



# The brief

Located in Hamilton, Ontario, Dermody's Funeral Home proudly embraces traditional values, diversity and innovation in honouring the spirit and life of each person they serve. When renovating their reception area, Judy Dermody from Dermody's Funeral Home looked to Stradwick's Flooring for options and recommendations. Knowing Judy wanted a statement floor, the team at Stradwick's recommended a visit to the Karndean showroom for a design consultation. After one visit to the showroom, Judy knew Karndean was the right solution for their project.



**Sector:** Hospitality

**Client:** Dermody's Funeral Home

**Partnered Retailer:**  
Stradwick's Flooring

**Area:** 1,700 sq. feet

**Location:**  
Hamilton, Ontario



## The concept

When designing the reception area, Judy wanted the floor that would help tie in the other elements of her space, and settled on Dusk Oak from the premium Art Select range. To further tie in the design elements and create a unique look, a tramline border was selected using DS10 Chalk and DS06 Chocolate: "I wanted a bespoke floor and it needed to have a light toned design strip to tie into our colour scheme. The liming on the plank and the Chalk design strip border is the perfect accent I needed to bring the space together."

The statement floor didn't end with the design strip border, Judy took it one step further choosing to lay the floor in a herringbone pattern. The herringbone pattern, not only makes for a stunningly designed space by also helps create a sense of direction encouraging the flow of traffic into the adjoining rooms.

# The look

"I went to every flooring store from Burlington, Hamilton to St. Catherine's and the Niagara area trying to find the right floor on my own before Stradwick's recommended Karndean. There were lots of floors out there but never the variety I found with Karndean. I have never seen vinyl design strips before and they were perfect to create customized spaces."

"I wanted a product that not only looked good, but was also hygienic and knew that Karndean flooring doesn't harbour dirt and grime like a carpet would. My husband wanted carpet and I wanted LVT, so we ended up compromising a little bit of both, we were so happy we could achieve a seamless look with the two options throughout."

"The process from selecting the floor to the day it gets installed was seamless. We had no issues with getting the floor or having it installed in an efficient manner, and the final result is stunning thanks to the Stradwick's Flooring team."

Product used: ■ Dusk Oak **HC03** | DS10 Chalk | DS06 Chocolate





# Products specified:



## Art Select

	Standard	Result
Size		36" x 6"
Thickness		3.0 mm (1/8")
Wear layer		0.7 mm (30 mil)
Guarantee	Commercial Residential	20 years* Lifetime*
Bevelled edge		Micro

\* Subject to terms.

Manufactured to ISO 9001

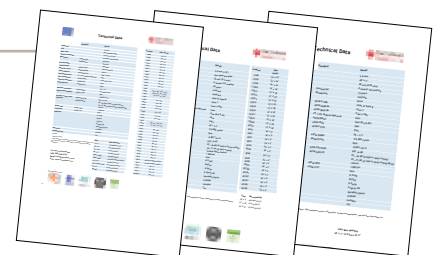


Dusk Oak HC03

## Technical information

To view the full technical specification for each of our product ranges visit our website:

[karndean.com/commercialtechdata](http://karndean.com/commercialtechdata)



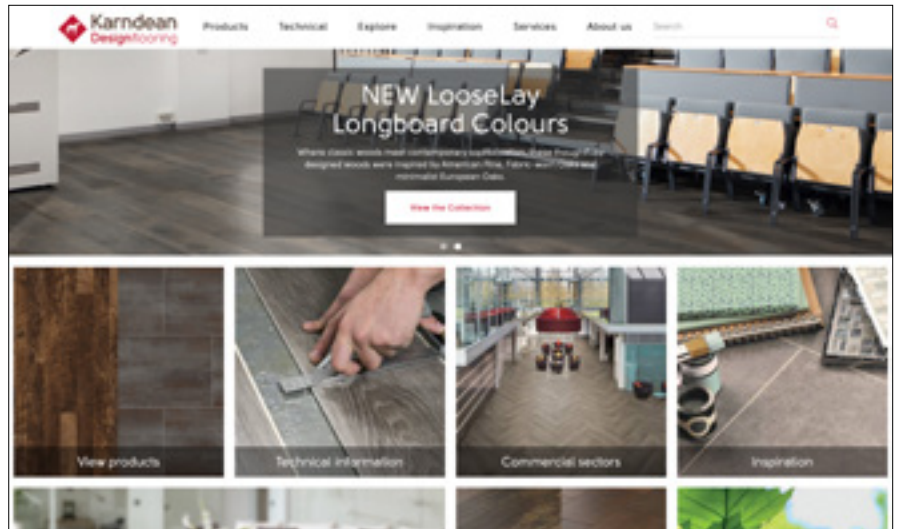
# Feeling inspired?

