learn more about one another.

We want to hear from you!

Each month, the Institute will reach out to different associates to learn about their businesses. But you don't have to wait! If you have an exciting project, milestone or achievement to share, we'd love to feature it.

We believe every voice deserves to be heard, especially those of our valued associate members. After all, this newsletter is all about you!



NEW ASSOCIATE MEMBER

ASSOCIATE SPOTLIGHT

Meet Viewa
Viewa is an Australian technology company specialising in digital product visualisation. Using 3D, augmented reality (AR) and artificial intelligence (AI), Viewa helps businesses showcase their products in realistic environments, making it easier for customers to explore different designs and finishes.

What Do They Specialise In?
Viewa develops interactive visualisation software for industries including flooring, furniture and building materials. Its technology allows customers to upload photos of their spaces and virtually preview products before purchasing, improving customer confidence and engagement.

A Little More About Them
Based in Melbourne, Viewa provides visualisation software for Australian carpet manufacturer such as EC Carpets, allowing customers to virtually explore how different carpet styles and colours would look in their own rooms. As a new Associate Member of the Carpet Institute, Viewa brings expertise in digital innovation, helping make carpet selection more interactive, accessible and engaging.

"Viewa is proud to join the Carpet Institute of Australia as an Associate Member. An Australian visualisation technology company, Viewa helps flooring manufacturers and retailers show customers exactly how carpet, timber, tile, stone and hard flooring will look in their own homes before they buy.

Customers simply take a photo of their room, and Viewa's proprietary AI models, trained specifically for home surfaces, render the chosen product with realistic lighting, texture and detail, from the pile of a carpet to the grain in a board. The result is faster decisions, fewer returns and more confident buyers, with images that can be shared with everyone in the household.

Viewa is trusted by leading Australian manufacturers and retailers and by more than 100 clients across 14 countries. It is also one of the only visualisers in the world that can combine flooring and window furnishings in a single image, so customers can design a whole room with your products.

Every Viewa solution also includes built-in analytics, with modules specific to website traffic and in-home consultations. "

Viewa
Edward Sedgely
CEO



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ASSOCIATE SPOTLIGHT

AWTA LIMITED

Meet AWTA Product Testing
AWTA Product Testing is an Australian independent materials testing laboratory with over 50 years of experience. The company provides testing services across various industries, including carpets, flooring, textiles and building materials.

What Do They Specialise In?
AWTA Product Testing specialises in evaluating materials against Australian and international standards. Its services include flammability, mechanical, chemical and thermal performance testing, helping businesses assess product quality and compliance.

A Little More About Them
With decades of experience and NATA accreditation, AWTA Product Testing is recognised for its technical expertise and reliable services. The company maintains a longstanding relationship with the Carpet Institute, supporting the flooring industry through testing, technical guidance and industry collaboration.

"We have been working with our joint venture partner Jin Ao in Nanjing, China, to be able to offer PFAS testing to the flooring industry, and we are pleased to share that this testing is now available. Jin Ao is the same laboratory that offers VOC testing, and our team has worked closely with them to set up a suitable Quality System to service our market, with regular visits to the laboratory.

Our team's technical expertise also extends to supporting the wider industry, with members called upon by NATA as technical assessors to audit testing and calibration facilities in Australia, as well as representing AWTA Product Testing on several Standards Australia Committees.

Alongside our technical work, we are particularly proud of the type of customer service that we offer. We have focused on an accessible style of working with our clients, making it easy for them to get technical support and service as needed. This approach is also reflected in our longstanding relationship with the Carpet Institute and its members, which has developed over decades. We are pleased to be able to continue contributing to this invaluable industry resource."

AWTA Product Testing Team



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ASSOCIATE SPOTLIGHT

acoufelt
making quiet

Meet Acoufelt
Acoufelt is an Australian acoustic solutions company specialising in innovative, sustainable products for commercial and educational spaces. Combining acoustic performance with contemporary design, Acoufelt creates solutions that enhance both the functionality and aesthetics of interior environments.

What Do They Specialise In?
Acoufelt specialises in acoustic wall panels, ceiling systems and flooring solutions designed to improve sound absorption and reduce noise. Its products offer architects and designers flexibility in creating comfortable, visually appealing spaces.

A Little More About Them
With a strong focus on sustainability, innovation and design, Acoufelt has contributed to a diverse range of projects, including schools, libraries and workplaces. Through its acoustic solutions, the company continues to transform interior spaces by balancing sound performance, comfort and creative design.

