



Karndean
Designflooring

brought to you by **Jacobsen**

SEE FLOORING
differently



Van Gogh



Contents

Designed for comfort	6
Designed for peace of mind	7
Choose your design	8
Our source of inspiration.....	11
Enduring New Zealand style.....	12
Resources and further information	
Your flooring journey	26
Karndean Evolve™	28

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 are now 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.

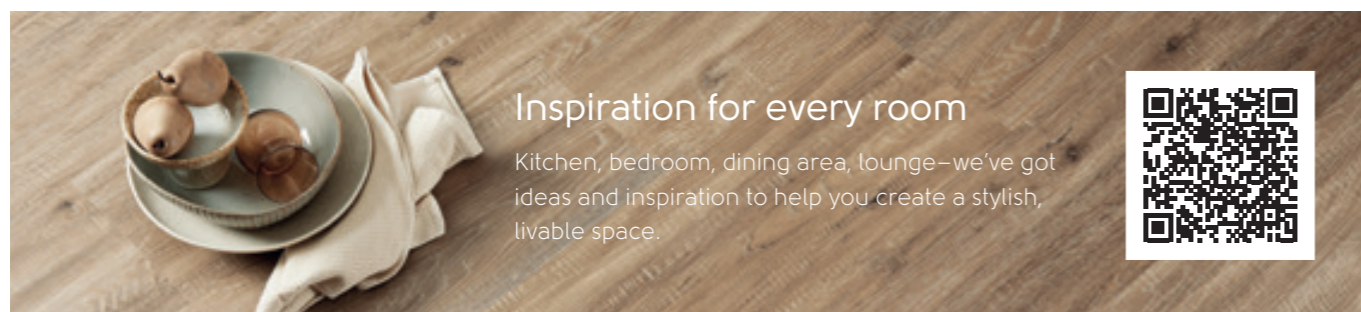


Many elements must fit together, from furniture to flooring, to fixtures and everything in between. Where to begin?

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!



Inspiration for every room

Kitchen, bedroom, dining area, lounge—we've got ideas and inspiration to help you create a stylish, livable space.



Designed for you

Every one of our floors is unique to us, having been lovingly created by our in-house 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.



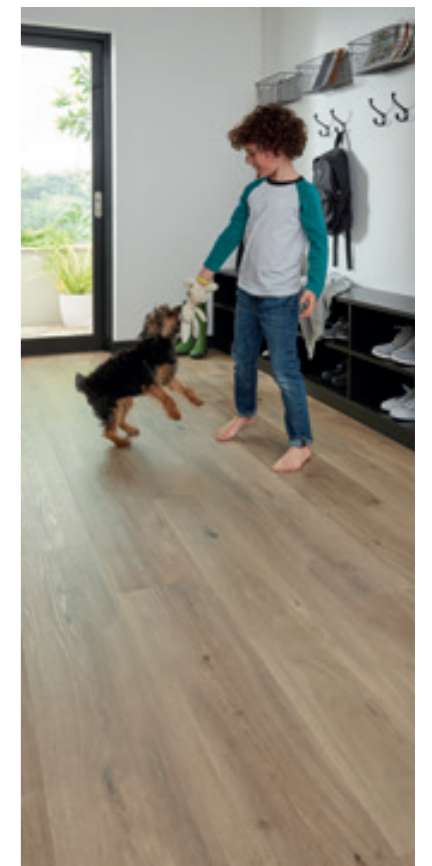
Designed to perform

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.





Low Maintenance

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



Pet Friendly

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



Durable

Karndean 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.



Kid Friendly

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

Designed for
comfort



Quiet Underfoot

Karndean Designflooring offers formats that reduce noise transfer by up to 21dB – 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. Depending on the format you decide on.

Designed for
peace of mind



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.




Lifetime Warranty

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

Choose your design





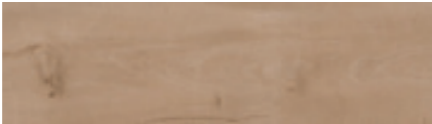










 **Van Gogh Woods**

Our collection of Van Gogh woods captures the look and feel of real timber in a variety of colours and designs from traditional rustic to cool contemporary. The colour range in the Van Gogh collection offers a broad variety.

 1219.2 mm x 177.8 mm

GLUEDOWN

 **Thickness:** 3.0 mm **Wear layer:** 0.55 mm **Bevel:** Micro **Emboss:** Yes **Box quantity:** 3.252 m² / 15 planks

		
■ Light Distressed Oak VGW111T	■ River Spotted Gum VGW131T*	■ Eastern Blackbutt VGW130T
		
■ Misty Grey Oak VGW112T	■ Birch VGW84T	■ French Oak VGW85T
		
■ Country Oak VGW81T	■ Washed Blackbutt VGW129T	■ Northern Spotted Gum VGW103T*
		
■ Distressed Oak VGW82T	■ Tranquil Oak VGW135T	■ Classic Oak VGW86T
		
■ Ebony VGW89T	■ Blush Oak VGW107T	■ Marron Elm VGW132T

*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.



