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FOR IMMEDIATE RELEASE

Karndean Designflooring Sets New Standard For ‘Livable Luxury’

With Fresh Wood- And Stone-Inspired Looks, Art Select Collection Combines Sophisticated Design And Commercial-Grade Durability

EXPORT, PA – With new wood- and stone-inspired looks for its high-end Art Select collection, Karndean Designflooring is setting the standard for premium luxury vinyl flooring. The collection elevates luxury vinyl design to an artform, combining cutting-edge technology and hands-on craftsmanship to replicate hardwood and stone in exacting detail.

With the launch of the new designs in May 2024, Art Select will feature more than 45 wood and stone looks in a broad spectrum of tones. Art Select product is made with a top-of-the-line 30 mil wear layer, and all designs are available in both gluedown and – new with this launch – rigid core for installation. The addition of rigid core to the Art Select collection provides retailers with another important option in meeting their customers’ needs.

“Exceptional design is an essential element of the Karndean DNA,” says Jenne Ross, Karndean director of product. “We’re proud to be capturing the natural characteristics of these beautiful woods and stones with an unprecedented level of artistry – and we’re excited for the retailers who will use Art Select to help homeowners create living spaces that are at once luxurious and comfortable.”

Sophisticated Design

The woods and stones that inspire Karndean designs are sourced from around the world – forests and lumberyards to remote mountain quarries. In the skilled hands of the Karndean design team, the natural characteristics of the source materials are replicated and enhanced, capturing the distinctive grains, textures and markings of the original wood and stone. Along with commercial-grade durability, the 30 mil wear layer allows the design team to use advanced techniques that elevate the realism and sophistication of the Art Select product.

The new Art Select wood designs are inspired by American hickory, European oak and English ash. Hand-sculpted embosses, unique to Art Select, and beveled edges enhance the character and realistic look of the flooring.

Stone-inspired Art Select designs feature an emboss with smooth matte finish that minimizes reflection, preventing the ultra-realistic visual print from being obscured. The emboss also mimics the smooth finish of original source materials such as marble and onyx. Rounded bevels accentuate individual tiles to showcase the visual designs.

Every Karndean design is an original, each with a story that’s just as unique.



Coming to the Art Select collection in May, Calacatta D'Oro (LM33 | AKT-LM33) offers the luxurious look of marble from one of Italy's oldest mountain quarries.

Livable Luxury

Art Select offers consumers “livable luxury,” allowing them to bring the opulent look of often prohibitively expensive materials into their home – including stones, such as the semi-precious gemstone onyx, that are unsuitable for flooring in their natural state. Beautifully replicated as premium luxury vinyl with a top-of-the-line 30 mil wear layer, consumers can achieve these aspirational looks in a waterproof, scratch-resistant, easy-to-clean flooring product, with every design available in 3 mm thick gluedown and 7 mm thick rigid core with a 5G® locking mechanism.

Sophisticated design to commercial-grade durability, Art Select offers unparalleled style and performance. The official launch of the new designs is scheduled for May.

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Link to photo:

<https://designflooring.brandworkz.com/bms/?link=C0440A6D>

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About Karndean Designflooring

Karndean Designflooring creates premium luxury vinyl inspired by wood and stone from around the world. In doing so, we offer customers the personal touch of a family-owned business – something we’re proud to have been since the start in 1973. With operations in the United States, United Kingdom, Australia, New Zealand and Canada, we have hundreds of expertly crafted, strikingly realistic designs, offering the natural beauty of hardwood and stone flooring while delivering the durability and performance of premium luxury vinyl. Learn more at www.karndean.com.