

Karndean  
Designflooring

brought to you by **Jacobsen®**

SEE FLOORING  
*differently*

Karndean  
LooseLay  
Longboard

LOOSE LAY

LooseLay Longboard





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# From our home... to your home

It all began in 1973 when a former flooring installer created a small business from his family home.

With the belief that luxury vinyl flooring shouldn't just be practical, it needed to be beautiful as well, Karndean was formed. The team set out to travel the world, seeking inspiration from natural materials for what now are the most realistic luxury vinyl flooring products on the market.

The Karndean team worked out of that house for several years with the family's trusty dog Smokey, the Great Dane who is still present on Karndean's logo today. For the family and Karndean's early employees — many who are still working with us today — these years bring back many fond memories.

Now stretching across the globe, far beyond the walls of the original house, we continue to move forward with the same passion to deliver beautiful, innovative designs for your home.



Many elements must fit together, from furniture to flooring, to fixtures and everything in between. Where to begin?

We begin a new design with inspiration, and we are most inspired by nature. What's your design motivation? Is it aesthetic, such as a cushion or the perfect paint chip? Or is it lifestyle, a place where you can dance in your pyjamas and your babies (both two and four-legged) can roll around and play?

No matter what drives you, Karndean Designflooring was created with your needs in mind. We see flooring differently and by combining original features with cutting edge design, you can create a simply beautiful floor that you will love for a lifetime.

Our simple method will help you navigate the selection process and design your perfect floor, taking you beyond picking a colour and measuring the room.

Let's get started!



## Our interior trends

At Karndean Designflooring we pride ourselves on designs that are leading the way and setting interior trend directions.



# Designed for you

Every one of our floors is unique to us, having been lovingly created by our inhouse team. Our product designers select natural woods and stones to work with, taking the time to carefully replicate the knots, grains and textures found in these products into our designs. We apply different techniques of staining, brushing and oiling to name a few to create the perfect look and feel bringing you a simply beautiful floor.



# Designed to perform

Our floors are meticulously crafted for exceptional performance in diverse settings, prioritising durability, resilience, and practicality for residential and commercial use. Engineered to endure the rigours of daily life, our floors are water-resistant and offer superior surface protection against scratches and scuffs. They are also effortless to clean and maintain, maintaining their appearance with minimal upkeep. With a focus on quality and longevity, Karndean flooring surpasses expectations, delivering lasting beauty for a lifetime.



Did you know?

Back in 1973, Smokey the Great Dane worked alongside the family and is still present on our logo today.







### Pet friendly

From muddy paw prints to household accidents and anything in-between, our low maintenance floors are designed with pets in mind.



### Kid friendly

Karndean floors offer kids a safe and comfortable space to play, and parents an easy-to-clean surface.



### Durable

Karndean Designflooring combines the authentic look and feel of natural materials with the added benefit of real-to-life embossing, delivering unmatched durability and the resilience of luxury vinyl.

Designed for  
*comfort*



### Low maintenance

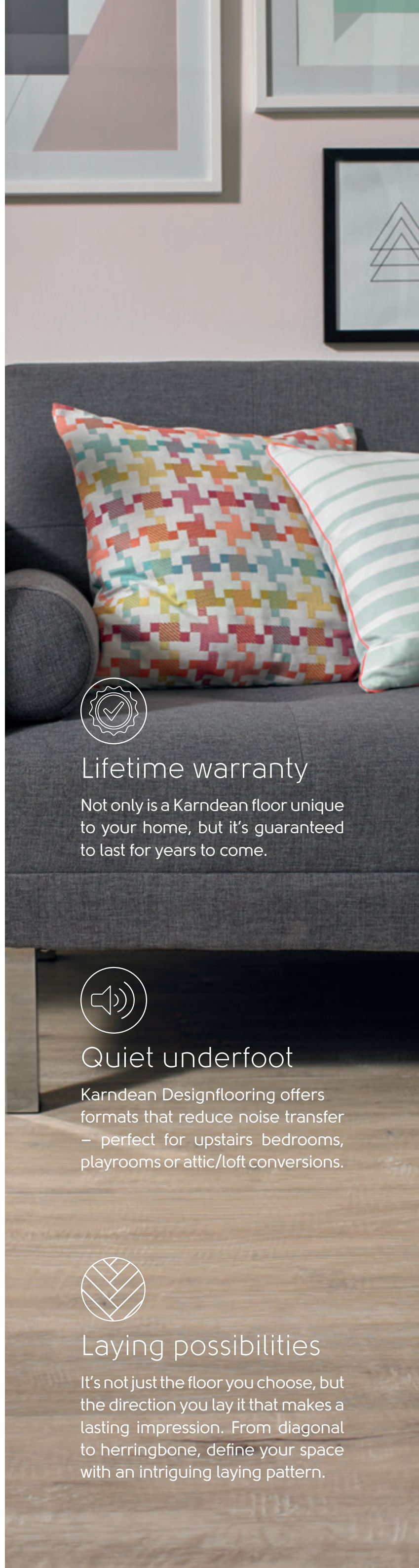
Easy to clean with a sweep and mop. Doesn't require sanding, varnishing or staining.



