Karndean Designflooring

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FOR IMMEDIATE RELEASE

Karndean Designflooring, USA Flooring Partner To Support North Carolina Nonprofit
Sales Promotion To Benefit Hope Renovations, Which Provides Pre-Apprenticeship Training

EXPORT, PA – Karndean Designflooring and USA Flooring have launched a special sales promotion benefiting Hope Renovations, a North Carolina nonprofit organization serving the Raleigh area.

For every box of Karndean luxury vinyl flooring sold Oct. 24 through Nov. 30 at USA Flooring stores, Karndean will donate $5 to Hope Renovations in support of the organization's dual mission: providing pre-apprenticeship training for underemployed women and gender-expansive individuals, and performing home modifications that allow older adults to age in place safely.

Karndean and USA Flooring teamed up in and around Raleigh for several events in conjunction with the sales promotion, including a meet-and-greet and product training for USA Flooring customers; product training for participants in Hope Renovations' pre-apprenticeship program; and a home installation with flooring and labor donated by Karndean, USA Flooring, Versatrim and Hope Renovations. The installation created a safer environment at the home of a Hope Renovations client, addressing a mobility concern by replacing carpet with hard-surface flooring.

'You Could See Their Confidence Soar'

Nora Spencer, Hope Renovations Founder and CEO, says the product training was valuable in more ways than one.

"Our program is all about empowerment," Spencer says. "Watching our trainees learn job-ready skills straight from the experts was incredible. As they worked with the Karndean team, you could see their confidence soar."

A home installation that followed the training fulfilled the other component of Hope Renovations' mission, remedying a safety hazard for an older adult in the Raleigh area. The client's daughter requested assistance from Hope Renovations, but funding for the project had proven to be a challenge.

"Our client needed a whole-home flooring replacement. Her old wrinkled carpet had become a mobility concern," Spencer says. "Thanks to Karndean and USA Flooring, we were able to make it happen! Now she has a beautiful new floor – and peace of mind – and the project provided our trainees with a valuable hands-on learning experience."

'Strong Partnerships'

Bill Anderson, Karndean CEO, says the partnership with USA Flooring and Hope Renovations is an opportunity for Karndean to put its values in action.

"As a family business, we place a lot of importance on building and maintaining strong partnerships with retailers like USA Flooring," Anderson says. "That legacy as a family business also shapes our values, so the opportunity to support Hope Renovations is especially meaningful. The important work Hope Renovations does makes their organization the perfect community partner for this initiative."

Successful community initiatives require trust, cooperation and shared commitment, says Fred Black, USA Flooring Vice President of Operations.

“We have incredible confidence in the Karndean product, which takes on extra significance when you’re doing a sales promotion to support a great community organization like Hope Renovations,” Black says. “Just as importantly, Karndean is a terrific partner. We truly appreciate the Karndean team joining us in Raleigh for a couple days, meeting our customers, providing the product training and donating flooring for the installation. That willingness to go the extra mile speaks volumes about their commitment to retailers.”

The business of nonprofit work is always challenging, but Spencer says the extra financial support arrives at a particularly crucial time.

“Hope Renovations is incredibly grateful for the support from Karndean and USA Flooring. Nonprofit giving is down and costs are up, but needs are as critical as ever,” Spencer says. “The proceeds from the sales promotion will go directly toward our mission of helping our trainees achieve living-wage careers in construction while making it possible for older adults age in place.”

L-R
Fred Black, USA Flooring Vice President of Operations
Kathy Linden, Karndean Vice President of Marketing
Jason O’Brien, Karndean Southeast Region Sales Manager
Kris Lloyd, USA Flooring Owner
Dave Capalbo, Karndean Vice President of Retail Sales
Bill Anderson, Karndean CEO

L-R
Kris Lloyd, USA Flooring Owner
Nora Spencer, Hope Renovations Founder and CEO
Bill Anderson, Karndean CEO

Karndean Designflooring, Hope Renovations and USA Flooring teamed up for an installation at a Raleigh, N.C., area home, creating a safer environment for the resident by replacing carpet with hard-surface flooring.

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Photo link:

https://www.dropbox.com/scl/fo/39s1qe73a5kfcbc5e3d7m/APZocCNBVf2A1LZpzvXQ-bU?rlkey=4i2x0t2sldmh5may5xtrduunp&st=49qj1jw4&dl=0

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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.

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