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FOR IMMEDIATE RELEASE

### **Artistry, Craftsmanship And An Uncompromising Commitment**

*LVT Supplier To Showcase Design Excellence For Retailers At SURFACES 2025*

EXPORT, PA – The name says it all: Karndean Designflooring.

Combining artistry and craftsmanship with cutting-edge manufacturing technology, the family-owned LVT supplier operates with an uncompromising commitment to offering retailers the industry’s most beautiful wood- and stone-inspired designs.

That commitment will be showcased once again at SURFACES 2025, Jan 28-30 in Las Vegas, where retailers will get their first look at the supplier’s stylish new designs for 2025.

“We appreciate the partnership of each and every Karndean retailer,” says Bill Anderson, Karndean CEO. “Year in and year out, we’re proud to support those relationships with beautiful new LVT products for their showrooms. Ultimately, our retailer partners trust they’re getting a product they can sell with confidence, and their customers are getting stylish, durable flooring they’re absolutely going to love.”



*Karndean will welcome visitors to **Booth 2647** on the Mandalay Bay Convention Center floor.*

### **25 For '25**

Karndean will introduce 25 stylish new LVT designs this year. The new wood- and stone-inspired designs broaden the LVT supplier’s assortment with on-trend colors that complement popular interior design aesthetics. Featuring Karndean’s signature artistry and attention to detail, every design is an original inspired by wood and stone from around the world.

+ 10 new designs for the Korlok collections – rigid core / 20 mil wear layer

+ 11 new designs for the Opus collection – gluedown / 20 mil wear layer

+ Four new designs for the Knight Tile collection – gluedown and rigid core / 12 mil wear layer

Jenne Ross, Karndean director of product, says that both the wood- and stone-inspired designs were thoughtfully developed to offer homeowners a broader color palette for creating the perfect space.

“Flooring is just one piece of the puzzle for homeowners. It needs to work holistically within that larger living space, which, ideally, will reflect their style aesthetically while accommodating their lifestyle functionally,” Ross says. “Our new designs were created to complement a variety of popular interior design aesthetics that shape the look, feel and function of an entire space.”



*New for 2025: Vermeer Oak WP427*

### **New Retailer Resource**

Karndean retailers can look forward to more than beautiful new products at SURFACES. The LVT supplier is also introducing Karndean Design Aesthetics – holistic perspectives that shape the look, feel and function of an entire space. Represented by life-sized vignettes at SURFACES, each aesthetic expresses a distinctive style and mood, with curated flooring recommendations to help homeowners re-create that aesthetic in their own space.

The three Karndean Design Aesthetics are:

**Prana:** Cozy spaces inspired by the calm and relaxation of yoga breathing exercises.



**In CTRL:** Modern, minimalist spaces inspired by the sleek design of the digital age.



**Mix + Max:** Maximalist, mood-enhancing spaces that express creativity while sparking imagination.



Julie Thomas, Karndean retail channel manager, says retailers can use the Karndean Design Aesthetics to offer a more personal, boutique-like experience to customers.

“We want to help our retailer partners give customers a first-class buying experience, from inspiration through installation,” Thomas says. “Karndean Design Aesthetics will be a valuable addition to their selling toolbox. They’ll give our retailers additional expertise that inspires confidence, while providing a personal touch that differentiates their business.”

### **Karndean x Ty Pennington**

Karndean is excited to continue its partnership with Ty Pennington in 2025 – a partnership inspired by a shared passion for design.

In the weeks leading up to SURFACES, the “Ask Ty Anything!” contest has given Karndean retailers an opportunity to win a shoutout for their business in a social media video from the HGTV star. Through the final day of SURFACES (11:59 pm PST Jan. 20), retailers are able to [submit questions](#) about flooring trends or interior design, with three submissions randomly selected. Winners, who also will receive a \$100 gift card, will be notified Feb. 10.

Karndean retailers also have an opportunity to win 200 square feet of flooring for their showrooms at SURFACES, simply by taking a selfie with a life-sized image of Ty in the Karndean booth. Retailers can learn more by visiting Booth 2647.



*Pennington used contrasting tiles for his own twist on a classic checkerboard installation at a carriage house in Savannah, Ga.*

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#### **Images and links:**

Link to Better By Design Image:

<https://www.dropbox.com/scl/fo/d3dbdpo429g22wh26dbxp/AN2-nb45t6tX8YxaltPkK5Y?rlkey=c8w8yckqfaxhjoaq9mqqrkg6&st=mb8yrvmu&dl=0>

Link to Vermeer Oak: <https://designflooring.brandworkz.com/bms/?link=Gx9sjZZJ>

Link to Prana image: <https://designflooring.brandworkz.com/bms/?link=BwcpnJp0>

Link to In CTRL image: <https://designflooring.brandworkz.com/bms/?link=W6p1ChTX>

Link to Mix + Max image: <https://designflooring.brandworkz.com/bms/?link=0tRZG1ti>

Link to Ty Pennington image:

<https://www.dropbox.com/scl/fo/stjkpsm1wms5un30d2m07/AOLHHBjtUlpCBdF2qj0gPbi?rlkey=xseqki78wbbumkcljpxxmlm08&st=in0p1uwk&dl=0>

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### **About Karndean Designflooring**

Karndean Designflooring manufactures LVT inspired by wood and stone hand selected 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 provide the resilient-flooring industry's most beautiful wood- and stone-inspired designs in a product that meets the practical demands of commercial installation and performance. Learn more at [www.karndeancommercial.com](http://www.karndeancommercial.com).