### Phthalate free

We pride ourselves on environmental awareness in the manufacture and supply of all our products, and can proudly say that all Karndean products are phthalate free.

Designed for  
*peace of mind*



### Lifetime warranty

Not only is a Karndean floor unique to your home, but it's guaranteed to last for years to come.



### Quiet underfoot

Karndean Designflooring offers formats that reduce noise transfer – perfect for upstairs bedrooms, playrooms or attic/loft conversions.



### Laying possibilities

It's not just the floor you choose, but the direction you lay it that makes a lasting impression. From diagonal to herringbone, define your space with an intriguing laying pattern.



# Loose lay's unique benefits



Karndean Loose Lay Longboard and Loose Lay Originals ranges offer quick installation and individually replaceable planks and tiles, our loose lay format is perfect for floors that need minimal disruption and maximal design flexibility. Reducing sound transfer to rooms below, making it the perfect option for upstairs rooms or apartments.

Featuring our innovative K-Wave® friction grip backing, holding the product in place using weight and friction and combined with our tried and tested K-Guard+® finish providing a hygienic, durable surface protection that is quick and easy to clean with a pH-neutral cleaner.



**Individually replaceable:** Should you need to replace a piece, simply lift the damaged plank or tile and replace with a new one.



**Quick and easy to install:** Our loose lay ranges can be fitted over most existing hard floors.



**Reduces noise transfer:** Our loose lay ranges are perfect for projects where you want to reduce noise levels in the room below.

