



**Karndean**  
Designflooring



Stihl Knoxfield  
Retail case study



Stihl is a German manufacturer of chainsaws and other handheld power equipment including trimmers and blowers. Their headquarters are in Waiblingen, Baden-Württemberg, near Stuttgart, Germany. Stihl was founded in 1926 by Andreas Stihl, an important innovator in early chain saw production. The STIHL brand is known around the world today for its quality and service. In more than 160 countries their products are helping people at work - and that has made us the world's leading chain saw brand.

Stihl's equipment comes in all shapes and sizes. Plus, with a franchise network business model, Stihl's Design Team required a durable product with low maintenance balanced with a design feel that softened the brand's tough image perception. This would enable franchisees to maximize their investment while expanding the customer base with its softened image appeal.

Karndean Van Gogh Birch in gluedown format was selected as the perfect LVT flooring solution. Furthermore, the chosen Karndean design is also available in dual format, meaning the same flooring design is also available in a rigid core format that would suit smaller footprint-stores.

The Stihl Australian head office in Knoxfield, Victoria updated its training room/showroom to feature the Karndean floors for franchisees to appreciate the impact that the soft colour tones in the flooring design have on an otherwise overtly masculine brand perception owing to the product's intended functional use. In turn, this should influence franchisees to adopt the flooring guidelines for their stores.

**Sector:** Retail  
**Client:** Stihl ([stihl.com.au](http://stihl.com.au))  
**Specifier:** Leah Mckinlay (Retail Development Manager) + Elle Goss (Retail Design Specialist)  
**Contractor:** JD Floors  
**Location:** Knoxfield, Victoria  
**Area:** 230 m2  
**Product used:** Van Gogh Birch VGW84T and Eastern Blackbutt VGW130T







Van Gogh Birch VGW84T





Van Gogh Birch VGW84T

"The space inspires (franchisees) to see the potential in their stores". Leah McKinlay – Retail Development Manager, Stihl.

Not only is Karndean Van Gogh a beautiful flooring choice for the space, but the floors are also fit for purpose and designed to perform in retail settings.

Featuring commercial heavy-duty durability backed by a 15-year commercial warranty, Van Gogh floors are designed to stand up to the high foot traffic of busy commercial spaces. What's more, the floors are easy to clean and maintain, and the design flexibility of glued-down allows designers to define the space with a laying pattern.

"The installation of the floor at Stihl head office went according to plan, we always enjoy installing Karndean hardset products, including Van Gogh which has the nice solid 3mm format so you know it will last. Following standard installation procedures we were able to install all the required areas for this project in a short period of time with a quick return to service." - Jeremy Doig - Director, JD Floors.





Focus on style



"The flooring makes a difference. It adds warmth to the space, making it feel homely and aspirational". Elle Goss – Retail Design Specialist, Stihl



# Formats

We offer three types of product formats: Loose lay, rigid core and gluedown.

## Loose lay



Karndean LooseLay features our K-Wave® friction grip backing which helps hold the product to the subfloor without adhesive, making it quick and easy to install. Ideal for underfloor access panels and temporary roomsets, each plank can be lifted individually where required.

### **LooseLay Originals**

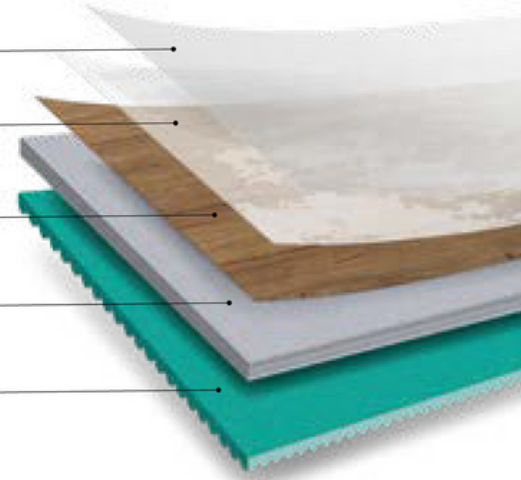
1050 x 250mm plank, 500 x 610mm tile

### **LooseLay Longboard**

1500 x 250mm plank



K-Guard+® Surface Protection  
Clear PVC Embossed Wear Layer  
High Definition Photographic Layer  
Stability Layer  
K-Wave® Friction Grip Backing



## Rigid core



Our rigid core ranges are ideal for installations where acoustics, uneven subfloors or preservation of existing hard floors need to be considered. A click-locking mechanism allows for quick installation and the preattached backing eliminates the need for a separate underlayment.

