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Karndean Designflooring presents new dual format designs inspired by the natural world

The UK's market leader in luxury vinyl flooring, Karndean Designflooring, is introducing its biggest collection update yet with new designs inspired by moments of nature sourced throughout the world.

The updated Van Gogh collection features new designs in additional format and tile size choices, including on-trend herringbone and chevron. Having taken its Van Gogh range into dual format territory in 2020, Karndean flooring is expanding the collection with **24 brand new designs**, including its **first stone designs**, as well as bringing further format and size choices to a number of existing designs.

Inspired by the beauty of the natural world and materials sourced from around the world, Karndean's refreshed range offers unrivalled versatility to create bespoke interiors that ooze elegance whilst also supporting health and wellbeing and contributing to a sustainable built environment.

Presenting a wide selection of contemporary wood and stone styles and colourways, from cool greys and calm neutrals to warm tones, the collection is expected to find favour in a variety of settings, from residential and community living to commercial spaces such as workplaces, higher education, retail and hospitality.

Fleur Carson, commercial sales director at Karndean Designflooring, said: "Van Gogh has long been our most popular range in co-living developments, and it has continued to see significant growth in

commercial applications. We see design as an endless journey so we are always striving to improve our offering to meet the latest requirements of the interior design world and the evolving sustainability demands of our built environment.

“Now celebrating our 50th year in the industry, Karndean is trusted as a manufacturer of authentic flooring designs that meet both aesthetic and technical specifications of any project. Known for never resting on our laurels, this launch expands our Van Gogh range to a total of 70 wood and stone designs in a convenient choice of sizes and formats. This unsurpassed versatility offers specifiers a whole different level of creative freedom, from the ability to take the same design over different subfloor conditions to incorporating imaginative patterns and colour combinations.”

The Van Gogh range is introducing nine brand new wood designs, including four characterful Highland Oaks, two rustic Farmhouse Oaks and two warm American Cedars. Designers looking to conceive distinctive and playful interiors will also welcome the introduction of a chevron plank to three Brushed Oak colourways. The 28” x 7” chevron plank broadens the opportunities to incorporate different laying patterns for visual interest and a sense of movement.

Incorporating stone designs into the Van Gogh range for the first time has elevated its design potential, generating endless scope for bespoke flooring using a combination of wood and stone designs. Inspired by stones sourced from across Europe, 15 striking new designs feature the beauty and elegance of marble, slate and terracotta. The large tile size of these designs, including a new 18” x 36” tile, serves to accentuate and enhance the natural textures and variation found in the original samples.

Whether opting for a rigid core format over uneven or drying subfloors, or creating one-off designs with gluedown, specifiers will appreciate how this comprehensive Van Gogh range inspires and enables unique yet cohesive interiors with the durability to stand the test of time.

Offering enhanced acoustic benefits and easy to install with a click-locking mechanism, Karndean’s rigid core designs come with a colour matched scotia for a seamless finish. The Van Gogh range comes with an Environmental Product Declaration and the reassurance of a 15 year guarantee for commercial settings and a lifetime guarantee for residential settings.

For more information on Karndean’s Van Gogh range, visit www.karndean.com/newvg

Ends

639 words

For press enquiries or image requests, please email Claire Ryan, PR & digital manager at Karndean Designflooring: claire.ryan@karndean.co.uk, Tel: 01386 820185 Mobile: 07808 772660.

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Notes to editors:

Karndean Designflooring

Our design process begins with a meeting...with nature. We see flooring differently. Pushing the boundaries has to be an adventure of discovery. It's why we travel the world for inspiration. From the ancient European woodlands to the Australian outback, we pack our bags and go there. Every time, we connect with something extraordinary that shapes our every step. It's how we bring the unimaginable, inspired from the outdoors, indoors. **Design is an endless journey.**

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Meet the new Van Gogh designs

Farmhouse Oak: Blond Farmhouse Oak VGW136T, Silver Farmhouse Oak, VGW137T

Our Farmhouse Oaks were inspired by original source material from Holland: decades old painted floorboards that over time had seen the paint wear away, leaving a worn patina with remnants of colour across the boards. With a growing trend in the market for painted woods, our designers recognised that these boards offered a shabby chic feel that morphs to suit different interiors.

Highland Oak: Glenmore Oak VGW8237, Croftmore Oak VGW8240, Hayfield Oak VGW8241, Aviemore Oak VGW8242

The inspiration for our beautiful Highland Oak designs came from the floorboards of an old railway station, tucked away in the Highlands of Scotland. Our design team hand selected planks featuring interesting characteristics that would take on subtle colour variation. The well-balanced cracks and marks give the design a maturity that is not overpowering while the addition of a registered emboss brings the designs to life and showcases the grain movements of the original boards.

American Cedar: Smoked School Cedar VGW138T, Natural School Cedar VGW142T

Known for its durability and fragrance, cedar is a commonly used in decking and furniture. Inspiration for our school cedar design came from a trip to the Pacific Northwest, where our team came across these reclaimed cedar boards that had been salvaged from a private school in San Diego.

Distressed Oak: Light Country Oak VGW139T and VGW139-SCB introduces the appearance of unfinished, classic oak without the need for waxing or sanding. This lighter, cooled down version of our very popular Country Oak is suited for a wide range of interior styles including rustic, transitional and Scandinavian.

Antique Cotta: Pebble Grey VGT2410

When thinking of terracotta, most people think of the reddish orange tiles, common in Southern Europe and Mexico. In Northern Europe a lighter variant is more common with a palette that includes blues, greys and creams. Inspired by a batch of reclaimed terracotta from France, our designers experimented with different colouring techniques to reproduce the classic, neutral design in a contemporary hue.

Breccia Marble: Tortora Breccia Marble VGT3018, Grigio Breccia Marble VGT3019, Luna Breccia Marble VGT3020, Bianca Breccia Marble VGT3021

"Breccia" "rubble" in English is so called due to tiny bits of rocks that become embedded in the marble as it forms. When quarried, the resulting slabs feature an array of different fragments that have been forced

together over time to create one solid rock. Offered in a new large 18" x 36" tile to show off the natural variation of the product, our designers have introduced different colours that suit modern tastes.

Calacatta Marble: Palazzo Marble VGT2413 and SM-VGT2413

Calacatta marble has long been recognised around the world for its striking beauty and was allegedly Michelangelo's favourite stone to carve from. Calacatta has two essential features: a pure white background and clear bold veining. These make it unique in the world of marble and our design team were keen that our first Calacatta design reflects the original's quality and aesthetic.

Spanish Marble: Bronze Castello Marble VGT2416, Grey Castello Marble VGT2417, Dove Costello Marble VGT2418, Graphite Costello Marble VGT2419

Our Castello marble design was inspired by the distinctive marble from Valencia known as "gris pulpis". Traditionally the original has a brown, earthy base with white, chalky striations. Generally sold with a highly polished finish, we have chosen a more matte feel for our design that improves the day-to-day usability of a floor underfoot.

Italian Slate: Milanese Slate VGT2420, Tuscan Slate VGT2421, Roman Slate VGT2422, Venetian Slate VGT2423

Slate continues to be a popular look in flooring and with our new Italian Slates, our designers wanted to introduce a subtle variation to this known classic. The directional markings within the tiles are vertical rather than horizontal and tiny flecks of tonal colour add depth and interest to the design. A smooth emboss allows the colour and design to attract all the focus.