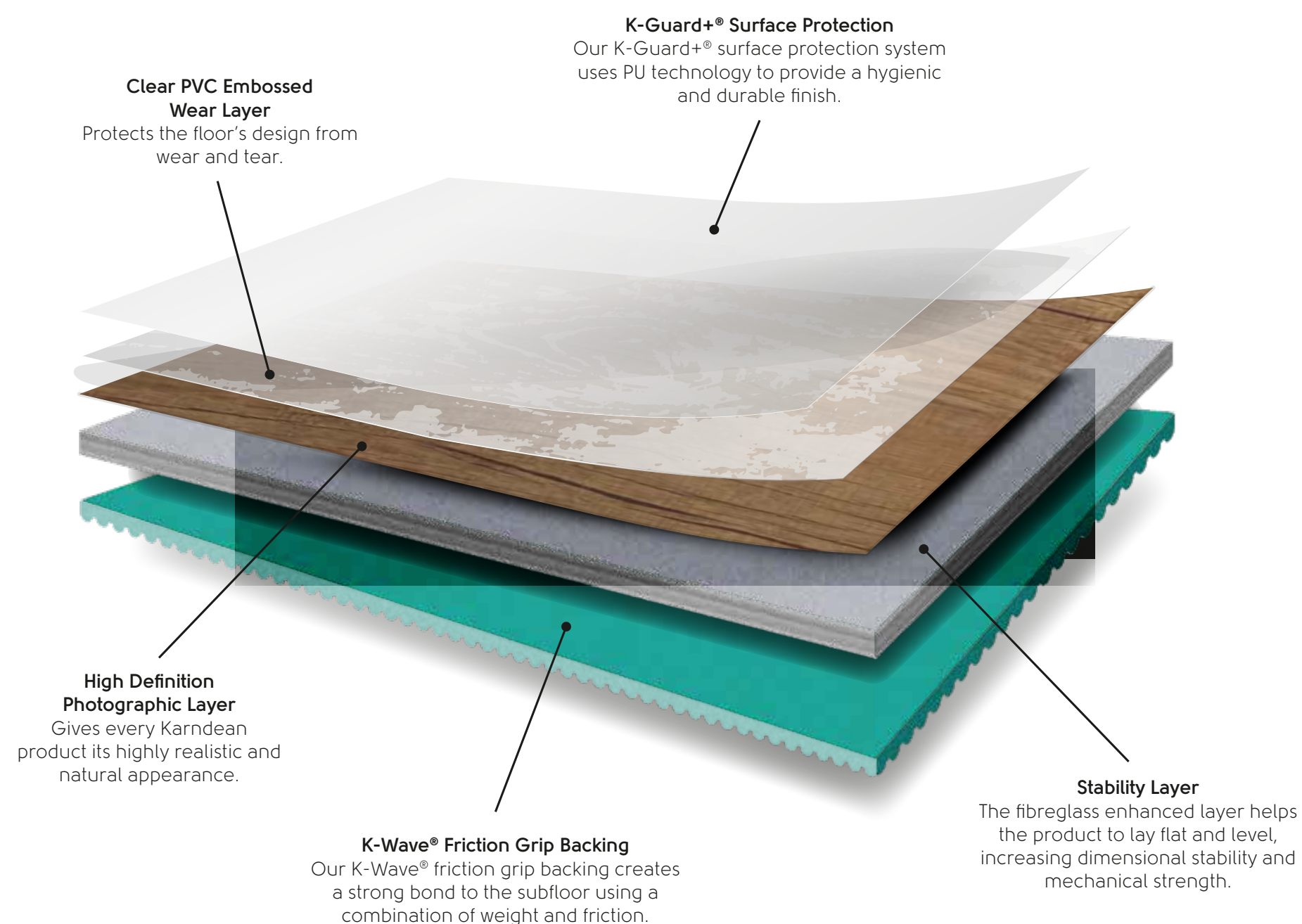


**K-Wave® friction grip backing:** Our friction grip backing creates a strong bond to the subfloor.



**Laying possibilities:** It's not just the floor you choose, but the direction you lay it that makes a lasting impression. From diagonal to herringbone, define your space with an intriguing laying pattern.