### **Korlok**

1420 x 225mm plank, 457 x 600mm tile

### **Van Gogh**

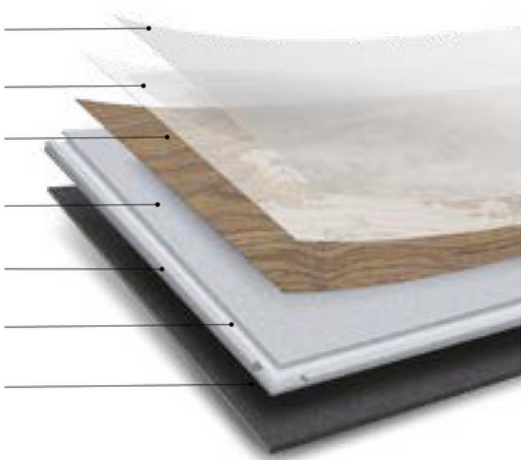
1220 x 180mm plank

### **Knight Tile**

1220 x 180mm plank, 305 x 457mm tile



K-Guard+® Surface Protection  
Clear PVC Embossed Wear Layer  
High Definition Photographic Layer  
Stability Layer  
Locking Mechanism  
K-Core®  
Acoustic Backing



## Gluedown



Our gluedown ranges offer our widest choice of colours and formats. Features such as textured emboss or our premium handscraped finish, wide bevels or flat edges make each range unique to Karndean Designflooring.

### **Art Select**

228 x 76mm, 915 x 152mm, 1219 x 178mm plank

### **Van Gogh**

1219 x 178mm plank

### **Opus**

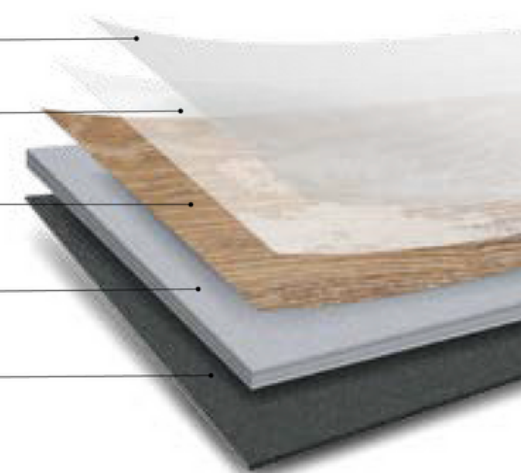
915 x 152mm, 1219 x 228mm plank, 457 x 610mm tile

### **Knight Tile**

1219 x 178mm plank, 305 x 305mm, 305 x 457mm tile



K-Guard+® Surface Protection  
Clear PVC Embossed Wear Layer  
High Definition Photographic Layer  
Stability Layer  
Backing Layer





# Alternative designs

Create the same look for your commercial project.

We have a variety of products to match, within our ranges.



