

# AVE

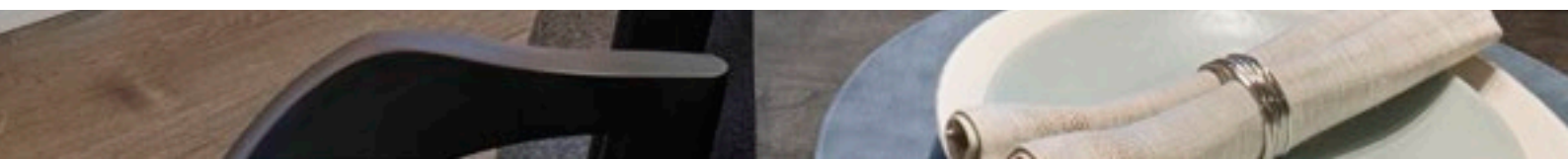


Karndean  
Designflooring  
Commercial



# AVE

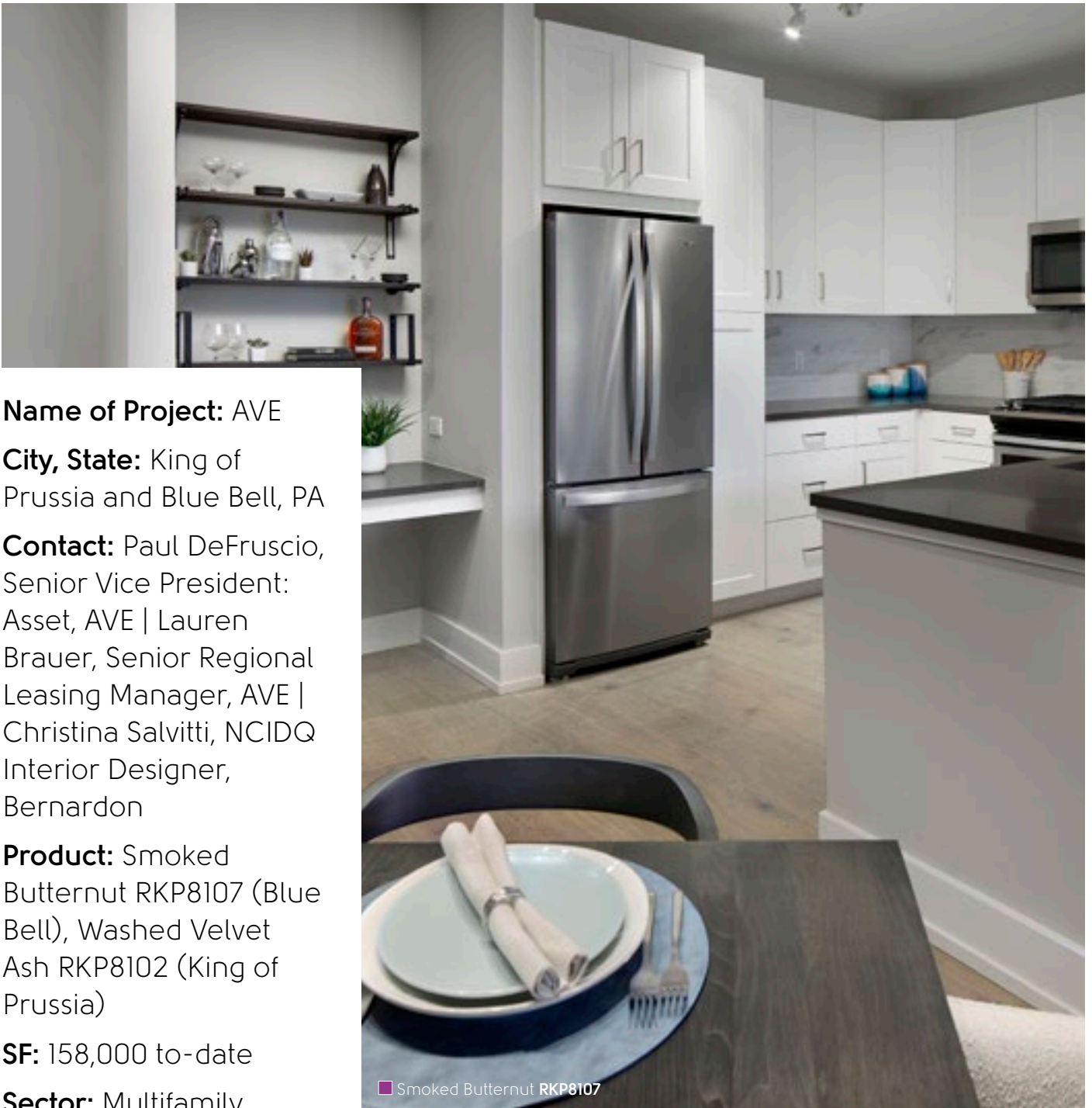
| Multifamily



# The Challenge

AVE, a brand of Korman Communities, specializes in flexible living for renters and individuals needing temporary accommodations. They currently own and operate 13 state-of-the-art rental communities in Pennsylvania, New Jersey, California, and Texas. Karndean Designflooring has been a partner on AVE projects since 2016 after its Senior Vice President: Asset Paul DeFruscio encountered the vinyl product while visiting another construction site.