## Premium loose lay construction

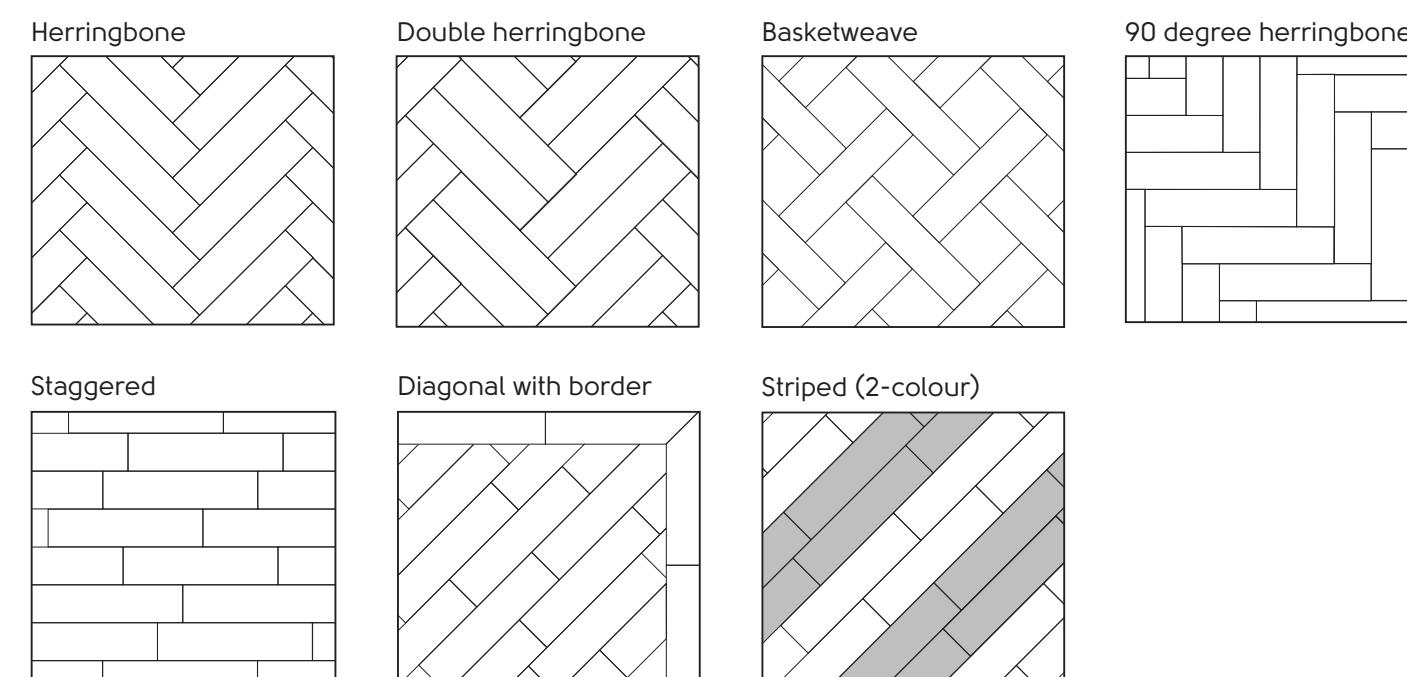


# Laying patterns

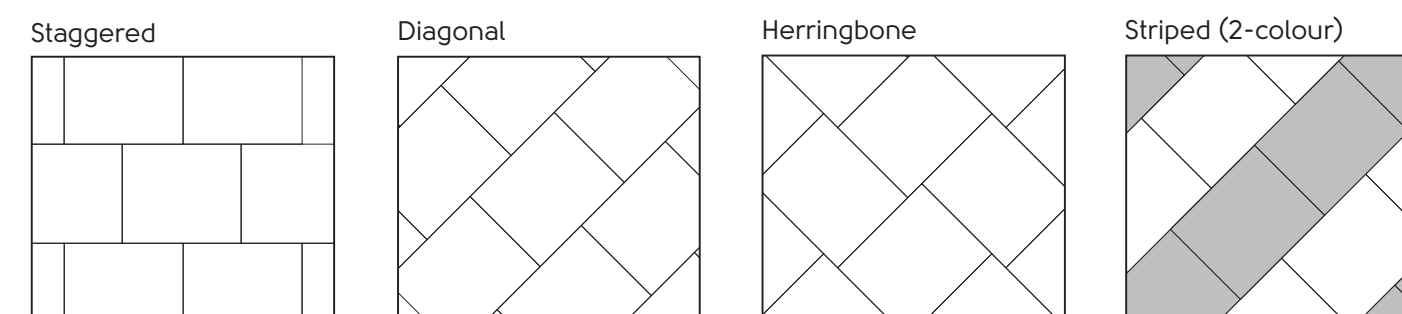
## Choosing your laying pattern

When it comes to loose lay flooring, the direction you lay your floor can make as much impact as the design itself. So, how do you decide on the best pattern? Keep these layout options in mind specifically for the loose lay format.

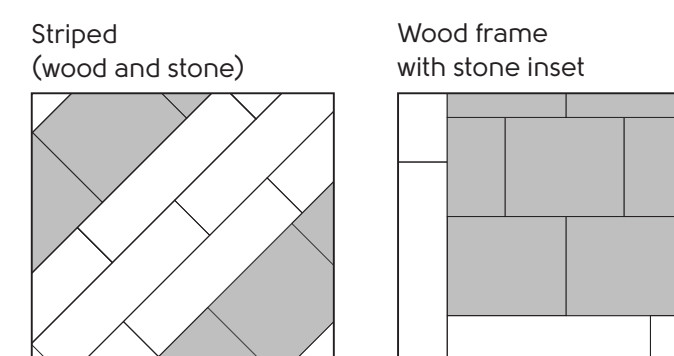
## Woods



## Stones



## Mixed



## Floorstyle

Need help visualising your dream flooring? We've got you covered. Scan here to visit Floorstyle and see the floor you want in a room in your own house!





# Choose your design



## LooseLay Longboard

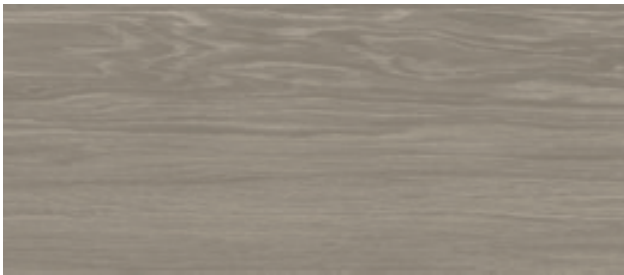
LooseLay Longboard is a collection of 20 woods featuring unique designs in a 1.5m long format. Featuring native Australian species, the collection offers a contemporary palette that makes the most of its 1.5m length and loose lay format.