Loose lay



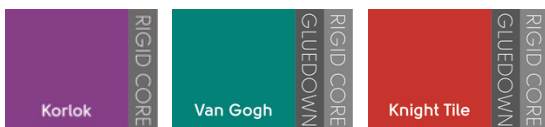
■ Providence LLP108



■ Cambridge LLP113



■ Champagne oak LLP310



Rigid core



■ Birch SCB-VGW84T



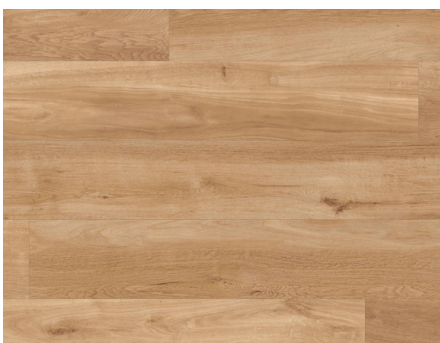
■ Eastern Blackbutt SCB-VGW130T



■ Warm Ash RKP8103



Gluedown



■ French Oak VGW85T



■ Washed Blackbutt VGW129T

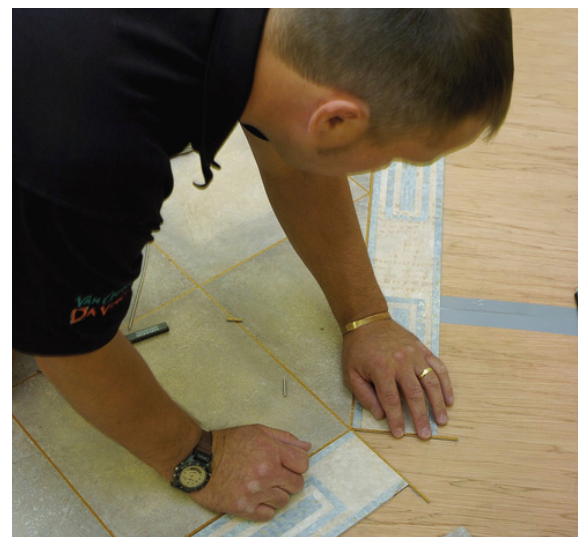
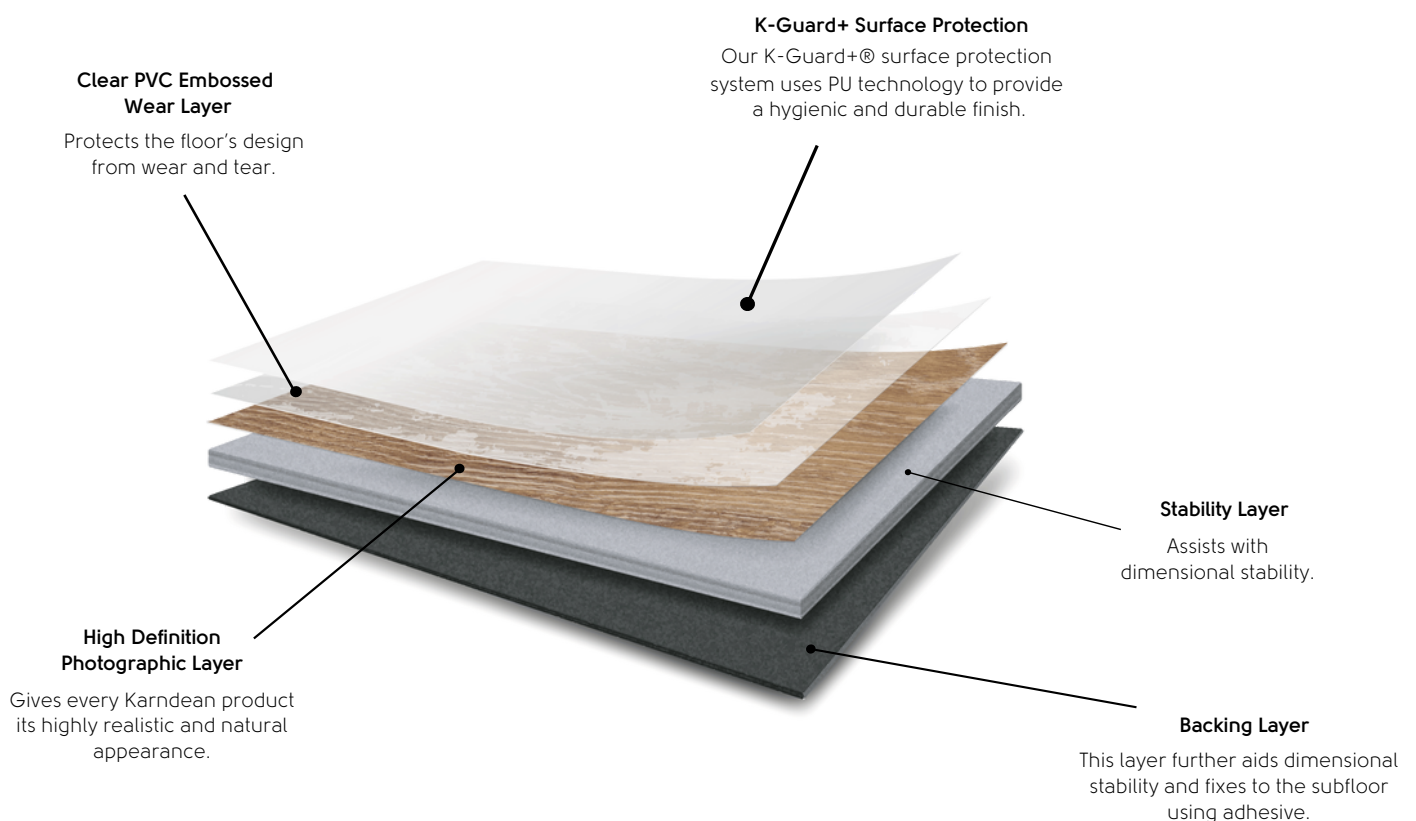