Classic Oak **VGW86T**

Our source of inspiration

For decades, Karndean Designflooring has led the way in durable, luxury vinyl flooring. Our designers draw inspiration from the natural world, perfecting and curating our ranges so each one is as unique as you and your space. Innovative technology and quality materials ensure you own a beautiful floor true to the natural material that inspired it.



Oak

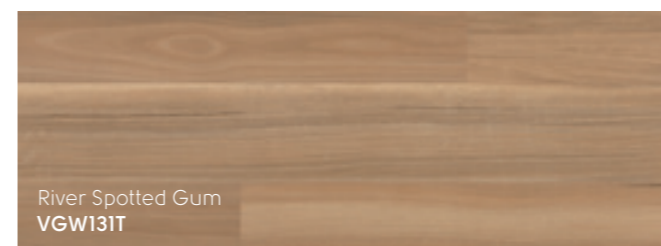
These boards were hand selected as a trusted raw material and canvas to work with. The objective was to create an even, non-tonal visual across the floor, while retaining the much-loved characteristics of the natural, prime timber. The light speckling seen within the tight grains occurs due to the rapid dehydration of the boards once felled. We then hand applied coloured oils to produce on-trend colours.



French Oak
VGW85T

Spotted Gum

The Spotted Gum tree flourishes in coastal areas along the eastern seaboard of Australia, ranging from the mountains of the Great Dividing Range to the sunshine coast of Queensland. Large amounts of sapwood can be seen within the boards and this adds to the blend of features that make the product so distinctive. Even when coloured, the sap creates a tonal plank that will work in all interiors.

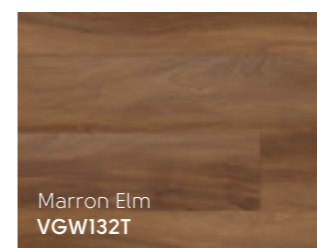


River Spotted Gum
VGW131T

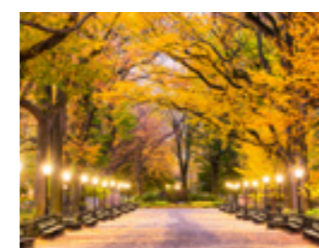


Elm

Elm trees are native primarily to north temperate areas and has been admired for centuries for their height and lush foliage. Elm wood has long been used in the construction of furniture, boats and buildings because of its natural durability. Known for its exquisite grain pattern and light to medium reddish-brown and sapwood, its grain is smooth and features a finely waved pattern.

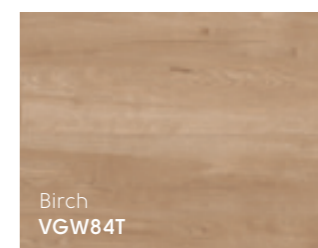


Marron Elm
VGW132T



Birch

Birch is right at home across the cooler parts of North America, Europe and Asia. Well known for their smooth, light grey-white bark which usually peels horizontally in thin sheets, especially on younger trees. Birch wood has good strength properties, is flexible and tough but not particularly hard, making the wood easy to work with. The natural wood has a yellow-white colouring and a gentle wavy grain.

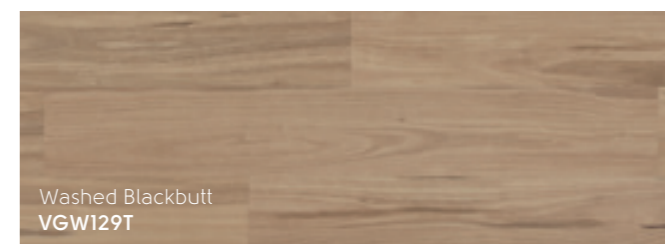


Birch
VGW84T



Blackbutt

A quintessential Australian hardwood that takes its name from the lower half of the tree's trunk which is blackened by the fierce forest fires that both destroy, and then renew. These boards were sourced from the very north of New South Wales where thick forests merge with the beautiful coastline. Great care was taken to retain the oozing sap lines that add to the distinctive linear grain and bleed into the timber.



Washed Blackbutt
VGW129T



Enduring New Zealand style



Scan to see more
about the Van Gogh range





Kid friendly

Karndean floors offer kids a safe and comfortable space to play



Tranquil Oak VGW135T





Lifetime warranty

We're so confident in the quality of our floors, that we offer a lifetime warranty



Eastern Blackbutt VGW130T



Washed Blackbutt VGW129T



French Oak VGW85T





Water resistant
Spills happen, our
water resistant floors
stand up to spills of
all sizes



Classic Oak VGW86T



Marron Elm VGW132T



Ebony VGW89T



Country Oak VGW81T



River Spotted Gum VGW131T

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 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 sites 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/ to find your nearest stockist.



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 to find out more.



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 to find out more. Explore our lifetime warranty and learn 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.



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



Karndean
Designflooring

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

0800 800 460 | customer.services@jacobsen.co.nz | 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

Front cover: French Oak **VGW85T** | Back cover: Distressed Oak **VGW82T**