



**NEDGRAPHICS**  
INSPIRING CREATIVITY

# SUCCESS STORY BADE CARPET

## ABOUT

Founded in 2011 and headquartered in Gaziantep, Turkey, Bade Carpet is a major manufacturer and exporter of machine-made rugs and carpets.

With a production capacity of over 1,200,000 per month, the company exports to more than 50 countries worldwide.



## BUSINESS GOALS

Bade Carpet's mission is to transform creative design ideas into quality products using 28 production-ready machines and the assistance of 501 to 1,000 dedicated employees.

International customers rely on Bade Carpet's personalized approach to fulfilling business orders. Customers also depend on the speed and quality of Bade Carpet's services.

## BUSINESS CHALLENGES

Speed is a key principle that drives the decision-making process at Bade Carpet. In order to continue its mission of transforming design ideas into quality products, Bade Carpet must leverage the latest technologies available.

The implementation of new software within Bade Carpet's corporate infrastructure requires a significant amount of time.

It's important to the company that employees can offer professional services to customers with speed and without compromises on quality.



Complex Corporate Infrastructure



Time-Consuming Updates



Compromises on Quality

# THE NEDGRAPHICS SOLUTION

Bade Carpet used NedGraphics' solutions for design, coloring, production and collection management. The NedGraphics team constantly delivers new enhancements to its software solutions, ensuring that Bade Carpet's programs are always up to date.

By corresponding with NedGraphics, Bade Carpet leveraged cutting-edge technologies for specific carpet process and production needs.



Reliable Texcelle  
Solutions



Comprehensive  
Design Management



Fast Program  
Updates

## RESULTS

NedGraphics implemented Texcelle solutions to fulfill the design needs of Bade Carpet. The robust software allowed Bade Carpet to create designs from scratch, edit existing designs and manipulate scanned materials.

The Texcelle solutions were easy to use and offered tools that let users draw freehand, scale designs, apply gradients, place motifs and create complex repeat structures.

The speed and ease that NedGraphics provided also resulted in greatly reduced costs for Bade Carpet alongside increased customer satisfaction.

**Robust Software Enhancements**

**Reduced Overall Costs**

**Increased Customer Satisfaction**