Acouflor continues to demonstrate how innovative carpet solutions can transform educational, community and commercial spaces, combining acoustic performance, durability and thoughtful design across Australia and New Zealand.

At Blacktown Boys School in Sydney, Acouflor's QuietBack™ Elemental carpet tiles have revitalised the library and learning areas, creating distinct zones for studying and collaboration. Similarly, Max Webber Library in Blacktown incorporated Harmonia SoftStep™ carpet tiles to create a welcoming reading environment, featuring calming, nature-inspired colours that encourage comfort and concentration.

Across the Tasman, Westmount School in New Zealand incorporated nearly 2,000m² of QuietBack™ Flinders carpet tiles into its open-plan learning spaces, combining acoustic performance, recycled PET backing and contemporary design to support collaborative learning.

In the commercial sector, Acouflor supplied 1,200m² of LaidBack™ Harmonia carpet tiles for Brisbane's iconic XXXX Beer office refurbishment, blending durability, functionality and contemporary aesthetics.

These projects highlight Acouflor's commitment to delivering versatile flooring solutions that enhance comfort, functionality and visual appeal across diverse built environments.

Acouflor Team



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ASSOCIATE SPOTLIGHT

Meet Access International Distributors
Established in 2006, Access International Distributors is a family-owned Australian flooring business based in Sunbury, Victoria. With two decades of industry experience, the company has developed an extensive range of carpet products for the Australian market.

What Do They Specialise In?
Access International Distributors offers a diverse selection of residential carpets and commercial carpet tiles, including solution-dyed nylon, wool-blend and PET products. Their collections include Dream Feel, Touch of Luxury and Timeless Avenue.

A Little More About Them
As part of Australia's wider carpet industry, Access International Distributors works with retailers and flooring businesses, contributing to the network of suppliers, distributors and industry professionals that make up our associate community.

"At Access International Distributors, we are proud to be a family-owned Australian business that has been operating for 20 years. Over the past two decades, we have built our business on strong relationships, a commitment to quality and a genuine passion for the products we supply. We are also proud of our contribution to the Australian flooring industry and the reputation we have built over 20 years.

We have built strong, long-standing relationships with retailers across Australia who trust our products, our business practices and the care and dedication that goes into developing and producing our carpet ranges. Access International Distributors is also proud to have become a preferred supplier to major buying groups across Australia. We are proud of our commitment to quality and our diverse range of carpet and carpet tile products we offer. "

Access International Distributors
Andrew Marth
CEO



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ADVISORY NOTE

OCTOBER 2026 – ASSOCIATES ADVISORY NOTE



Our latest Associates Advisory Note was recently sent to all associate members! This month's edition explores how AI is influencing consumer purchasing decisions and what these changes could mean for the Australian carpet industry.

Through these advisory notes, the Institute aims to keep our associates informed about emerging industry trends, new technologies and practical opportunities to improve business efficiency and stay ahead of industry developments.

To read the full Advisory Note, simply click here to learn more.



ANNUAL GOLF MATCH 2026





Get your golf clubs ready! Our Annual Golf Day is back, and the competition is on! Who will be crowned this year's best golfer and have their name engraved on the Golf Day trophy, leaving their mark in the Institute's history for years to come? Following last year's success, we're excited for another afternoon of friendly competition, networking and refreshments!

Event Details:
Date: Friday, 4 December 2026
Time: 12:30 pm – 3:00 pm
Location: Albert Park Golf Course
Cost: Free

Register by clicking on the image above or simpily click here to learn more.