We have a variety of tools available to help you achieve the look you desire for your project:

## Commercial website

Our dedicated commercial website is the best resource to finding more information about our products, installation instructions and commercial services available to you.

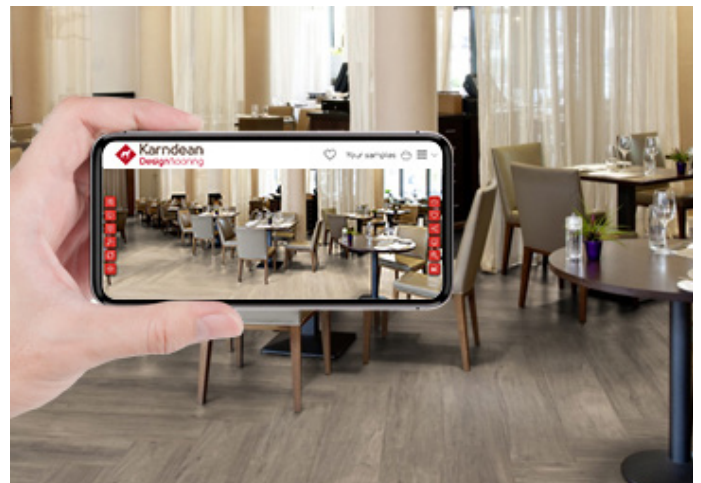
[karndean.com/commercial](http://karndean.com/commercial)



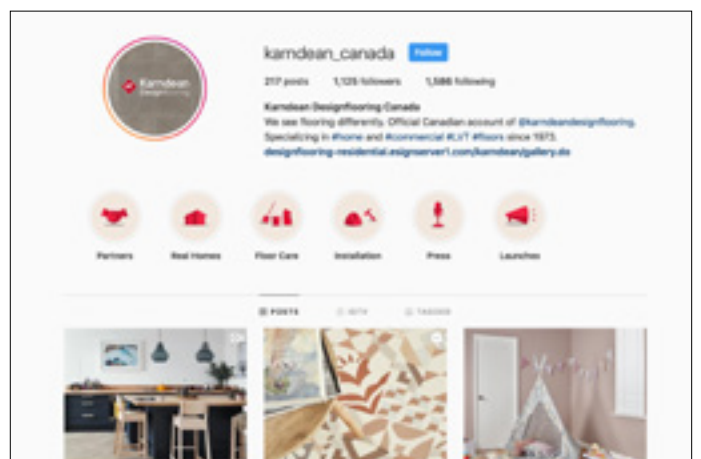
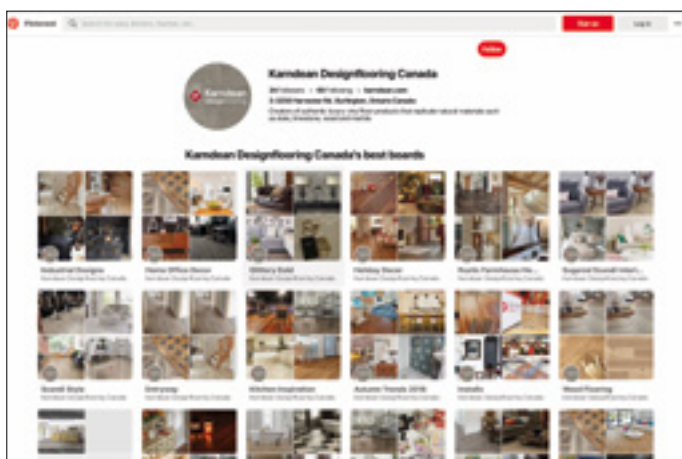
## Commercial floorstyle

Check out our interactive room viewer, Floorstyle. Play around with different floor designs, laying patterns and design features using either our examples of typical commercial settings or upload a photo of a project you're currently working on to choose a floor to suit.

[karndean.com/commercialfloorstyle](http://karndean.com/commercialfloorstyle)



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