1500 mm x 250 mm

LOOSE LAY		Thickness: 4.5 mm	Wear layer: 0.55 mm	Bevel: No	Emboss: Yes	Box quantity: 3 m <sup>2</sup> / 8 planks
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■ Bleached Tasmanian Oak **LLP311**



■ Sterling Oak **LLP354**



■ Honey Ironbark **LLP325**



■ Pearl Oak **LLP306**



■ Neutral Oak **LLP307**



■ Tasmanian Oak **LLP312**



■ Cashmere Oak **LLP353**



■ Pure Danish Oak **LLP357**



■ Embered Blackbutt **LLP314**



■ Wheat Oak **LLP355\***



■ Field Oak **LLP356**



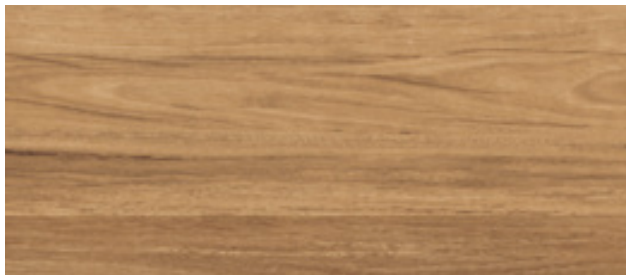
■ Mountain Spotted Gum **LLP316\***



■ French Grey Oak **LLP308**



■ Champagne Oak **LLP310**



■ Lemon Spotted Gum **LLP317\***

\*As a feature of the design, these products incorporate a high variation between individual planks. It's crucial to remember that 'high variation' is an intentional design element, adding visual intrigue to your floor by emulating the complexity of the natural world. While all our products exhibit variations (a premium feature that enhances the authenticity of Karndean products), our High Variation designs have been specifically identified by our Product Team for their exceptionally pronounced differences in shade, colour, texture, and pattern among individual planks. This sets them apart from other brands, which often provide more predictable and straightforward patterns.

# Our source of inspiration



## Danish Oak

Long before steel became the preferred material for shipbuilding, the Danish naval fleet was dependent on oak, with up to 2000 mature trees required for a single ship. We sourced samples of these classic timbers and their story is now retold in beautifully replicated oak flooring. Danish oak is recognised as a high quality timber that is used in building, furniture and flooring.



## Australian Species

While Australian wood has always been renowned for their strength and versatility, today they are equally valued for their distinctive character. Some of the harshest conditions in the world, including drought, bushfires, and searing summer heat help create the unique wood grains, colours, and tones that we have captured in this collection.

## White Oak

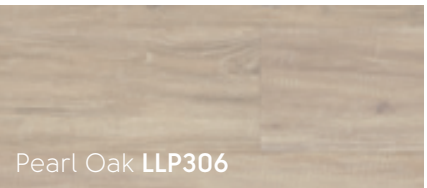
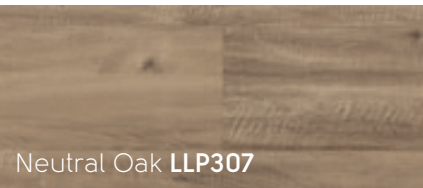
In its native forests of North America, the White Oak is celebrated as one of the USA's most distinguished trees. The distinctive grains, subtle textures and light colourings of White Oak are valued by designers and homemakers seeking to introduce natural tones and classic lines to their interiors.

Our designers have perfectly captured the subtle beauty of White Oak timbers in our LooseLay Longboard collection – open grain patterns, delicate mineral markings and distinctive growth rings all work together to create simply beautiful floors.



## European Oak

From the palaces of Northern Europe to the chateaux of France, European Oak has been a traditional and luxurious flooring choice for centuries. In the Quercus or Oak genus, there are over 500 different species. European Oak is a description that covers several valued oak species that grow in the forests that still cover around 35% of Europe's land area.



