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FOR IMMEDIATE RELEASE

Karndean Designflooring Adds Stylish New Designs To LooseLay Collection
LooseLay Luxury Vinyl Combines Creative Possibilities With Fast, Easy Installation

EXPORT, PA – There’s a brand new reason to love Karndean LooseLay – 13 of them, actually.

Karndean Designflooring has just added 13 trend-forward designs to the popular collection. 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.

“From installation to performance in the home, Karndean LooseLay provides a unique combination of benefits,” says Jenne Ross, Karndean director of product. “We’re excited to offer retailers and their customers even more stylish new options.”

Engineered For Performance

It’s all possible because of the K-Wave® friction-grip backing. While the backing’s primary function is to hold the flooring in place, it also reduces noise to lower floors – perfect for upstairs bedrooms or playrooms – and provides extra cushion for comfort. The product is also engineered with proprietary SureFit™ technology, which provides extra dimensional stability and eliminates the need for expansion gaps and transition strips – a key difference from rigid core.



Shorebird Ash (LLP36) is a new design in the Karndean LooseLay collection. LooseLay features proprietary SureFit™ technology, which eliminates the need for expansion gaps and transition strips in large spaces.

Remove, Reuse, Reduce

Karndean LooseLay planks and tiles are easily removed if damaged by sliding furniture, appliances or heavy objects. Pieces also can be lifted and reused. The ability to remove and reuse Karndean LooseLay – which comes with a lifetime residential warranty – extends the product lifespan and makes it more sustainable. Durable, high-quality flooring reduces impact on the waste stream, as well as resources needed to manufacture, transport and install replacement flooring.

The Right Look For Any Space

With the addition of 13 new looks inspired by wood from around the world, the Karndean LooseLay collection now includes more than 40 different wood and stone designs in a broad spectrum of color tones, providing a stylish option for an interior design approach. Inventory is available now, and the new designs will be live on our website, www.karndean.com, on Feb. 15.

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Link to photo:

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

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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.