

May 20, 2025
FOR IMMEDIATE RELEASE

Karndean Designflooring Refreshes Award-Winning Korlok WPC Collections
New Wood- And Stone-Inspired LVT Designs Bring Stylish Colors To Retailer Showrooms

EXPORT, PA – Hickory from the rugged mountains of Utah. Marble from a seaside town in Italy. Limestone from England. Karndean Designflooring captures the natural beauty of wood and stone that the LVT supplier procures from around the world.

With today's launch of 10 new LVT designs – eight for the Korlok Select collection and two for the Korlok Reserve collection – Karndean retailers have even more stylish options for customers who want the performance of the company's award-winning WPC collections: fast, easy installation, the durability of a 20 mil wear layer and a backing layer that quiets noise in the home.

The new colors have been carefully selected to refresh the collections based on the latest consumer preferences, says Jenne Ross, Karndean Director Of Product.

“We understand how essential the right color is for homeowners, and we're happy to support our retailers by broadening the spectrum of options in their showrooms,” Ross says.

The Korlok Select collection is manufactured with a 5G® locking mechanism backed by a HoldFast™ lifetime residential warranty. Stone-inspired tiles in the collection feature InteGrout®, a nonporous, stain-resistant feature along the edges that replicates the look of grout in an installed floor.

All Karndean LVT is backed by a lifetime residential warranty. [The 10 new Korlok designs can be seen at Karndean.com.](#)

If you're interested in becoming a Karndean retailer, email info@karndean.com, or call 888-266-4343.



Light and neutral with minimal plank-to-plank variation, Canyon Hickory (RKP8249) was inspired by wood sourced from a forest in the rugged Rocky Mountains of Utah.



Inspired by marble sourced from the Calabria region of Italy, Bianco Breccia (RKT3021-G) tiles feature InteGrout[®], which replicates the look of grout without the installation or maintenance challenges.

###

Link to Photos: <https://designflooring.brandworkz.com/bms/?link=HxmAlkYP>

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 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 LVT designs in a product that meets the practical demands of both residential and commercial installation and performance. Learn more at www.karndean.com.