

# Strengthening the Turkish Carpet Design Ecosystem

## Where Long-Term Collaboration Takes Root in Gaziantep

Progress in the carpet industry rarely arrives all at once. It takes shape through small, deliberate changes, including new ways of working between design and production, clearer communication between creative teams and decision-makers, and a growing confidence in the tools that support the work. In Türkiye, and especially in Gaziantep, these changes have been quietly taking shape, reshaping how the industry thinks about growth and continuity.



## A Strategic Partnership Rooted in Regional Growth

With a long-standing presence in Türkiye, NedGraphics has in recent years deepened its collaboration with Tasarım Akademisi, building on an established foundation of trust and industry engagement. What began as a strategic collaboration has grown into a steady, trusted presence, shaped by a clear respect for the region and its role in the global carpet industry.

Gaziantep, widely recognized as the heart of Türkiye's carpet manufacturing, has been central to this journey. The depth of technical expertise, creative heritage, and production knowledge found there set the tone for how the partnership developed, grounded in real workflows and real people.

Rather than pursuing quick momentum, the collaboration has focused on continuity. The goal has been to strengthen what already exists, supporting designers and manufacturers as they work, learn, and evolve together over time. Education and technology were never treated as separate tracks, but as interconnected parts of the same ecosystem.

This work was shaped through close collaboration under the direction of Sinem Süder Niemeyer, Regional Sales Director for Asia and Africa. Together, with local partners, they established a framework that balanced NedGraphics' strategic direction with strong regional execution, allowing local expertise to guide adoption and training in ways that felt natural and relevant.

The result has been a partnership shaped by care, consistency, and clarity of purpose, one that reflects a shared belief that lasting regional growth comes from staying closely aligned with how design and production realities meet on the ground.



## Roles That Turn Strategy Into Practice

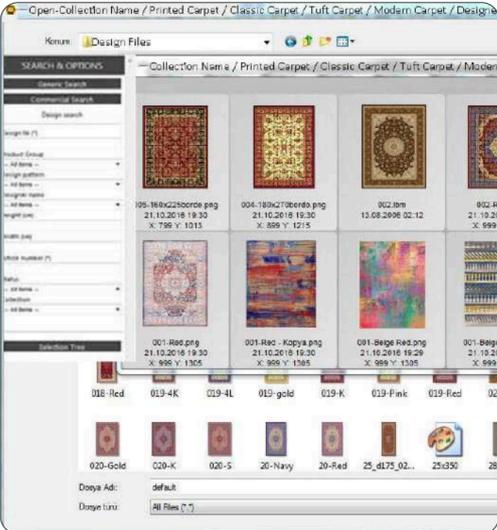
What has made this partnership particularly rewarding is the way leadership and creativity have met with genuine enthusiasm and purpose.

Ali Hayta anchored the collaboration through executive-level communication and thoughtful commercial alignment, guiding manufacturers through digital transformation with clarity and trust. His role has helped ensure that conversations about technology remain practical, strategic, and rooted in long-term value.

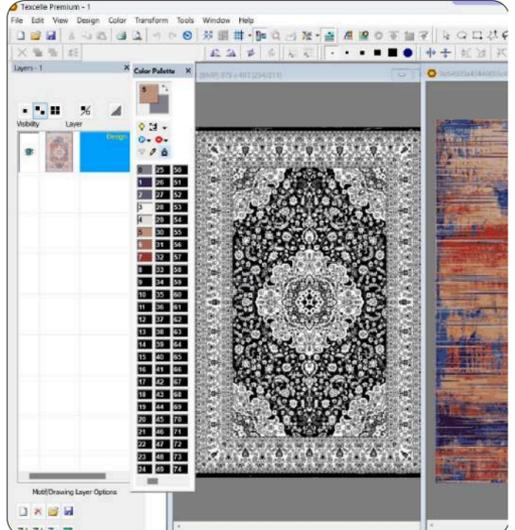
At the same time, Ayşegül Hayta infused the partnership with creative energy, working closely with designers to turn software into polished, production-ready results. Her leadership has reinforced confidence at the design level, showing how the right tools, when paired with strong creative direction, can unlock remarkable outcomes.

This combination of structure and inspiration has been a highlight of the collaboration, and a point of shared pride for everyone involved.

Equally important has been the collective effort behind the scenes. The strength of the Tasarım Akademisi team, working closely with the dedicated NedGraphics Asia and Africa team, has been central to translating strategy into day-to-day progress. Their shared commitment, consistency, and hands-on collaboration have ensured that the partnership is experienced not only at a leadership level, but across design studios, training environments, and production teams.



credits: tasarimakademisi



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Long-standing NedGraphics users were reactivated through renewed engagement and updated training. Design and production teams strengthened their interaction with digital workflows, leading to faster iterations and more consistent results. Advanced design capabilities were adopted with greater confidence, supported by education that respected existing expertise rather than replacing it.

Perhaps most importantly, trust increased. Manufacturers and designers demonstrated stronger long-term commitment, not only to the software itself but to the partnership model that supported it.

These results reflect progress measured in capability, confidence, and continuity.



## A Partnership Model Built for Durability

The NedGraphics x Tasarım Akademisi collaboration offers a model that extends beyond a single region.

Strategic direction from NedGraphics provided a stable technological foundation. Local operational and commercial alignment ensured relevance and responsiveness. Creative and educational excellence through Tasarım Akademisi enabled designers to translate technology into meaningful outcomes.

This balance has proven effective because it acknowledges real-world constraints such as time, accuracy, cost, and sustainability, while still leaving room for creative ambition.

## Looking Ahead With Stability and Intent

In an industry shaped by both heritage and innovation, progress is rarely driven by technology alone. It emerges when tools, education, and leadership reinforce one another over time.

The partnership between NedGraphics and Tasarım Akademisi shows how long-term commitment, when paired with deep regional collaboration, can quietly elevate an entire ecosystem. For Gaziantep and the broader Turkish carpet industry, it reflects a steady, practical path forward grounded in shared responsibility and mutual respect.

It is this kind of partnership that supports not just adoption, but lasting growth.

### Your NedGraphics Team

