

## FRESHEN UP FLOORING: B&Q LAUNCHES EXCLUSIVE KARNDEAN RANGE

- Karndean is known for its high-quality, realistic appearance and durability and has traditionally been associated with specialist retailers
- With “redo floors on a budget” amassing a whopping 98 million posts on TikTok\*, B&Q’s Flooring Expert has unveiled a handy how-to guide for how to freshen up flooring this Autumn, to suit any style
- Palio Home from Palio by Karndean is available in B&Q stores nationwide and online at [diy.com](https://diy.com) from 4th August

**06 August 2025:** B&Q has exclusively introduced ‘Palio Home from Palio by Karndean’, a stunning new collection of luxury vinyl flooring designed to mimic the look and texture of natural materials like wood, stone, and ceramic - but with added practical benefits.

Designed for both aesthetics and performance, customers can choose from either a wood-effect - resembling Oak, Ash or other hardwoods in traditional or herringbone style - or a stone-effect - mimicking concrete, limestone or marble in a variety of hues.

‘Palio Home from Palio by Karndean’ is resistant to scratches, stains and water making it ideal for high-traffic areas including kitchens and bathrooms. It’s easy to clean (just sweep and mop, no specialist cleaners required) and more comfortable and quieter underfoot than real wood or stone.

This collection – exclusive to B&Q - is available in a click-lock format – meaning it can be installed over most existing hard floors with minimal prep and without the need to hire a tradesperson. It also comes with Karndean’s 35-year residential flooring guarantee.

Traditionally, Karndean has been associated with specialist retailers where it consistently gets five-star reviews. It is consistently praised for the ease of installation and durability, making it ideal for savvy DIY-ers.

This year, “redo floors on a budget” surpassed 98 million posts on TikTok\* and “luxe for less” garnered over 10 million posts on TikTok\*\*, so it’s undeniable that consumers are seeking cost-effective ways to transform their homes without compromising on a premium aesthetic.

Here to prove that desire for sophisticated style no longer comes with an exclusive price tag, B&Q’s Flooring Expert, Laura Dollimore has unveiled a handy guide for how to give floors a luxury refresh for less.

**Laura Dollimore, B&Q’s Head of Paint, Flooring & Tiling says:** *“The power of social media, particularly TikTok, has truly demystified DIY. Once intimidating home projects, like updating your flooring, are now being embraced as achievable, budget-friendly transformations. At B&Q, we’re seeing more and more customers wanting to achieve a high-end look without a hefty price tag, especially when it comes to flooring. Our exclusive ‘Palio Home from Palio by Karndean’ range, alongside other new products under our own brand, GoodHome, perfectly meets this demand. These innovative solutions offer stunning aesthetics and incredible durability – they’re waterproof and easy to install – proving that you can absolutely transform your home with sophisticated, stylish flooring on any budget.”*

To further inspire and guide homeowners, **Laura Dollimore** has unveiled an essential guide on how to re-do and renovate floors, complete with tips on how to pick the right look to complement existing furnishings.

"A refreshed Farmhouse aesthetic is perfect for customers who desire a bright, cosy, and inviting home that blends rustic charm with modern comforts. It's the go-to choice for those who love natural materials, light colors, and a relaxed, family-friendly atmosphere, to blend with lots of books, warm glowy lighting and mid-century modern furnishings. This style of flooring is absolutely the choice to go for any room with big, spacious windows and lots of natural light."



GoodHome Dunwich Natural  
Laminate Flooring  
£XX per m2



GoodHome Chesterfield Natural  
oak effect Synchronic  
Herringbone Laminate Flooring  
£19 per m2



'Palio Home from Palio by  
Karndean' LVC Timeless  
Ash  
£53.99 per m2

### GENTEEL GREY

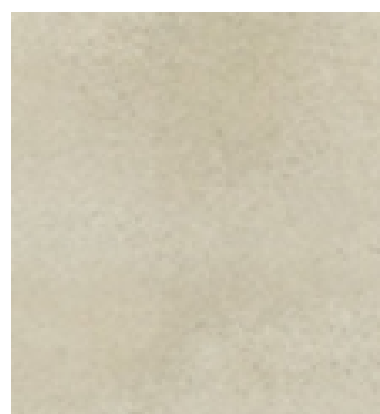
"Chic, neutral and pared back grey or marble flooring is a favoured classic, particularly with the rise of the 'clean girl aesthetic' being adopted by influential social media stars like Molly Mae. For customers looking for a contemporary and elegant backdrop that offers versatility and a calming ambiance, this flooring palette is perfect. It's also a great choice for those that are still in the process of finalising their collection easily updated with pops of color or varied textures."



