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**FOR IMMEDIATE RELEASE**

**New Retailer Resource: Introducing Karndean Design Aesthetics**  
*A Selling Tool To Help Homeowners Choose The Right Floor For Their Space*

EXPORT, PA – Karndean Designflooring retailers can look forward to more than beautiful new products in 2025. The LVT supplier is also introducing Karndean Design Aesthetics – holistic perspectives that shape the look, feel and function of an entire space. Each aesthetic represents a distinctive style and mood, with curated flooring recommendations to help homeowners re-create that aesthetic in their own space.

With a history of innovation stretching back more than 50 years, Karndean has always been one step ahead in offering stylish, on-trend flooring designs that allow homeowners to bring their vision to life.

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.”

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.



Karndean will showcase the aesthetics with life-sized vignettes Jan. 28-30 at SURFACES, **Booth 2647**. Print and online resources will be available in the spring.

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**Image links:**

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>

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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).