

Jan. 26, 2026

FOR IMMEDIATE RELEASE

First Look: 2026 Karndean Design Aesthetics At SURFACES
Retailer Sales Tool Helps Homeowners Choose A Floor They'll Love

EXPORT, PA – “We know that choosing a floor can be challenging, and even stressful, for a lot of homeowners.”

Julie Thomas, Karndean Designflooring Senior Retail Channel Manager, says retailers have an opportunity to do more than sell a floor when a homeowner walks into the showroom. They have an opportunity to create an exceptional experience that sets their business apart.

This week at SURFACES, retailers can learn more about creating that exceptional experience with Karndean Design Aesthetics, a resource for helping homeowners choose the perfect floor. The Karndean booth (2847) will feature displays showcasing the new design aesthetics for 2026. Each design aesthetic represents a particular interior design approach, with curated flooring recommendations to match.

“Homeowners can identify which aesthetic most closely represents their style – or, if they’re not certain, the aesthetics can provide inspiration for a vision they want to achieve,” Thomas says. “It all allows the retailer to get to know customers and provide a more personalized experience, with the ultimate payoff of guiding homeowners to a floor they’ll love.”

The Karndean Design Aesthetics for 2026 are:

Senti

Peaceful spaces that create a feeling of meaningful connection.



T: (888) 266 4343 | F: (800) 887 7043 | E: info@karndean.com | W: karndean.com

Corporate Headquarters, 1100 Pontiac Court, Bushy Run Corporate Park, Export, PA 15632

West Coast Distribution, 4230 N 5th Street, Suite 100, North Las Vegas, NV 89030

Central Distribution, 14201 Sovereign Road, Suite 141, Fort Worth, TX 76155

Luma

Biophilic spaces that bring nature and technology into harmony.



Dopa-Mine

Delightful spaces inspired by the joy and satisfaction of a dopamine release.



To celebrate the 2026 Karndean Design Aesthetics, Karndean is having a special prize giveaway. Each of the new design aesthetics booth displays includes a QR code – booth visitors who scan the QR code will be entered to win a deluxe Karndean Design Aesthetics sales kit.

Karndean Design Aesthetics for 2026 will officially launch in the spring, supported by marketing collateral, product knowledge sessions and homeowner-facing information on the Karndean website.



See the 2026 Karndean Design Aesthetics this week at Booth 2847.

Photo link:

<https://www.dropbox.com/scl/fo/n9aybjspwyxn0wokpsat4/AOn83iyrKilswO0u6AyFx3Y?rlkey=gj2jl1zhgn8a659l1al1z80a8&st=3q6f5091&dl=0>

For press inquiries:

Please contact Samantha Thomas, Media Marketing Specialist, Karndean Designflooring. Email: 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.