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FOR IMMEDIATE RELEASE

'We Want To Help Them Grow'

Karndean Designflooring Puts Focus On Premium Products – And Strong Partnerships – At SURFACES 2024

EXPORT, PA – “Better By Design.”

That’s the message from Karndean Designflooring to retailers attending SURFACES Jan. 24-26 at Mandalay Bay Convention Center in Las Vegas.

Better products. Better retailer support. Better for their business.

All from a better partner.

“Our commitment to retailers starts with providing stylish, high-quality luxury vinyl flooring their customers will love,” says Bill Anderson, Karndean CEO. “But ultimately, it’s bigger than that. Our job is to be a partner retailers can count on. We can do more than support their business – we want to help them grow.”

Stylish New Designs For 2024

Inspired by wood and stone from around the world, every Karndean design is an original, with a story just as unique. At SURFACES Booth 2221, Karndean is showcasing new designs from two distinctly different collections: Karndean LooseLay – [recently recognized by Design Journal with an ADEX Platinum Award](#) – and Art Select.

With a variety of new designs in stock now, Karndean LooseLay delivers all the style, durability and performance of Karndean premium luxury vinyl in an installation format that combines key benefits of gluedown and floating floors – specifically, the customization and creative possibilities of gluedown flooring while requiring only minimal adhesive and subfloor preparation.



Shorebird Ash (LLP360) is a new design in the Karndean LooseLay collection. LooseLay features proprietary SureFit™ technology, which, unlike rigid core flooring, eliminates the need for transition strips in large spaces.

In May, the high-end Art Select collection also will be refreshed with new wood- and stone-inspired designs. Setting the standard for premium luxury vinyl flooring, the Art Select collection elevates 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, Art Select will feature more than 45 wood and stone looks in a broad spectrum of tones – all with a top-of-the-line 30 mil wear layer, and all available in gluedown and rigid core for installation, ensuring customers have the right option for any space.



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.

Destination: Main Street

New, trend-forward designs are just one highlight of the Karndean booth at SURFACES. The luxury vinyl leader also wants retailers to know how it can help them grow.

For independent flooring retailers accustomed to serving homeowners, light-commercial business – or so-called ‘Main Street commercial’ business – can be unfamiliar territory. But Karndean is ready to help them approach it with confidence, starting with the very same premium luxury vinyl flooring homeowners choose for its combination of style, durability and performance.

Karndean is also an established leader in commercial flooring, serving sectors ranging from healthcare, senior living and education to hospitality and multi-family. The combination of the company’s product portfolio and commercial expertise is invaluable for retail partners who want to expand their business with small and mid-sized projects.

“We’re uniquely positioned to help retailers grow with light commercial,” Anderson says. “The same Karndean luxury vinyl they’re already selling to homeowners is going to provide everything these businesses need, from the right style and color to durability and performance.”

Retailers seeking to expand to Main Street projects can count on Karndean for:

+ Commercial-grade LVT, including product with a 30 mil wear layer

+ Strong inventory and quick order turnaround

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West Coast Distribution, 4230 N 5th Street, Suite 100, North Las Vegas, NV 89030
Central Distribution, 14201 Sovereign Road, Suite 141, Fort Worth, TX 76155

+ Sales and customer service teams with commercial-project expertise

“There are opportunities up and down Main Street,” Anderson says. “Dentist offices, legal offices, accountants, flower shops, coffee shops, bars, restaurants – over and over, our flooring has proven to be exactly what these folks need. As a family-owned business ourselves, we take a lot of pride in small businesses partnering with other small businesses.”

Cheers To Retailers!

Karndean also is using its SURFACES booth to celebrate retailers, showcasing their favorite installations as part of a contest – with a \$500 gift card awarded to one lucky winner. Booth visitors can take part in a scavenger hunt, as well, with 200 square feet of Karndean luxury vinyl as a prize for one randomly selected participant. For retailers unable to attend, Karndean has created a [“virtual booth”](#) – although the online version won’t be hosting an open bar like Booth 2221 in Las Vegas.

Trust. Confidence. Partnership.

Ultimately, Anderson says, what retailers at SURFACES should know is that Karndean is more than a flooring supplier – it’s a partner retailers can count on.

“We offer a premium product, and we only sell it through independent flooring retailers – not the big-box stores,” Anderson says. “There’s nothing more important than the relationships with our retailer partners, and everything we do is focused on empowering them to succeed.”

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Links to photos:

<https://designflooring.brandworkz.com/bms/?link=1DEC331B>

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

For press inquiries:

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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.

