



Karndean  
Designflooring  
Commercial



Cambria Hotel

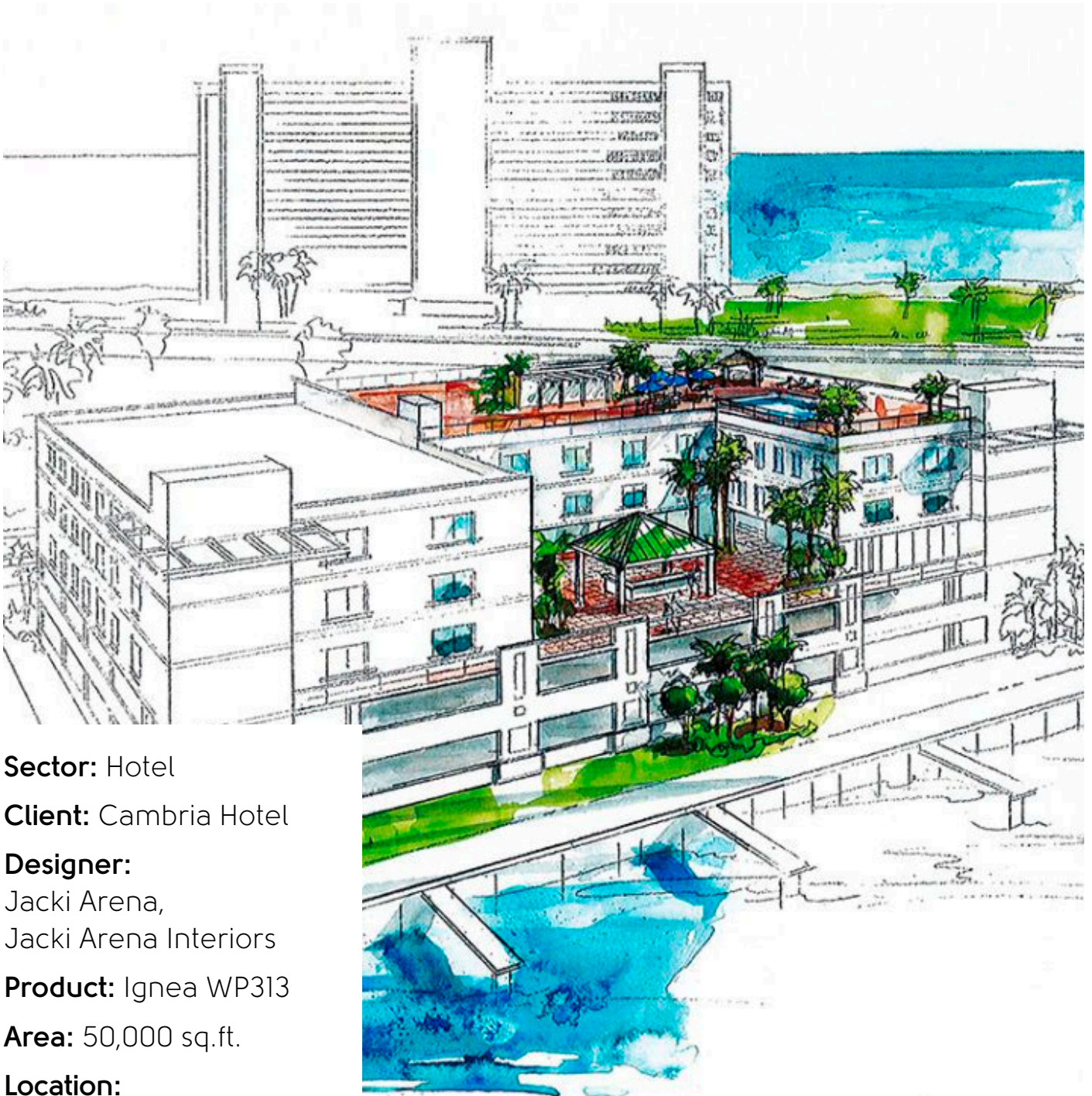
| Hotel



# The Challenge

In a resort destination like Madeira Beach, Florida, the hotel landscape is quite competitive. As Cambria planned a new property in this competitive market, Jacki Arena, owner and principal of Jacki Arena Interiors, felt that this property required unique flooring when compared with the standardized look and feel of other chain hotels across the country.

