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## **FOR IMMEDIATE RELEASE**

### **Karndean Designflooring to Showcase “Designing Flooring Differently” at NeoCon®**

EXPORT, PA – Luxury vinyl tile flooring specialist Karndean Designflooring invites interior designers, architects and specifiers to change the way they see and design flooring from June 10-12 in NeoCon® booth 7-8116. From product development to design flexibility and premium performance, the unique Karndean Designflooring approach to luxury vinyl allows for the creation of engaging and memorable environments.

“The product development team at Karndean Designflooring travels the world in search of intriguing natural forms, combining the very best features and details in our original product designs,” Director of Marketing Jenne Ross said. “We hand-selected materials to inspire our latest visuals from Hawaii, the Baltic region of Europe, the Midwestern United States, and the English countryside, for example. With Karndean Designflooring, interior designers have access to products that can’t be found with any other flooring supplier.”

With a palette of nearly 50 new colors across a suite of gluedown, loose lay and rigid core constructions, there is a unique visual and format to suit any project setting. Designs within the new spring 2019 collection allow the beauty of rare, and in some cases extinct, woods to live on in luxury vinyl. From American Chestnut and Reclaimed Hickory within the Art Select 30mil gluedown range to American Pine in the LooseLay Longboard 20mil range, and Hawaiian Koa in the Korlok Select 20mil rigid core range, guests will experience the journey from hand-selected natural materials to final luxury vinyl product. Kiosks throughout the booth will feature aspirational moodboards that pair influential colors with the latest Karndean Designfloors.

On Monday, June 10 from 3-5pm, guests are invited to booth 7-8116 to travel the globe and see the inspiration behind some of these new designs, completing a passport along the journey. Guests can enter their completed passports for a chance to win an American Express gift card to use for some inspirational traveling of their own.

#### **Layout Flexibility**

The beauty of Karndean Designflooring is its versatility. Define a space and add visual interest with the more than 250 product choices. In today’s market, it is more important than ever to create an engaging environment that sets interior design professionals apart from “DIY” designers. Karndean Designflooring gluedown and loose lay products are multi-directional, allowing designers the freedom to decide the layout that makes the best aesthetic and practical use of the space. Available in a selection of three American barnwood-inspired products, and a groundbreaking development within the rigid core segment, are the company’s new click-locking herringbone planks. Sized 24” x 6”, these planks are the perfect marriage of rigid core technology and in-demand design.

See how impactful a Karndean Designfloor can be and experiment with a combination of Karndean Designflooring products at the booth’s magnetic design board. Follow along on social media using #DesignFlooringDifferently.



*Reclaimed Chestnut (Art Select), Urban Fabric Oak (LooseLay Longboard)*



*Salvaged Barnwood (Korlok Select herringbone), French Oak (Van Gogh rigid core)*

High-resolution photos are available for download here:

<https://www.dropbox.com/sh/tvzib79ijpqa70o/AACmo5kQojUpcXUe-sdpEGsxa?dl=0>

For press inquiries or alternative images, please contact Kat Caringola, Communications Manager, Karndean Designflooring. Email: [katherine.caringola@karndean.com](mailto:katherine.caringola@karndean.com). Tel: 888-266-4343 x2006.

Notes to editor:

**About Kardean Designflooring**

At **Kardean 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.kardean.com](http://www.kardean.com), or follow us on Facebook (<http://www.facebook.com/KardeanDesignflooring>), Twitter Residential (<http://www.twitter.com/KardeanFloors>) or Twitter Commercial (<http://www.twitter.com/KardeanComm>).

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