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FOR IMMEDIATE RELEASE

‘A First-Class Customer Experience’

Karndean Designflooring Supports Retailers With Sales Tool Focused On Interior-Design Perspectives

EXPORT, PA – Retailers have an opportunity to do more than sell a floor when a homeowner walks into the showroom. They have an opportunity to create an exceptional experience that sets their business apart.

Karndean Designflooring is providing its retailers with a sales tool to do just that, unveiling three new [Karndean Design Aesthetics for 2026](#): Senti, Luma and Dopa•Mine. Each aesthetic represents an on-trend interior-design style with curated flooring recommendations – allowing retailers to discover what customers do and don’t like, ultimately guiding them to a floor they’ll love. After successfully introducing the Karndean Design Aesthetics concept in 2025, the 2026 aesthetics reflect a gradual evolution of interior-design trends, rather than a dramatic shift.

Karndean also promotes the aesthetics directly to consumers through social media and on its website, encouraging homeowners to “create a space that reflects your style.”



The 2026 Karndean Design Aesthetics represent trends shaping interior design in the year ahead.

“Retailers can use Karndean Design Aesthetics as a sales tool to learn more about a homeowner’s style – or, for homeowners who don’t have a clear style or vision, the aesthetics can provide inspiration,” says Julie Thomas, Karndean Senior Retail Channel Manager. “It allows the retailer to get to know customers and provide a more personalized experience, with the ultimate payoff of guiding homeowners to the right floor.”

In the big picture, Karndean Design Aesthetics can be part of an elevated experience that wins repeat business and generates positive word of mouth.

“We want to help our retailers give homeowners a first-class customer experience, from inspiration through installation,” Thomas says. “Karndean Design Aesthetics can be part of that boutique experience.”

Senti

[Peaceful spaces that create a feeling of meaningful connection.](#)



Luma

[Biophilic spaces that bring nature and technology into harmony.](#)



Dopa•Mine

[Delightful spaces inspired by the joy and satisfaction of a dopamine release.](#)



Karndean will provide brochures and product knowledge sessions to help retailers use Karndean Design Aesthetics in their showrooms. If you're interested in offering Karndean to your customers and don't have a Karndean account, call 888-266-4343, or email info@karndean.com. Learn more about the 2026 Karndean Design Aesthetics [online](#).

Photo link:

<https://www.dropbox.com/scl/fo/i7fvjd0d67bdzhaz24sfn/APrYCvPrzR4Kgg1cVDSk9g?rlkey=4z64q2k824mqh7t79804ti0oi&st=k77z993l&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.