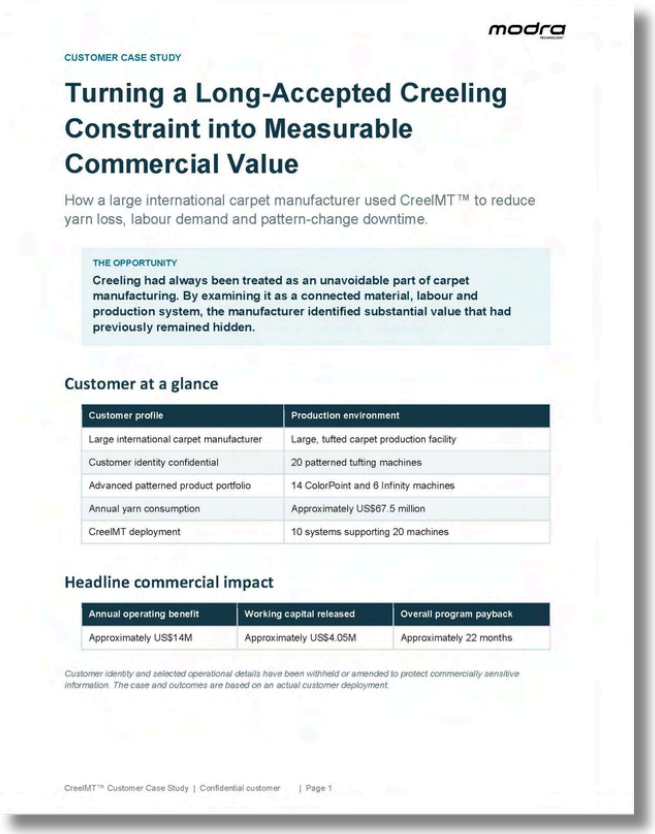
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CASE STUDY OF THE MONTH

MODRA CASE STUDY 2026



modra

CUSTOMER CASE STUDY

Turning a Long-Accepted Creeling Constraint into Measurable Commercial Value

How a large international carpet manufacturer used CreelMT™ to reduce yarn loss, labour demand and pattern-change downtime.

THE OPPORTUNITY

Creeling had always been treated as an unavoidable part of carpet manufacturing. By examining it as a connected material, labour and production system, the manufacturer identified substantial value that had previously remained hidden.

Customer at a glance

Customer profile	Production environment
Large international carpet manufacturer	Large, tufted carpet production facility
Customer identity confidential	20 patterned tufting machines
Advanced patterned product portfolio	14 ColorPoint and 6 Infinity machines
Annual yarn consumption	Approximately US$67.5 million
CreelMT deployment	10 systems supporting 20 machines

Headline commercial impact

Annual operating benefit	Working capital released	Overall program payback
Approximately US$14M	Approximately US$4.05M	Approximately 22 months

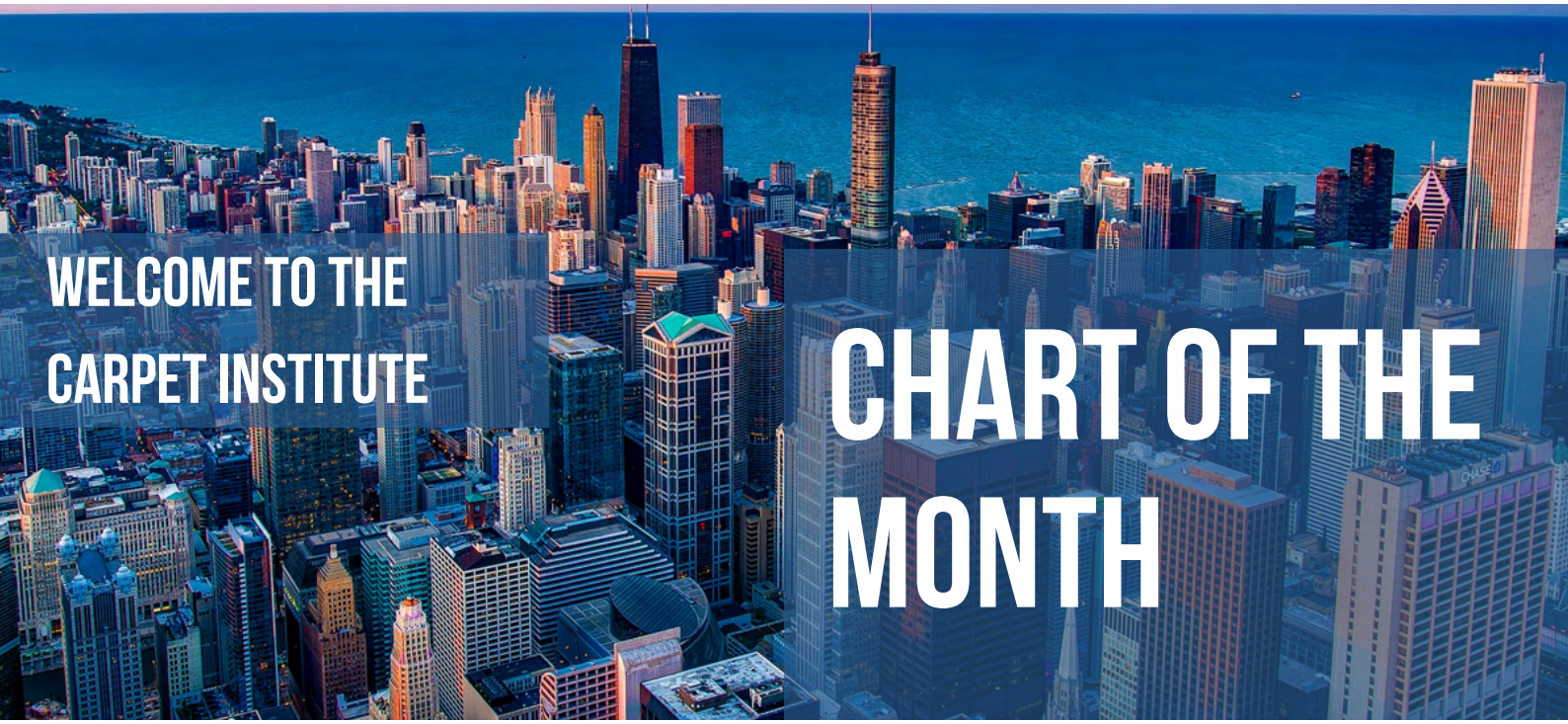
Customer identity and selected operational details have been withheld or amended to protect commercially sensitive information. The case and outcomes are based on an actual customer deployment.