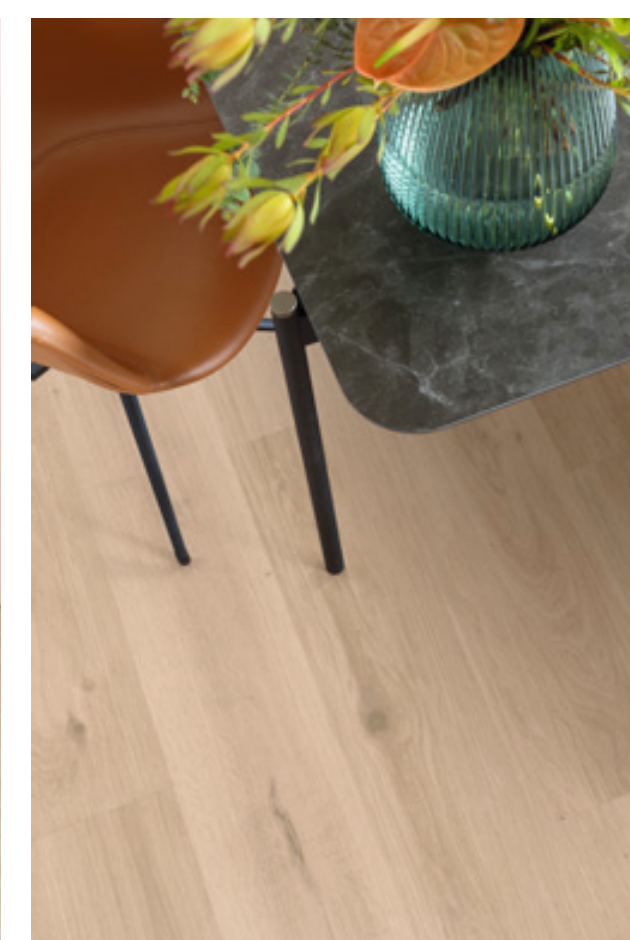




Where classic charm meets  
*Contemporary sophistication*



Scan to read more  
 about our  
 LooseLay Longboard  
 range







### Comfortable underfoot

Our luxury vinyl flooring is softer and warmer underfoot than natural hardwood or stone



Pure Danish Oak **LLP357**



Neutral Oak **LLP307**



Bleached Tasmanian Oak **LLP311**





Cashmere Oak LLP353



Champagne Oak LLP310



 Kid friendly  
Karndean floors offer kids  
a safe and comfortable  
space to play



Pearl Oak LLP306



French Grey Oak LLP308



Tasmanian Oak LLP312





Sterling Oak LLP354



Mountain Spotted Gum LLP316







Lemon Spotted Gum **LLP317**



Honey Ironbark **LLP325**



Embered Blackbutt **LLP314**





Field Oak LLP356



Wheat Oak LLP355



# Three vinyl flooring options to suit your needs

Choosing the perfect floor for your home can be a tough decision. That’s why we offer our stunning, design-led flooring in three versatile formats: loose lay, rigid core hybrid, and gluedown. This way, you can enjoy the look you love with the installation method that best fits your needs. Speak with your installer or retailer to explore the options and find the ideal solution for your space.



## Loose Lay

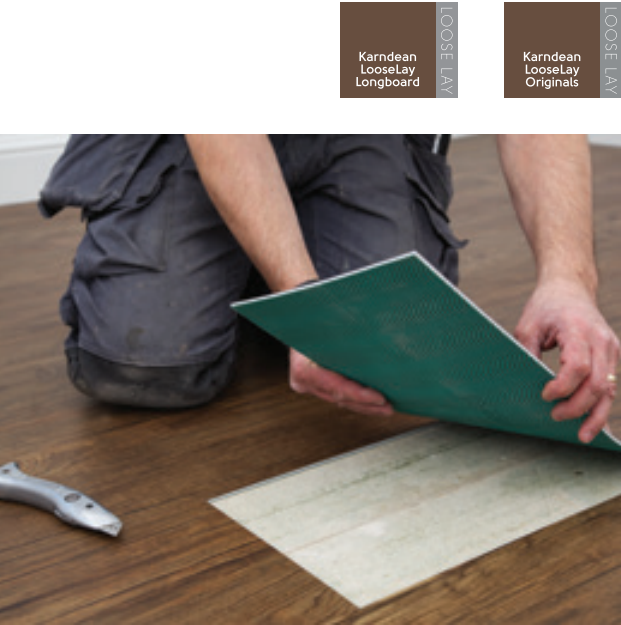
**Reduce noise:** Ideal for loft conversions or upstairs rooms where soundproofing is important.

