

Industry Update

V4 Woodflooring Invests Millions In New Virtual Reality Design Centre

A new £3 million design centre in Woking, which will offer architects, builders, specifiers and customers the opportunity to see v4 Woodflooring products in individual room settings, is set to become a reality.

Chris Vincent, Owner of v4 Woodflooring, has been granted planning permission to build a 6,000 sq ft showroom and office extension to the existing v4 warehouse at Greenbays Park.

Work will shortly begin on the 'v4 World' design centre, which will enable the company to showcase its luxury flooring products and wall panels in an aesthetically-pleasing environment.

The state-of-the-art design centre will be equipped with the latest technology, including virtual reality goggles to allow customers to visualise the flooring in place. Customers will also benefit from a café, and the centre will host training days for installers and educational events for schools to discuss how best to protect the environment and sustainability in business.

V4 supplies retailers with quality and responsibly-sourced hardwood flooring, with a unique collection of 50 hardwood floors. It also offers Panneau wooden cladding, which is made from recycled timber ranging from old industrial and farm buildings to reused wine casks.



In addition, the company supplies the innovative and versatile Concrete wall and floor eco-friendly, pre-cast concrete panels, which are lightweight, easy to install and work in almost any interior space without any of the difficulties of traditional concrete flooring

Chris Vincent, Managing Director of v4 Woodflooring, said: "This is a major multi-million pound investment for the company and one which we are very excited about.

"The new design centre will assist customers to see the full ranges, locate retailers and talk to our knowledgeable team about the best products for their bespoke project.

"We expect great interest from architects and specifiers of larger schemes, or those working with high-end brands."

The builder appointed is Mark Wright and the architect on the project is Woking-based Ray Freeland, of BFF Fielding.

www.v4woodflooring.co.uk

Karndean Staff Raise Hundreds For Hospice With Charity Bikeathon

Staff from Karndean Designflooring have raised nearly £1,000 for St Richard's Hospice by taking part in a charity bikeathon.

Team Karndean 'Velo Drones', consisting of five Karndean employees, got on their bikes to cycle 64 miles around the Worcestershire countryside to help raise vital funds for St Richard's Hospice, which cares for patients and families in Worcestershire living with life-limiting illnesses.

Despite the gruelling mileage and the opportunity to cycle a shorter distance, all five members completed the full 64 miles.

Richard Crook, Operations Director for Karndean Designflooring, said: "The bikeathon was a challenge for all of us, but it was also very rewarding as the money is going to such a worthy cause.

"St Richard's Hospice makes a huge difference to the quality of life for patients and their families and I'm grateful to all my teammates who took part and worked hard to raise these vital funds. We'd also like to extend our appreciation to the dedicated organisers who made the event such a success."



It's not the first time we've partnered with St Richard's Hospice. Back in July 2015 a team of ten employees tackled a 45 mile Paddle, Plod and Pedal challenge raising nearly £3,000 in memory of a much loved colleague.

Ria Simons, fundraiser for St Richard's Hospice, commented: "We're so pleased Karndean sent a team of cyclists to join our bikeathon – the support we have received from the local community is astonishing and we are very thankful. All of the participants gave it their all and we'd like to congratulate them for their efforts as well as pass on our gratitude."

St Richard's Hospice provides free specialist palliative care for patients living with life-limiting illnesses and supports their loved ones. Each year the hospice team supports more than 3,000 patients, family members and the bereaved in Worcestershire.

To donate to the team's JustGiving Page, [click here](#).

www.karndean.com/en-gb/floors

The Ones to Watch...

To help you get an idea of what to expect at this year's Flooring Show, here's a sneak peek at just some of the big names to look out for and the products they will be showcasing.



Karndean Designflooring
Stand C25/26

Luxury vinyl flooring specialist Karndean Designflooring is set to unveil four new wood designs to accommodate the growing trend for 'room to room' floor patterns at The Flooring Show 2017, as part of its newly-updated Art Select Woods collection.

Tapping into the constantly-evolving trend for adding grey in the home, Karndean will introduce the cool and sophisticated multi-tonal grey hues of Storm Oak to its premium Art Select collection in a matching full length plank (1219mm x 178mm), parquet (228mm x 76mm) and basket-weave (305mm x 76mm, 114mm x 114mm) format.

With an existing Spring Oak full length plank and parquet design already available, the collection will also welcome a new Spring Oak basket-weave design.

These new designs are ideal for homeowners looking to achieve the same colour floor 'room to room' with an alternative format or as a standalone rug effect to break up individual spaces.

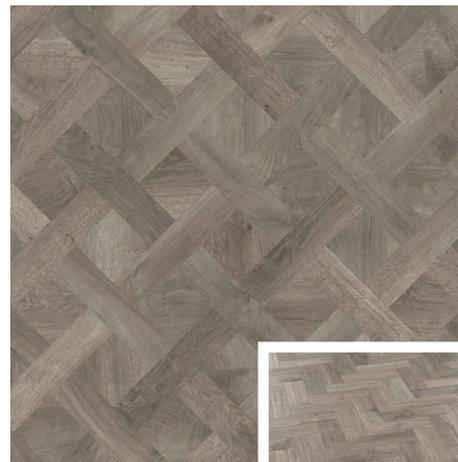
Scott Cochrane, UK Retail Sales Director of Karndean Designflooring, said: "With traditional dark and rich brown

tones already available as part of our Art Select Oak Royale collection, our new cool grey tone will be extremely popular with homeowners looking for a more contemporary feel.

"Having the same design in three different formats will allow our independent retail network to impress homeowners with a new option for achieving a consistent feel throughout the home. We're expecting 'room to room' floor designs to become an even more popular trend going forward.

"Likewise, we know traditional basket-weave effects are back in style and homeowners are often looking to pair them with parquet or full length designs. Our newest basket-weave designs are perfect for a statement hallway or highlighting key areas such as a dining space."

Visitors to the stand will also get the opportunity to see Karndean's innovative new rigid core collection, Korlok, with 12 new authentic wood designs (1420mm x 225mm), inspired by European and North American woods.



Korlok can be installed over most existing hard surface floors or uneven subfloors without the worry of exposing any imperfections underfoot, thanks to its innovative K-Core technology. It features a superior 5G vertical click locking mechanism and pre-attached acoustic foam backing for quick and easy installation.

It can also reduce noise transfer to rooms below up to 19dB, without the need for separate underlay, making it ideal for a busy playroom, home office, bedroom or loft conversion.

Scott added: "The Flooring Show is the most prominent platform for us to unveil our new Art Select Woods update and Korlok collection. Our customers can expect to see new designs, point of sale and live demonstrations, as well as having the opportunity to meet with our team of dedicated retail business managers."

www.Karndean.com