

# Floor Covering Media

Your Gateway to the Floor Covering Industry

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## Karndean Designflooring Blog

Members (and Visitors):

This Press Release is about Karndean Designflooring introducing its new blog and move into social media including Facebook, Twitter, LinkedIn, Google + and Pinterest. Reached at: [www.Karndeanblog.com](http://www.Karndeanblog.com), and its social media pages should provide consumers with valuable product information, design inspiration and more. The commercial audiences will be supported with up-to-date case studies, technical specifications, details for upcoming shows and other useful content, according to Karndean Designflooring.



"The conversation around our brand and products in these social spheres was increasing and we wanted to be part of the conversation," said Victoria Stakelum, global marketing strategy director, Karndean Designflooring. "We're hoping our new followers will find our pages helpful, providing them with access to our latest content with an aim to simplify the journey to choosing the perfect floor – be it for their own home/business or when specifying for a client's commercial project."

To jumpstart these social media efforts, Karndean has launched a "Pin it to Win It" competition where a Pinterest user can win up to \$3,500 of Karndean flooring for their home. The contest runs through the entire month of

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September. For more information and for contest rules, visit:

"Pin it to Win It" Link:

[www.karndean.com/en/floors/news-and-events/pin-it-to-win-it.aspx](http://www.karndean.com/en/floors/news-and-events/pin-it-to-win-it.aspx)

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Blog Link:

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