“Our general contractor was using Karndean on another project, and I was blown away by how much it resembled natural wood,” DeFruscio said.



**Name of Project:** AVE

**City, State:** King of Prussia and Blue Bell, PA

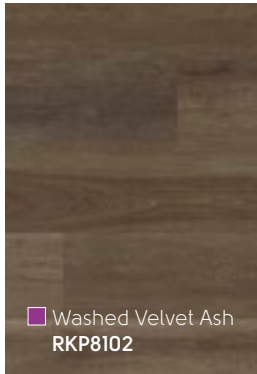
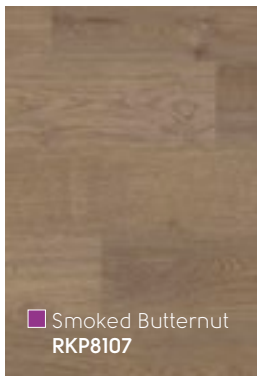
**Contact:** Paul DeFruscio, Senior Vice President: Asset, AVE | Lauren Brauer, Senior Regional Leasing Manager, AVE | Christina Salvitti, NCIDQ Interior Designer, Bernardon

**Product:** Smoked Butternut RKP8107 (Blue Bell), Washed Velvet Ash RKP8102 (King of Prussia)

**SF:** 158,000 to-date

**Sector:** Multifamily

Smoked Butternut RKP8107



## The Solution

In addition to a real wood aesthetic, AVE's considerations were a quality product and minimizing noise between apartments. Karndean's area Commercial Business Manager recommended the Korlok Select interlocking rigid core product range, as its pre-attached, acoustic-foam backing reduces noise transfer to units below by 22dB, exceeding AVE's requirements.

"In a residential setting, there can be a lot of wear and tear to flooring through daily living, moving in and out, shoes and pets. Developers are always trying to minimize noise between units and this product had a higher IIC rating than competitors," Christina Salvitti, NCIDQ Interior Designer, Bernardon noted.

Both AVE Blue Bell and AVE King of Prussia feature products from the Korlok Select range installed throughout the kitchen and living areas. The color selection complements the kitchen design.

The kitchens in Blue Bell boast crisp white cabinets with a marbled backsplash and dark countertops. To add contrast and warmth to the space, Bernardon, AVE's interior design team, chose Smoked Butternut RKP8107, a mid-tone plank that features a mix of straight and flowery grain.

"It had just the right amount of warmth to the grain to be universally appealing. The product really looks like hardwood. With a lot of vinyl flooring, you can tell right away because it has too much sheen or no definition in the texture," Salvitti added.

The King of Prussia property features taupe cabinetry with white backsplashes and countertops, so Washed Velvet Ash RKP8102, a darker warm-tone plank with subtle detailing, was selected to help ground the space.

# The Results

"The switch from all carpeting to Karndean in the living and kitchen areas has been amazing! It's elevated our product and reduced our expenses," DeFruscio says, noting a 33% annual savings.