“We wanted to tell the story of Madeira Beach, with its rich history of pirates and sea turtles; and so, the aesthetic reflects the Gulf Coast views and sea life you’ll find in the area,” Arena said.



**Sector:** Hotel

**Client:** Cambria Hotel

**Designer:**

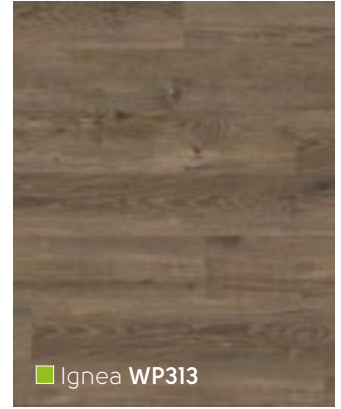
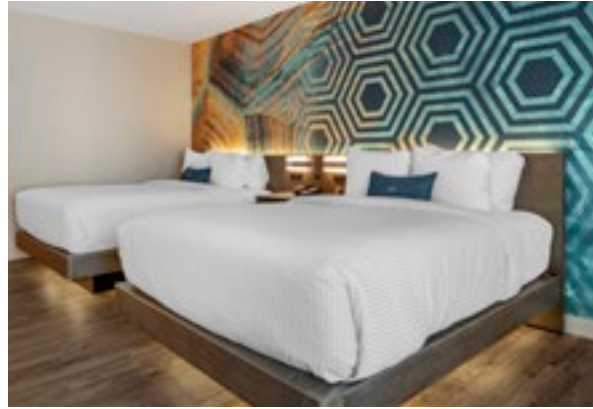
Jacki Arena,  
Jacki Arena Interiors

**Product:** Ignea WP313

**Area:** 50,000 sq.ft.

**Location:**

Madeira Beach, FL



## The Solution

Arena had played a large role in developing and designing the Cambria brand prototype a few years prior and was familiar with the performance of Karndean Designflooring in this type of application.

“We did a lot of research on LVT when creating the brand prototype. At that time, we just loved the depth of the material and texture, the durability and how authentic it looked installed. We specified Karndean for the Cambria brand prototype and it has been extremely successful, so we wanted to use it for this custom Cambria hotel as well.”

According to Arena, the biggest flooring concern with this project was finding a color to complement the rest of the custom palette, with underwater-inspired blue/greens and golds that radiate the same warmth and energy one feels after spending a day in the Gulf Coast sun.

“The flooring needed to feel suitable for a beach destination regarding color, texture, and durability. LVT is most practical when sand and water are variables.”

After reviewing color options, Arena chose Ignea WP313, a 20mil wood look product from the Karndean Opus range. The rustic grain detailing and natural coloring within the 6” x 36” planks make for a versatile floor that complements a range of interior styles, from modern rustic to urban.



# The Results

Used in the 125 guestrooms, suites and guest baths, Karndean planks are a hygienic and easy to clean floorcovering that can easily be replaced. Karndean products are nonporous and do not trap dirt and dust and can be easily maintained by on-site staff without the need for harsh or odorous chemicals. Unlike carpet, should a piece of Karndean luxury vinyl become damaged, it can be individually replaced without the need to pull up the entire floor.

"The feedback from the owner, operations and guests is it is easy to clean and gives guests the sense of cleanliness and spaciousness. Looks fabulous!"

Products used: ■ Ignea **WP313**







# Products Specified:



## Opus

	Standard	Result
Size		36" x 6" (915 mm x 152 mm)
Thickness		2.5 mm
Wear layer		20 mil (0.50 mm)
Warranty*	Commercial Residential	15 years Lifetime
Beveled edge		Micro
Slip resistance**	ASTM D2047	Pass (Dry 0.89)
Acoustic impact noise reduction	ASTM E2179-09 ASTM E492-09	ΔIIC = 4 dB IIC = 44 dB (6" Concrete Slab w/Drop Ceiling) IIC = 71 dB (6" Concrete Slab w/Drop Ceiling +QuietChoice)

\* Subject to terms.

\*\* Slip resistance is measured on freestanding ex-factory product. Slip resistance can be affected by many factors including but not limited to: product installation and underlayment, surface contamination, use, wear and how the product is maintained. Textural variation along the surface of the product can affect nominal values.



