

Website Update Guide

Retailer Overview



Give an overview of the services the Retailer offers in relation to Karndean

Points to consider;

- Consumers can browse full range of designs
- Find out more using interactive tablet
- Use design table to create your perfect floor
- Explore design strips, borders, laying patterns
- Samples offered
- Quote and measure service
- Fitting availability/guarantees
- Aftercare services selling cleaning & maintenance items

Karndean product overviews



Give the consumer an overview of what Karndean is and its benefits

- Overview of Karndean
 - Key benefits - Waterproof, Easy to clean, Durable, Comfortable
- Format overview
 - Gluedown
 - Loose lay
 - Rigid core
- Range overview
 - Art Select
 - Da Vinci
 - Van Gogh
 - Opus
 - Knight Tile
 - LooseLay
 - Korlok
 - Heritage
 - Kaleidoscope

Logos



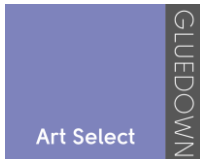
- Always use main Brand Logo



- Retailer tier specific logos available



- Range icons available when talking about specific ranges



Images

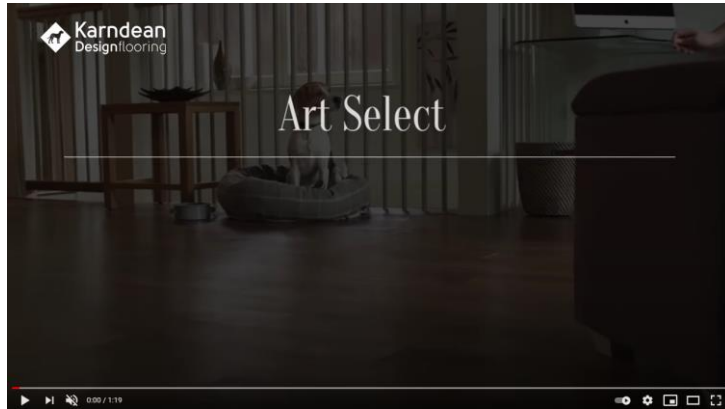
Karndean stock imagery available for all ranges

- Art Select: <https://designflooring.brandworkz.com/BMS/?link=A97DE860>
- Da Vinci: <http://designflooring.brandworkz.com/bms/?link=DA938323>
- Van Gogh: <https://designflooring.brandworkz.com/BMS/?link=B8B0970A>
- Opus: <https://designflooring.brandworkz.com/BMS/?link=CC3F74E7>
- Knight Tile: <https://designflooring.brandworkz.com/BMS/?link=CCD38523>
- LooseLay: <https://designflooring.brandworkz.com/BMS/?link=CDB476FC>
- Korlok: <https://designflooring.brandworkz.com/BMS/?link=CDD19086>
- Heritage - <http://designflooring.brandworkz.com/bms/?link=A460DB48>
- Kaleidoscope - <https://designflooring.brandworkz.com/BMS/?link=BA1B6E51>

We would also recommend adding your own work as galleries too, so consumers can see retailers workmanship

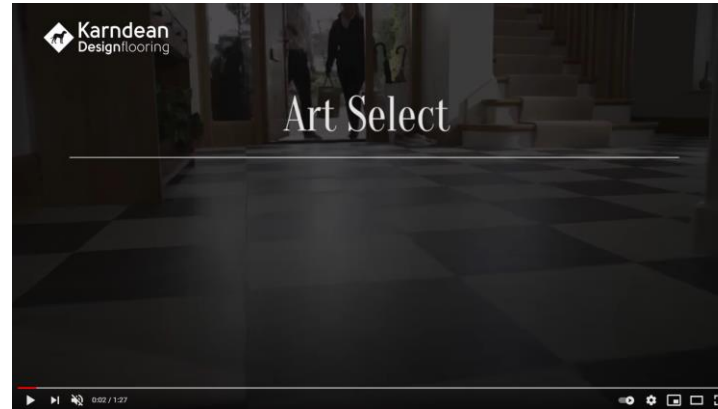
Video Content

Use YouTube embedded links to place video content on website



Art Select Wood

<https://youtu.be/UlB0Q3cLslk>



Art Select Stone

<https://youtu.be/qi505S9dTCA>



Da Vinci

<https://youtu.be/fx8aESJYmDA>



Van Gogh

<https://youtu.be/mYwTkHqWtdo>



Opus

<https://youtu.be/99EQcTqjQ9g>



Knight Tile

<https://youtu.be/8AAHCjBW1j0>

Video Content

Use YouTube embedded links to place video content on website



Korlok

<https://youtu.be/KM6weplacbU>

Karndean.com links



Link to the downloads section to download Karndean Literature;

- <https://www.karndean.com/en-gb/floors/guides-and-resources/resources/downloads>

Link to our Home Inspiration hub to see Karndean in real homes;

- <https://www.karndean.com/en-gb/floors/inspiration/home-inspiration>

Link to our Floorstyle designer tool

<https://designflooring-residential.esignserver1.com/karndean/gallery.do;jsessionid=775F2B77E51C53B107136A053711099B>

Link through to our wood, stone or abstract design pages;

- <https://www.karndean.com/en-gb/floors/look/wood>
- <https://www.karndean.com/en-gb/floors/look/stone>
- <https://www.karndean.com/en-gb/floors/designflooring-ranges/abstract>