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FOR IMMEDIATE RELEASE

'A Product That Checks All The Boxes'

Karndean Designflooring Helps Retailers Expand Business Beyond Residential To Main Street Commercial

EXPORT, PA – There's good news for flooring retailers in 2024.

Many have a real opportunity to expand their business.

The better news?

They can do so with a product they already know, from a supplier they already trust.

For independent flooring retailers accustomed to serving homeowners, light-commercial business – or so-called 'Main Street commercial' business – can be unfamiliar territory. But Karndean Designflooring is ready to help them approach it with confidence, starting with the very same premium luxury vinyl flooring homeowners choose for its combination of style, durability and performance.





Karndean luxury vinyl is a key element of the award-winning interior design aesthetic at The Dental Gallery in Waco, Texas.

Karndean is also an established leader in commercial flooring, serving sectors ranging from healthcare, senior living and education to hospitality and multi-family. The combination of the company's product portfolio and commercial expertise is invaluable for retail partners who want to expand their business with small and mid-sized projects.

"We're uniquely positioned to help retailers grow with light commercial," says Bill Anderson, Karndean CEO. "The same Karndean luxury vinyl they're already selling to homeowners is going to provide everything these businesses need, from the right style and color to durability and performance."

Retailers seeking to expand to Main Street projects can count on Karndean for:

- + Commercial-grade LVT, including product with a 30 mil wear layer
- + Product guaranteed for up to 20 years in commercial settings
- + Product in three installation formats: gluedown, loose lay and rigid core
- + Product that offers creative and custom lay-pattern possibilities, including zoning
- + Strong inventory and quick order turnaround
- + Hundreds of designs across a broad spectrum of color tones
- + Sales and customer service teams with commercial-project expertise

"There are opportunities up and down Main Street," Anderson says. "Dentist offices, legal offices, accountants, flower shops, coffee shops, bars, restaurants – over and over, our flooring has proven to be exactly what these

folks need. As a family-owned business ourselves, we take a lot of pride in small businesses partnering with other small businesses.”

A Partner Retailers Can Count On



Robison Design Flooring used Karndean luxury vinyl to create a classic look for a barbershop.

Robison Design Flooring is a family-owned retailer in Rigby, Idaho. Owner Jody Robison can attest to Karndean premium luxury vinyl as the right solution for Main Street.

“Our business clients want to customize their space and make a great first impression with their customers. They also want flooring that’s durable and easy to maintain,” Robison says. “By offering Karndean luxury vinyl and the ability to create custom installations, we know our clients are getting a premium product that checks all the boxes with regard to their flooring requirements.”

Anderson says that, in the big picture, Karndean is more than a flooring a supplier – it’s a partner retailers can count on.

“We offer a premium product, and we only sell it through independent flooring retailers – not the big-box stores,” Anderson says. “There’s nothing more important than the relationships with our retailer partners, and everything we do is focused on empowering them to succeed.”

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About Karndean Designflooring

Karndean Designflooring creates premium luxury vinyl inspired by wood and stone 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 have hundreds of expertly crafted, strikingly realistic designs, offering the natural beauty of hardwood and stone flooring while delivering the durability and performance of premium luxury vinyl. Learn more at www.karndean.com.