■ Ignea WP313

## Technical Information

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

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



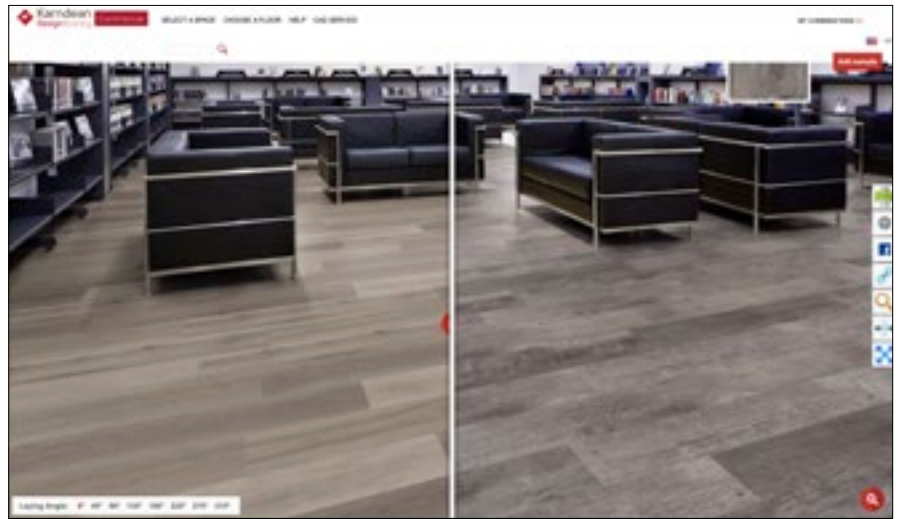
# Feeling Inspired?

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

## Floorstyle Floor Designer

Once you've narrowed down your color choices, use our free interactive design tool to upload a photo of your project and experiment with lay patterns, download CAD files and request samples.

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

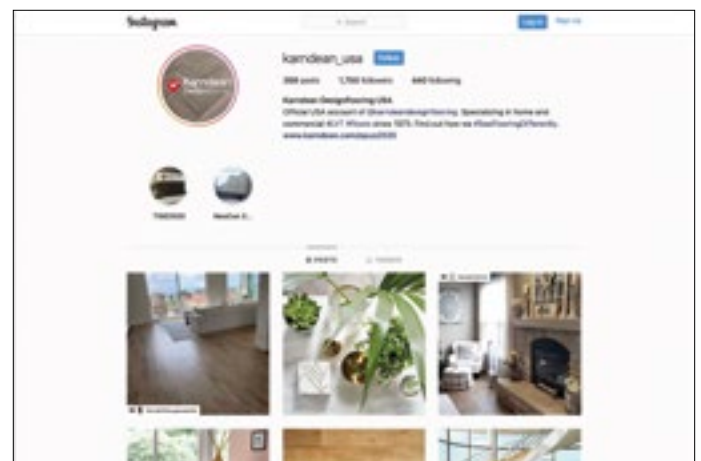
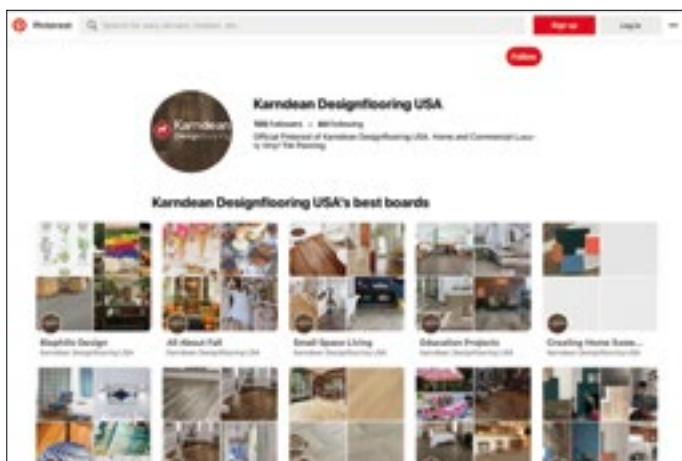



## Digital Product Library


Browse our digital library of commercial luxury vinyl flooring, including our Product Selector and architectural folders, organized by product range and type of visual.

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

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