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FOR IMMEDIATE RELEASE

‘A Focal Point Within The Flooring Showroom’

Karndean Designflooring Creates Custom Display For NFM Store

EXPORT, PA – Karndean Designflooring and Nebraska Furniture Mart are helping homeowners discover the perfect floor in a dynamic new way. The luxury vinyl flooring supplier and home-furnishings retailer have partnered on the installation of a high-visibility end-cap display at the NFM store in Kansas City, Kan.

The custom display showcases Karndean Design Aesthetics, which provides curated flooring recommendations based on three distinct interior-design aesthetics. Karndean Design Aesthetics encourages homeowners to think about their new floor holistically, in the context of interior design that reflects their style and personality.

Julie Thomas, Karndean Senior Retail Channel Manager, says that presenting Karndean flooring as a key element of a home’s interior design complements the unique consumer experience at NFM, where an array of design and support services are available in addition to the vast selection of flooring, furniture, electronics and appliances.

“Shoppers can use Karndean Design Aesthetics in different ways,” Thomas says. “If any of our three aesthetics closely reflects their style, they can explore our curated flooring recommendations for that aesthetic. For homeowners who don’t have a clearly defined style or vision, the aesthetics can provide inspiration about what’s possible.”

David Chambers, NFM Director of Flooring, agrees the display is a natural fit with the retailer’s emphasis on creating a superior customer experience.

“We’re always looking for ways to create a more inspiring and informative shopping experience for our customers. This new Karndean presentation does exactly that,” Chambers says. “It highlights the beauty and innovation of the Karndean brand while making it easier for customers to discover flooring solutions that fit their homes and lifestyles.”

Elevating The Experience

Thomas adds that Karndean Design Aesthetics is more than a shopping tool for homeowners – it’s also a valuable sales tool for retailers. Thomas provided training to the NFM sales team, demonstrating how Karndean Design Aesthetics can be used to deliver a personalized experience tailored to the homeowner.

“Karndean Design Aesthetics are a conversation-starter to learn more about customers – their style, as well as their lifestyle,” Thomas says. “Ultimately, getting to know customers makes it easier to guide them to a floor they’ll love.”

With illuminated moodboards representing each Karndean Design Aesthetic, the 9.5' x 7.5' display includes free swatch samples of 36 Karndean floors – 12 for each aesthetic. A 24" touchscreen monitor allows shoppers to compare their favorite floors with a virtual “in room” view using the Karndean Floorstyle visualizer.

Chambers says the display, which has been in place since late July, is making an impact.

“Customers are naturally drawn to it because of the visual impact and how effectively it brings the Karndean brand to life,” Chambers says. “Our flooring sales team has also shared positive feedback, noting that the display creates great customer-engagement opportunities and makes it easier to showcase the distinctive design features that set Karndean apart. The enhanced presentation has generated curiosity around the brand and already become a focal point within the flooring showroom.”

Karndean ‘Gives Our Customers Confidence’

Beautifully crafted Karndean floors also are available at the NFM stores in Nebraska, Iowa and Texas. John Callahan, Karndean National Retail Buying Groups Manager, says the custom display for the Kansas store reflects a trusted partnership between the companies.

“NFM sets the standard for home furnishings while offering its customers an experience unlike any other,” Callahan says. “We’re proud to be part of that experience, and we’re grateful for the opportunity to bring the Karndean brand and our products to NFM shoppers in this new way.”

Chambers is equally appreciative of the partnership.

“Karndean is established as one of the most design-forward brands in the luxury vinyl category,” Chambers says. “The combination of beautiful wood and stone visuals and exceptional durability gives our customers the confidence that they don't have to choose between style and performance.”



A custom end-cap display at the NFM store in Kansas City, Kan., provides a new way for homeowners to choose the right Karndean floor.



The display showcases Karndean Design Aesthetics, which provides curated flooring recommendations to homeowners based on different interior design approaches.

Photo link:

<https://www.dropbox.com/scl/fo/0posght2tk8pp22p9ab3l/ANrMfT5BpQD8HjtWM6Oj2kM?rlkey=sds67v8axzqbjc71we86mtmua&st=c55a8wy5&dl=0>

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About Karndean Designflooring

Karndean Designflooring is a supplier of 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.