

**Jan. 26, 2026**

**FOR IMMEDIATE RELEASE**

**SURFACES 2026: Karndean Designflooring To Reveal New Designs For Popular Collection**

*Retailers Can Preview LooseLay Visuals Ahead Of Late-Spring Launch*

EXPORT, PA – Karndean Designflooring retailers have seen strong interest in the luxury vinyl supplier's LooseLay collection, as more and more homeowners discover everything the collection has to offer. This year, there figures to be even greater interest, with the upcoming addition of 10 stylish new wood- and stone-inspired designs.

Retailers can get their first look this week at SURFACES, Booth 2847, ahead of the official late-spring LooseLay launch. But that's just one of the highlights of the week for Karndean CEO Bill Anderson.

"We always look forward to SURFACES," Anderson says. "It's a special opportunity to see all of our customers and reaffirm our commitment to being a strong, reliable partner for anything they may need, in 2026 and beyond."

**'A Unique Combination Of Benefits'**

The spring launch will give homeowners more stone-inspired LooseLay options to choose from. The seven new visuals represent three types of stone that are expected to be market drivers in 2026 and beyond: three travertine designs (18" x 36"), three terrazzo designs (24" x 24") and one marble design (24" x 24").

Three beautifully crafted wood designs – one inspired by koa and two inspired by elm – will be added to the collection, as well.



*Launching in late spring, Corsini Marble (LLT223) is one of many new stone-inspired additions to the Karndean LooseLay collection.*



*Koa Kai (LLP372), featuring intense red tones and distinctive wavy grain, will be available to consumers in late spring as part of the Karndean LooseLay collection.*

Retailers and homeowners have embraced loose lay luxury vinyl for combining the layout possibilities of gluedown and the fast, easy installation of rigid core. It's all possible because of Karndean's K-Wave® friction-grip backing. Planks and tiles can be cut and laid for custom layouts, like a gluedown product, with adhesive required only around a room's perimeter. The sound-absorbing backing also reduces noise between upper and lower levels of a home while providing comfort underfoot.

Featuring a 20 mil wear layer, LooseLay is manufactured with SureFit® technology for enhanced dimensional stability, eliminating the need for expansion gaps and transition strips.

"From installation to style and performance in the home, Karndean LooseLay provides a unique combination of benefits," says Jenne Ross, Karndean Director Of Product. "We're excited to offer retailers and their customers even more stylish new options this year."

#### **Also At Booth 2847**

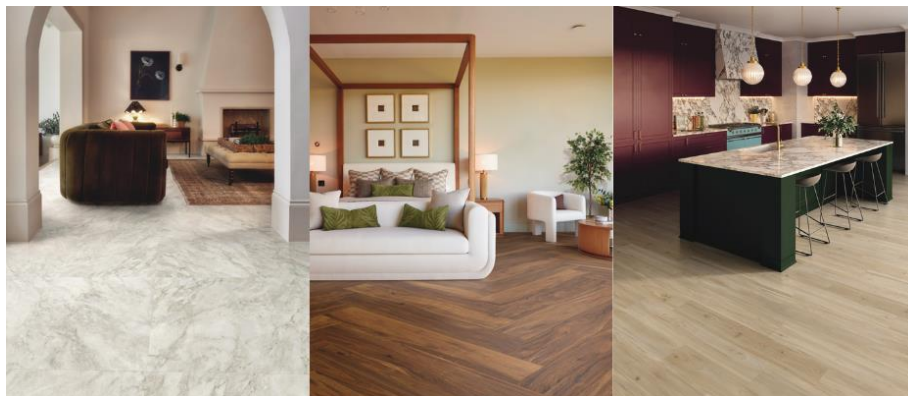
+ Retailers can see new elm-, oak- and pine-inspired designs for the Van Gogh collection. Van Gogh has a 20 mil wear layer, and every design is available in both gluedown and rigid core for installation. The new designs will launch during the second half of 2026.



*Coming late summer 2026: Indy Urban Elm (VGW148T | SCB148) will be part of the Van Gogh collection, available in both gluedown and rigid core.*

+ The supplier will introduce three new Karndean Design Aesthetics for 2026. Just like 2025, each aesthetic will represent a distinctive interior design style, with curated flooring recommendations to match.

“It’s not unusual for homeowners to have trouble choosing a floor that complements an entire living space,” says Julie Thomas, Karndean Senior Retail Channel Manager. “Retailers can use the design aesthetics as a selling tool to guide customers to a floor they’ll love.”



*Retailers can explore the 2026 Karndean Design Aesthetics at SURFACES, Booth 2847.*

+ To celebrate the 2026 Karndean Design Aesthetics, Karndean will have a special prize giveaway at SURFACES. Each of the three 2026 aesthetics will have a display that includes a QR code – booth visitors who scan the QR code will be entered to win a Karndean Design Aesthetics sales kit.

## Retailer Education

While new products often steal the show at SURFACES, the educational programming is an opportunity for retailers to strengthen their business in a different way, with knowledge and insight that will benefit them for years to come.

Karndean Designflooring – the only flooring manufacturer to deliver presentations as part of the educational programming – will host two sessions, both early in the week:

### *Sustainability: Beyond Going Green*

Monday, Jan. 26 – 3-3:50 PM

Islander Ballroom, North Convention Center

Jamie Shaw, Karndean Group Sustainability Director, will share expertise retailers can use to address the needs of sustainability-minded customers.

### *How To Set Your Business Apart And Sell More*

Tuesday, Jan. 27 – 10:45-11:15 AM

Tise LIVE Theatre, Booth 3509

Julie Thomas, Karndean Senior Retail Channel Manager, will describe how retailers can provide a customer experience that captures business, creates repeat business and generates word of mouth.

### **Photo link:**

<https://www.dropbox.com/scl/fo/n9aybjspwyxn0wokpsat4/AOn83iyrKilswO0u6AyFx3Y?rlkey=gj2jl1zhgn8a659l1al1z80a8&st=kasgd3i2&dl=0>

### **For press inquiries:**

Please contact Samantha Thomas, Media Marketing Specialist, Karndean Designflooring. Email: [samantha.thomas@karndean.com](mailto:samantha.thomas@karndean.com). Tel: 888-266-4343 x 2012.

### **About Karndean Designflooring**

Karndean Designflooring manufactures luxury vinyl flooring 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 luxury vinyl designs in a product that meets the practical demands of both residential and commercial installation and performance. Learn more at [www.karndean.com](http://www.karndean.com).

