

Jan. 21, 2026

FOR IMMEDIATE RELEASE

### **Karndean Designflooring To Host Retailer Education At SURFACES**

*One Session To Focus On Sustainability; A Second Will Address Retailer Strategy*

EXPORT, PA – 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.

"There's a misconception that sustainability refers only to manufacturing products that are quote-unquote 'eco-friendly,'" Shaw said. "By understanding the concept a bit differently, retailers will have unique expertise to lean on. People are often surprised to learn what meaningful sustainability actually entails."

Retailers can learn more about the presentation and add it to their planner [here](#).

#### **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.

"Choosing a floor can be stressful for homeowners," Thomas said. "Specialty retailers have a unique opportunity to get to know their customers, which makes it far more likely those customers will buy a floor they love. Every time a customer walks into the showroom, it's more than an opportunity to sell a floor – it's an opportunity to create an exceptional experience."

Retailers can learn more about the presentation and add it to their planner [here](#).

#### **See What's New At Booth 2847**



Karndean Designflooring will be on the SURFACES floor at Booth 2847, where retailers can get a firsthand look at what's new in 2026, including beautifully crafted wood- and stone-inspired luxury vinyl in all three installation formats – gluedown, rigid core and loose lay.

Along with products, Karndean also will introduce its 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.

SURFACES takes place Jan. 26-29 at Mandalay Bay Convention Center in Las Vegas. Retailers can learn more about Karndean at SURFACES on the luxury vinyl supplier's [website](#).

**Photo link:**

<https://www.dropbox.com/scl/fo/avadthi5ctwxtnnu16a0a/AlmIYNxUUL5FhdOv5q5n42l?rlkey=p3o208c4ec8kefbhna4miehq&st=qygdk6t&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).