Quick-step Aquanto Galway  
Beige Stone tile effect  
Embossed Flooring  
£25 per m2



'Palio Home from Palio by  
Karndean' LVC Ivory Calacatta  
Stone  
£53.99 per m2



'Palio Home from Palio by  
Karndean' LVC Cream  
Concrete  
£53.99 per m2

## EDGY & INDUSTRIAL

“For those seeking an industrial, edgy and inner city look, the Stone or Concrete look is the answer. With a minimalist aesthetic and a laid-back edge, this style suits individuals who appreciate raw textures, clean lines, and a durable, low-maintenance design. Bring the colour to any room with this flooring with lots of house plants, and don't be afraid to stir in some wooden furnishings with the metal look.”



GoodHome Koncrete Grey  
Concrete effect Laminate  
Flooring  
£16.97 per m2



'Palio Home from Palio by  
Karndean' LVC Grey Calacatta  
Stone  
£53.99 per m2



GoodHome Fulham Grey oak  
effect Structured Laminate  
Flooring  
£18 per m2

Shoppers can get their hands on some of B&Q's innovative new flooring ranges, including the 'Palio Home from Palio by Karndean' collection, on August 4th on [www.diy.com](http://www.diy.com) and in stores nationwide. Next day click & collect delivery is available on many products for a convenient shopping experience, and B&Q Club members enjoy rewards every time they shop - helping them to create a home they love.

## ENDS

### Notes to editors:

For more information, images and sample requests, please contact:

[b-and-q@wearetheromans.com](mailto:b-and-q@wearetheromans.com)

\*"Redo floors on a budget" on TikTok

\*\*"Luxe for less" on TikTok

### The full 'Palio Home from Palio by Karndean' range available at B&Q includes:

- LVC Cream Concrete stone effect - £53.99 per sqm
- LVC Grey Concrete stone effect - £53.99 per sqm
- LVC Midnight Limestone stone effect - £53.99 per sqm
- LVC Grey Calacatta stone effect - £53.99 per sqm
- LVC Warm Calacatta stone effect - £53.99 per sqm
- LVC Ivory Calacatta stone effect - £53.99 per sqm
- LVC Pale Traditional Oak wood effect - £53.99 per sqm
- LVC Golden Traditional Oak wood effect - £53.99 per sqm
- LVC Softgrain Ash wood effect - £53.99 per sqm
- LVC Timeless Ash wood effect - £53.99 per sqm
- LVC Classic Prime Oak wood effect - £53.99 per sqm
- LVC Light Farmhouse wood effect - £53.99 per sqm
- LVC Mid Farmhouse Oak wood effect - £53.99 per sqm



- LVC Dark Farmhouse Oak wood effect - £53.99 per sqm
- LVC Herringbone Light Farmhouse Oak - £64.99 per sqm
- LVC Herringbone Mid Farmhouse Oak - £64.99 per sqm
- LVC Herringbone Dark Farmhouse Oak - £64.99 per sqm

#### **About B&Q:**

B&Q is the UK's leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland, offering great prices, with over 700,000 products available to order at [diy.com](https://diy.com) for home delivery or click and collect.

For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to [Tradepoint.co.uk](https://tradepoint.co.uk).

B&Q launched the UK's first home improvement marketplace in March 2022, adding additional choice for consumers. The marketplace offers a unique, integrated experience with in-store returns for many products and Click + Collect options being explored.

Their team of more than 21,000 colleagues of all ages are respected nationwide for providing great home improvement help to customers. They're the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter's DIY Skills Advisors. For more information on our community initiatives visit [diy.com/corporate/community](https://diy.com/corporate/community) or to read our Build a Life Project annual report visit [diy.com/responsible-business](https://diy.com/responsible-business)

B&Q is part of Kingfisher plc, the international home improvement company, operating 2,000 stores in 8 countries across Europe.

Follow B&Q on LinkedIn