■ Palleo WP312



# Why choose gluedown?

Gluedown is a format of luxury vinyl flooring that is fixed to a perfectly flat and dry subfloor using adhesive. Our gluedown ranges offer our widest choice of colours and formats. Features such as textured emboss or our premium handscraped finish, wide bevels or flat edges make each range unique to Karndean and serve to highlight the faithful replication of the original wood and stone that inspired each of our products. With our gluedown format, you have design flexibility giving you complete control over the look of your floor, from the laying pattern to the incorporation of our design strips and borders.





# The benefits of Karndean Gluedown



## Individually replaceable

Gluedown Planks and tiles can be individually replaced should the need arise.



## Design capabilities

Choose your preferred laying pattern and customise your gluedown floor with our design strips and borders.



## No expansion gap required

Unlike rigid core, gluedown floors do not require an expansion gap.



## Individual, glued down planks and tiles

Our gluedown planks and tiles are individually glued down using a hard set adhesive.

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With all the added benefits of Karndean luxury vinyl flooring...



Realistic designs



Durable



Low maintenance



Comfort



Environmentally friendly



Hygienic



Warranty\*



Blush Oak VGW107T



Northern Spotted Gum VGW103T

\*Lifetime 35 years residential and up to 20 years commercial



# Technical datasheets & Installation guidelines

Please follow the below QR code links to our technical datasheets and installation guidelines for our ranges.

## Our Ranges



[Technical datasheets](#)



[Installation Guidelines](#)

**bimstore**






[BIMstore files](#)

Product specified:



Van Gogh



	Standard	Result
 Size		Plank 1219.2mm x 177.8mm
 Thickness		3.0 mm
 Wear layer		0.5 mm
Guarantee	Commercial Residential	15 years wear* Lifetime wear*
Slip resistance	AS/NZ4586	R10

\* Subject to terms. [View our guarantee](#)

See Technical Data Sheet via the QR code above for full specification



# Visit us online at [karndean.com](http://karndean.com) where you can...

## Find website support

The website offers a wealth of inspiration, case studies and design ideas, detailed technical information and a look inside our head office and warehouse. When you are designing floors this is your point of reference for information, samples and practical support.

Website tools include:

Product Selector	Installation guidelines
Digital Specification Library	Order samples
Technical data	Brochures
Sector application	BIM files



## Order samples

If you need some extra help selecting the best colour for your project, why not order some cutting samples? These are small swatch samples designed to help you pick which product is right for you.

[www.karndean.com/commercialsamples](http://www.karndean.com/commercialsamples)



[Samples](#)



## Check out our Digital Specification Library

We have developed a great tool which allows you to pick a room or upload a photo of your space and see what different floors will look like. It's really easy to use and will allow you to create your perfect Designflooring combination.

[www.karndean.com/digitalspecificationlibrary](http://www.karndean.com/digitalspecificationlibrary)



## Sign up for our e-newsletter

We'd love to keep in touch with you. To receive our latest Karndean updates including design, technical data and BIM files, sign up online today at [www.karndean.com](http://www.karndean.com)

# Keep up-to-date with us

Follow us on our social media channels.

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 KarndeanDesignFloors







#### 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: [www.karndean.com/advice](http://www.karndean.com/advice). 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.

#### Contact us

Phone: AUS - 1800 331 170\* / NZ - 0800 442 101\*

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Web: [www.karndean.com](http://www.karndean.com)

Address: 835 Stud Road Knoxfield,  
Victoria 3180, Australia

\*Calls may be recorded for training and quality purposes.



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