**Quick installation:** Perfect for fast, hassle-free installations.

**Flat subfloor:** Best for completely flat, dry subfloors prepared by a flooring professional.

**Maximum versatility and stability:** Suitable for most areas of use and does not require expansion gaps.

-  Individually replaceable
-  Quick and easy to install
-  Reduces noise transfer
-  K-Wave® friction grip backing
-  Laying possibilities







## Rigid Core

**Superior acoustics:** Excellent for upstairs rooms, reducing noise between floors.

**Quick installation:** Fast to install, even over most existing floors like tiles or floorboards.

**Uneven subfloors:** Versatile installation over most subfloor types, hiding minor imperfections

**High durability:** Perfect for high-traffic areas and homes with kids or pets.

-  Click-locking mechanism
-  Reduces noise transfer
-  Quick and easy to install
-  Installs over most existing hard floors







## Gluedown

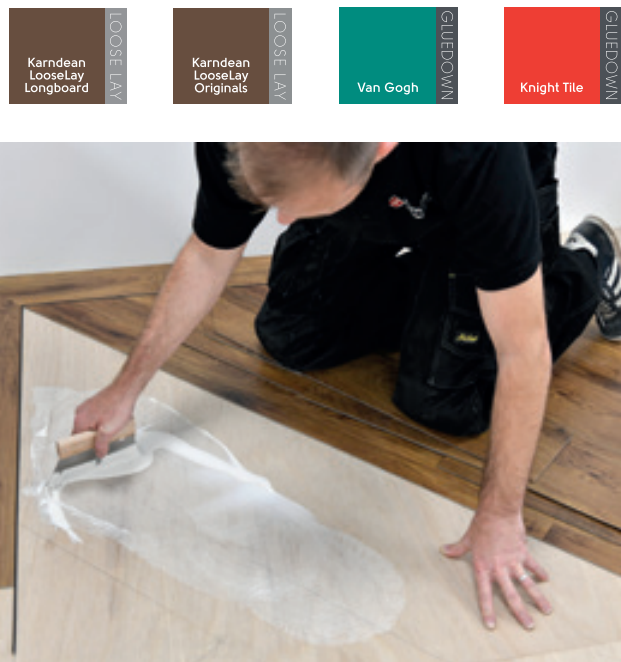
**Bespoke creations:** Mix wood and stone designs for a unique look.

**Flat subfloor:** Best for completely flat, dry subfloors prepared by a flooring professional.

**Maximum durability:** Suitable for high traffic areas.

**Longevity:** Provides long-term durability and resistance to wear.

-  Individually replaceable
-  No expansion gap required
-  Individual, glued down planks and tiles
-  Laying possibilities



# Our other ranges at a glance

Our flooring collections bring the authentic beauty of natural wood and stone into your home, replicating the intricate details and unique characteristics found in natural materials. Every design is thoughtfully crafted to reflect the rich variation of colours, shades, and textures seen in nature. With a wide range of options, from soft, light tones to deep, dark hues, and enhanced with realistic embossing, you’re sure to find the perfect style to transform your living space.



Scan to view our **Home Catalogue** for more information about our vinyl flooring ranges



# Your flooring journey



## Design at home

Bring your design ideas to life with Floorstyle. See your future floor with our interactive room viewer, Floorstyle. If you see a design you like, try it from the comfort of your own couch. Upload a picture of your room and get creative. Explore your options by changing your laying pattern and colours.

Visit [www.karndean.com/floorstyle](http://www.karndean.com/floorstyle) to visualise your floor.



## Connect with local retailers

Embark on your Karndean Designflooring journey in your neighbourhood at a trusted Karndean retail partner. Our extensive network of independent retail partners are committed to helping you choose a floor that exudes enduring beauty and suits your specific site subfloor and project requirements. Find your nearest Karndean Designflooring stockist through our easy-to-use online search feature.



## Flooring swatches

Head to your nearest Karndean retail partner to explore our full range and pick up some take-home swatches to help you choose the perfect floor.

Visit [jacobsen.co.nz/residential/retailers/](http://jacobsen.co.nz/residential/retailers/) to find your nearest stockist.