CreelMT™ Customer Case Study | Confidential customer | Page 1

In September 2026, Modra Technology published a case study showcasing how its CreelMT™ automated yarn creeling system helped a major international carpet manufacturer reduce yarn waste, labour costs and production downtime.

The study highlights an estimated US$14 million in annual operating benefits, demonstrating the potential of automation to improve manufacturing efficiency.

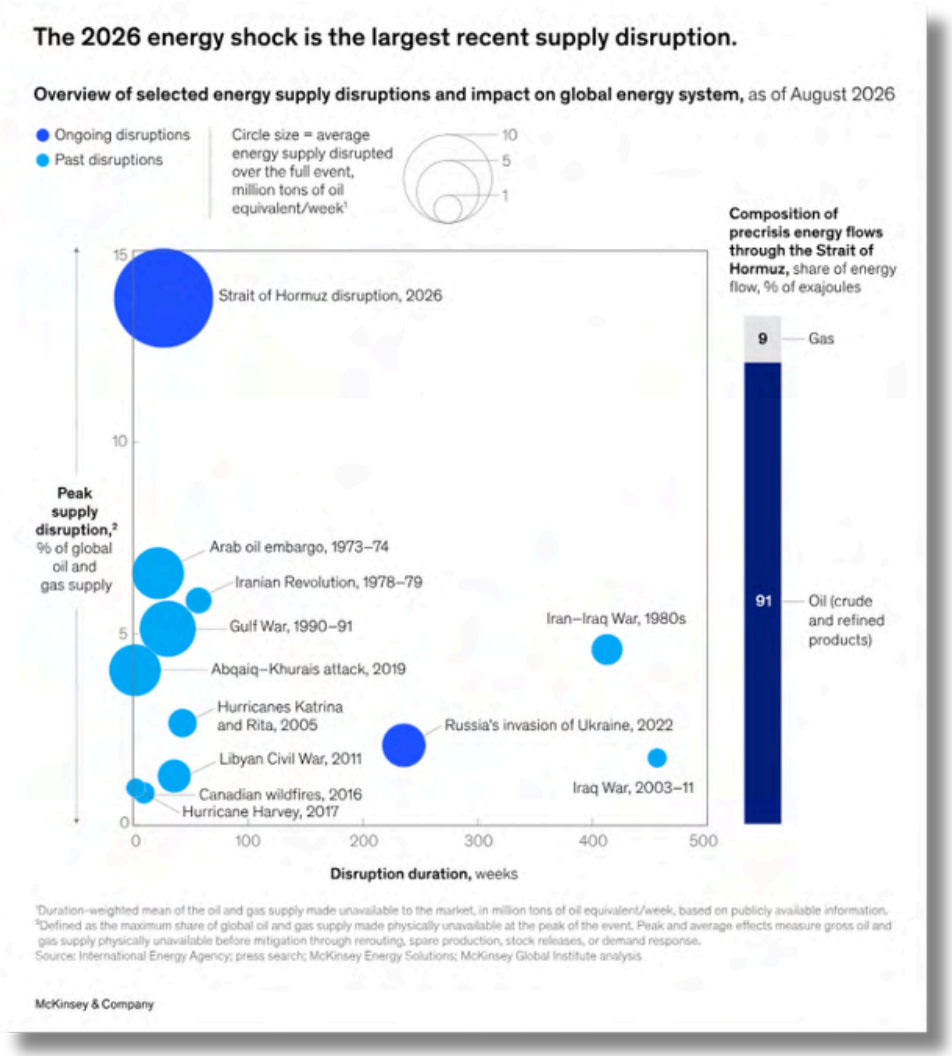
To read the full case study, simply click on the image to the left or click here to learn more.



