

**April 30, 2025**  
**FOR IMMEDIATE RELEASE**

**Trust And Transparency: Karndean Designflooring Steps Up On Sustainability**  
*LVT Leader Becomes First U.S. Signatory Of The Anti-Greenwash Charter*

EXPORT, PA – It’s cause and effect: Consumers are more mindful than ever of sustainability, and companies are marketing to them in kind, with claims that products and business practices are “eco-friendly” or “good for the planet.” Given the scientific expertise that underpins environmental responsibility, it can be difficult for the average consumer to discern meaningful action from vague marketing claims – or even recognize claims that are misleading.

That’s why Karndean Designflooring has taken the lead in adopting marketing best practices, becoming the first U.S. signatory with [The Anti-Greenwash Charter](#). Established in 2022, The Anti-Greenwash Charter is an independent, not-for-profit initiative that provides strict guidelines for sustainability marketing, ensuring that claims about products and operations are fair, accurate and substantiated.

Jamie Shaw, Karndean Global Sustainability Director, says the company’s participation with The Anti-Greenwash Charter reflects a larger commitment to being responsible and transparent in all of its communications.

“We see this as a way to reinforce the trust that’s been established over many decades between Karndean, our customers and consumers,” Shaw says. “Sustainability marketing in particular is a responsibility that demands rigorous transparency, and it’s incumbent on everyone to ensure that marketing claims are clear, accurate and substantiated.”

The standards of communication set out in The Anti-Greenwash Charter are:

- + Transparency
- + Accountability
- + Fairness
- + Honesty

All Karndean sustainability efforts are marketed under a single umbrella: Karndean Evolve. The six pillars upon which Evolve is built represent a holistic view of sustainability, one that protects both the health of the planet and the well-being of people.

- + Confront climate change
- + Ensure individual health and well-being
- + Sustainable use of resources
- + Supply chain transparency
- + Inclusion and diversity
- + Employee education

More information about sustainability at Karndean, including a link to the policy that governs the company’s marketing claims, can be found on the [Karndean website](#).

**Link to images:**

[https://www.dropbox.com/scl/fo/8no99058vg35qicod0806/ADva11vQSF1U7YUF\\_tPftY?rlkey=or2svwnzdj9cj31y1agkekbk9&st=qzz8k6jt&dl=0](https://www.dropbox.com/scl/fo/8no99058vg35qicod0806/ADva11vQSF1U7YUF_tPftY?rlkey=or2svwnzdj9cj31y1agkekbk9&st=qzz8k6jt&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 LVT 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 designs in a product that meets the practical demands of commercial installation and performance. Learn more at [www.karndean.com](http://www.karndean.com).