## Lifetime (35-year) warranty

Complement your living space with the timeless appeal of Karndean Designflooring, backed by our exceptional lifetime warranty. Our commitment to providing top tier quality, style, and durability is unparalleled. When you choose Karndean, you're choosing flooring that stands the test of time.

Visit [www.karndean.com/warranty](http://www.karndean.com/warranty) to find out more. Explore our lifetime warranty and learn more.



## Maintain your Karndean floor with ease







Take pride in your investment. We make maintenance a breeze, advocating for pH-neutral detergents and reducing the need for harsh chemicals and excessive water. Your Karndean floor is an investment worth cherishing, offering both beauty and practicality, and with our straightforward flooring maintenance steps, you can ensure its effortless.

Visit [www.karndean.com/cleaning](http://www.karndean.com/cleaning) to find out more.



## Keep in touch

Follow us on social media. Share your new floors and reviews with us; we look forward to hearing from you.

-  Like us on Facebook **karndeananz**
-  Follow us on Instagram **karndean\_anz**
-  Join us on LinkedIn **Karndean Designflooring ANZ**
-  Follow our boards on Pinterest **Karndean\_anz**



# It's a new day

## And we're ready to create a better tomorrow!

It's a continuing journey, and there are no shortcuts. Now is the time for everyone to begin taking bigger steps. Ours is a promise to think differently, act decisively, and create real change.

**It's a promise to Evolve.**

Five decades ago, our family-owned business was founded on innovation, bold action and a pioneering spirit. Fifty years later, those same ideals guide us forward. Because the future demands change.

**It's time to create a better tomorrow.**



Discover  
Karndean  
Evolve™

## Sustainability is a journey that requires a roadmap.

## Ours is a detailed model that includes six areas of focus.



### Confront climate change

Karndean's products prioritise sustainability through remarkable longevity, with a guaranteed service life of 35 years for domestic use. This extended durability has a significant positive environmental impact over time, promoting an eco-friendlier future.



### Health and wellbeing

Karndean's products prioritise wellbeing, surpassing mere aesthetics. Free from harmful substances like heavy metals and unsafe phthalates, they're certified for indoor air quality post-installation. Our dedication to healthy interiors extends to using water-based or solvent-free adhesives, minimising VOC emissions. Your health and comfort are central to Karndean's philosophy.



### Education

We educate employees about the importance of sustainability, helping them understand what role they play and devise new ways of working. By conducting CPD classes and speaking engagements with organisations like the Green Building Council of Australia, we actively contribute to the training of professionals in the design and construction.



### Inclusion and diversity

We prioritise equity, inclusivity, and diversity, fostering them through engagement and education. In our workplace, we celebrate everyone's contributions as responsible corporate citizens. These values influence our environmental policies, responsible sourcing/trading, and contributions to communities. Our founder's principles still shape our commitment to responsible operations.



### Supply chain transparency

Third-party certifications for environmental and social responsibility, including fair treatment and safe conditions for workers. Karndean's factories prioritise recycled materials and recyclability, to ecofriendly product packaging, setting the benchmark for environmental responsibility. Certified manufacturing adhere to ISO 14001 and ISO 9001 standards.



### Sustainable use of resources

Karndean prioritise the use of recycled materials in their products, with all of them incorporating up to 50% recycled PVC in their backing layers, sourced from post-production waste. We validate our contribution to reducing landfill and promoting recycling.







**Karndean**  
Designflooring

Talk to one of our experts, or visit our website:

0800 800 460 | [customer.services@jacobsen.co.nz](mailto:customer.services@jacobsen.co.nz) | [jacobsen.co.nz](http://jacobsen.co.nz)

brought to you by **Jacobsen®**

#### Imagery and design reproduction

Photography and print cannot always produce a perfect representation of our products. This includes colour, pattern variation and installation elements used. For this reason we strongly recommend obtaining a product sample and where possible viewing a larger sample in-store. We also recommend visiting our website for information on installation, after care and product selection. We love developing new ideas and improving on our existing designs which means that sometimes products are withdrawn at short notice. We hate to disappoint and will work with you to find an alternative design. Please contact Customer Service for more information.

It is recommended that when selecting flooring products, you verify compliance with building regulations and certification practices relevant to your local area. All Karndean range and format credentials are at our certification policy level—please check for the current certification status