

Karndean Designflooring  
NeoCon  
6 June 2018

## **FOR IMMEDIATE RELEASE**

### **KARNDEAN DESIGNFLOORING CHALLENGES GUESTS TO “SEE FLOORING DIFFERENTLY” AT NEOCON®**

EXPORT, PA – Karndean Designflooring invites the interior design community to “See Flooring Differently” June 11-13 at the company’s booth at NeoCon at Chicago’s Merchandise Mart. From original visuals to designability and ordering, Karndean Designflooring’s unique approach to luxury vinyl will change the way you see, design and specify flooring. As NeoCon celebrates its 50<sup>th</sup> year, journey through the 45-year history of Karndean Designflooring in booth #7-8116, from its humble beginnings in 1973 in the United Kingdom to the release of its Spring 2018 Collection.

#### **Spring 2018 Collection**

The Karndean Designflooring product development team seeks out expressive and intriguing forms in nature to develop its unique visuals and combines these features with cutting edge design. Among the 24 new Spring 2018 visuals is Grey Riven Slate, which appears on the booth floor directly below a 300-pound piece of slate that inspired the design. Other new designs include American black walnut, shuttered concrete, European oak and pine, and Australian spotted gum.

An extension of the award-winning Korlok Select range, Korlok Reserve is the newest rigid core collection from Karndean Designflooring. From the classic, yet rustic design of Vintage Oregon Oak sourced from the Pacific Northwest, to the sleek, matte grays of Tavern Oiled Oak, this collection of woods is an eclectic mix of rustic, limed, and oiled visuals. Korlok Reserve is available in 48” x 7” planks with a 2G locking mechanism and 20mil wear layer.

#### **Commercial Flooring Solutions**

Each of the company’s three award-winning, waterproof formats (gluedown, loose lay and rigid core) allows designers to “design flooring differently,” without the limitations common to hardwood, tile and other hard surface flooring. See the impact of Designflooring throughout the booth, including grouted wood designs, intricate blends, and design trend drivers ranging from art deco to color pop.

Karndean LooseLay’s multi-directional designs can be installed quickly and easily in any space with minimal adhesive and minimal disruption to employees and patrons. Karndean LooseLay allows for an easy transition to carpet tile, its planks and tiles may be individually replaced, and it reduces noise transfer by 13dB.

The Korlok Select and new Korlok Reserve rigid core collections continue a tradition of excellence in design and performance. The Karndean Designflooring waterproof K-Core is 100% PVC, ensuring a stronger, more stable core for installation over most existing hard floors without exposing subfloor imperfections; while its pre-attached acoustic foam backing reduces sound transfer by 22dB. Only Korlok Select features the HoldFast 5G locking mechanism, guaranteed to keep planks together at the end seams by its 15-year HoldFast Commercial Warranty.

Both Korlok and LooseLay Longboard received a 2017 Good Design™ Award by The Chicago Athenaeum: Museum of Architecture and Design.

Stop by booth #7-8116 on Monday, June 11 from 3-5 CT to help Karndean Designflooring celebrate NeoCon|50. See each of these award-winning Karndean Designfloors and change the way you see flooring!

Image link: <https://designflooring.brandworkz.com/BMS/?link=5CEBE214>



LooseLay - French Grey Oak LLP308 Korlok Reserve . Aged Spanish Oak RCP6535. Opus . Fumo SP216

For press inquiries or alternative images, please contact Emil Mellow, Director of Public Relations, Karndean Designflooring. Email: [emil.mellow@karndean.com](mailto:emil.mellow@karndean.com). Tel: 724-691-6968.

Notes to editor:

### **About Karndean Designflooring**

At **Karndean Designflooring**, we see flooring differently. We believe in creating spaces that inspire a personal connection. We focus on sourcing natural products, enhancing their character, and developing floors that are beautifully designed and easily designable. By offering a wide range of colors, textures and finishes, our products allow you to create looks that are unique to your home or business and are guaranteed to last. With a passion for creating floors which are both stylish and practical, we're here to help customers find the right floor for their space, needs and unique style.

For more information about the company, and to view its full range of flooring products, please visit [www.karndean.com](http://www.karndean.com), or follow us on Facebook (<http://www.facebook.com/KarndeanDesignflooring>), Twitter Residential (<http://www.twitter.com/KarndeanFloors>) or Twitter Commercial (<http://www.twitter.com/KarndeanComm>).

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