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CHART OF THE MONTH

MCKINEY & COMPANY CHART OF THE WEEK



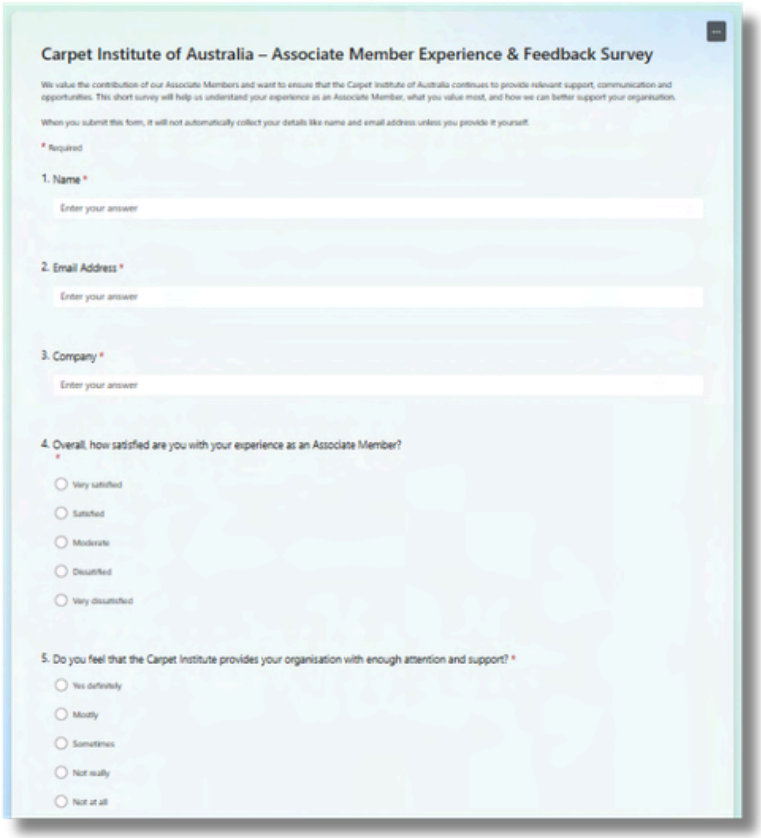
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FEEDBACK FORM

2026 ASSOCIATE MEMBER EXPERIENCE & FEEDBACK SURVEY



Carpet Institute of Australia – Associate Member Experience & Feedback Survey

We value the contribution of our Associate Members and want to ensure that the Carpet Institute of Australia continues to provide relevant support, communication and opportunities. This short survey will help us understand your experience as an Associate Member, what you value most, and how we can better support your organisation.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

1. Name *

Enter your answer

2. Email Address *

Enter your answer

3. Company *

Enter your answer

4. Overall, how satisfied are you with your experience as an Associate Member? *

- Very satisfied
- Satisfied
- Moderate
- Dissatisfied
- Very dissatisfied

5. Do you feel that the Carpet Institute provides your organisation with enough attention and support? *

- Yes definitely
- Mostly
- Sometimes
- Not really
- Not at all

We value our Associate Members and would love to hear from you! Your feedback is important in helping the Carpet Institute of Australia improve the support, communication and opportunities we provide.

This short survey is an opportunity to share your experiences, tell us what matters most to your organisation and help shape how we can better support our associate community.

We would really appreciate you taking a few minutes to share your thoughts!

To complete the survey, simply click on the image to the right or click here.



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Our community keeps growing!

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Stay connected with us across our social media platforms, where we regularly share fresh content and create new ways for our community to engage.

Our updates highlight how we support the carpet industry's commitment to quality and environmental sustainability through trusted grading and certification standards.

Follow us today and be a part of our journey!

Leave us a review on Google and let us know how we're doing!
Let us know what you think, we'd love to hear from you!