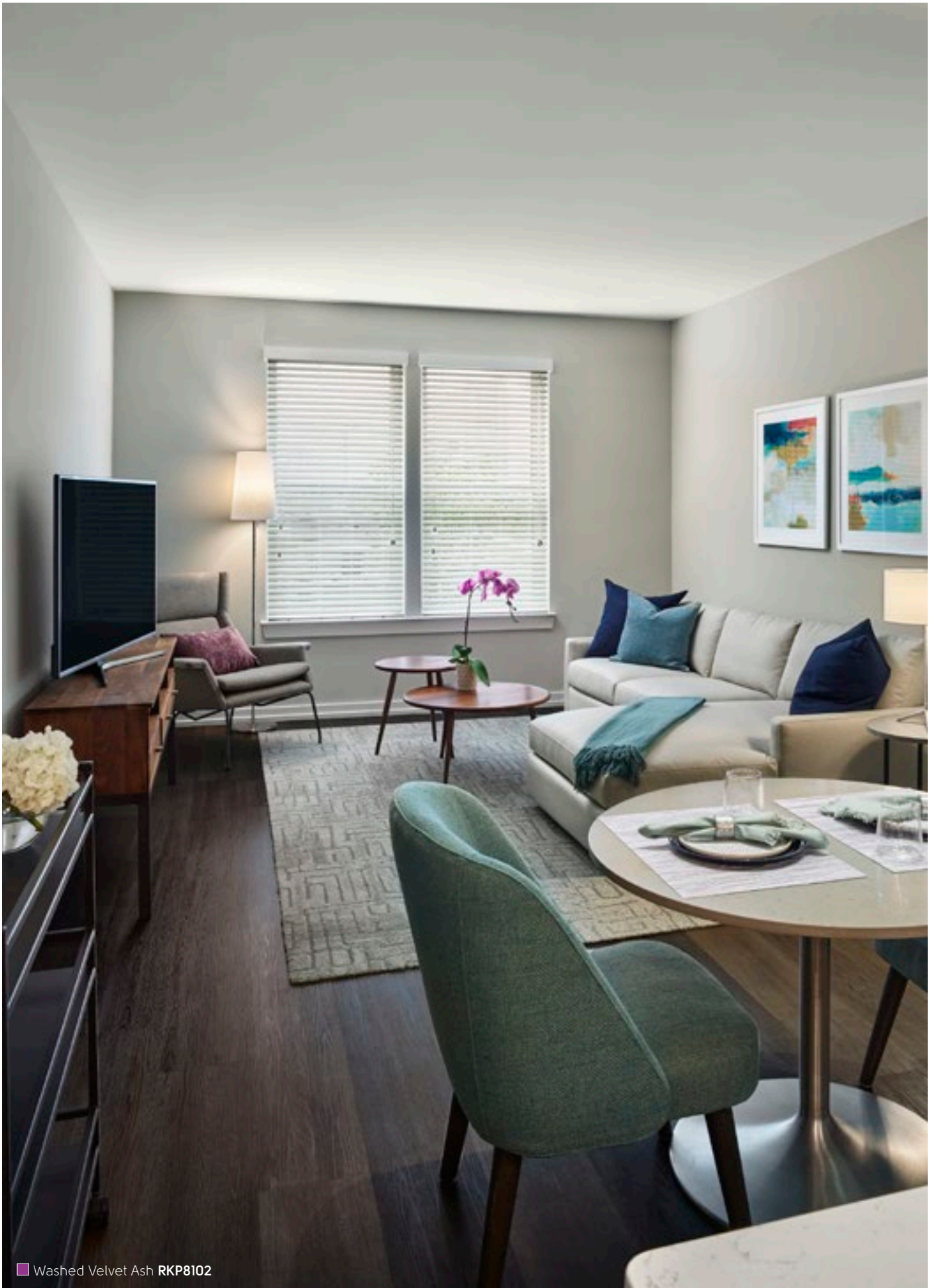
According to Lauren Brauer, Senior Regional Leasing Manager at AVE King of Prussia and AVE Blue Bell, prospective residents typically ask a lot of question about flooring as they tour properties, but this isn't the case at these two AVE properties.

"Prospects will look at the Karndean vinyl plank floors and they'll walk on them and simply say, 'This is nice!' They love that it's a neutral that's universally appealing," Brauer says. "It's just so durable and easy to maintain. There are never any scratches or marks when a new resident moves in, so I don't get any complaints. It makes my job easier to lease our apartments and provide the high resident satisfaction."

Products used: ■ Washed Velvet Ash **RKP8102** | ■ Smoked Butternut **RKP8107**



■ Washed Velvet Ash **RKP8102**









Washed Velvet Ash RKP8102

# Products Specified:



## Korlok

	Standard	Result
 <b>Size</b>	ASTM F2421	56" x 9" (1420 mm x 225 mm)
 <b>Thickness</b>	ASTM F386	6.5 mm
 <b>Wear layer</b>	ASTM F410	20 mil (0.50 mm)
<b>Warranty*</b>	Commercial Residential	15 years Lifetime
 <b>Beveled edge</b>		Micro
 <b>Slip resistance**</b>	ASTM D2047	Pass (Dry 0.8)
 <b>Acoustic impact noise reduction</b>	ASTM E2179-09 ASTM E492-09	ΔIIC = 22 dB IIC = 68 dB (6" Concrete Slab w/Drop Ceiling) IIC = 72 dB (6" Concrete Slab w/Drop Ceiling +QuietChoice)

\* Subject to terms.

\*\* Slip resistance is measured on freestanding ex-factory product. Slip resistance can be affected by many factors including but not limited to: product installation and underlayment, surface contamination, use, wear and how the product is maintained. Textural variation along the surface of the product can affect nominal values.



Washed Velvet Ash RKP8102

## Technical Information

To view the full technical specification for each of our product ranges visit our website or text any product code to Karndean Info:

[karndean.com/commercialtechdata](http://karndean.com/commercialtechdata)  
(877) 850-0376



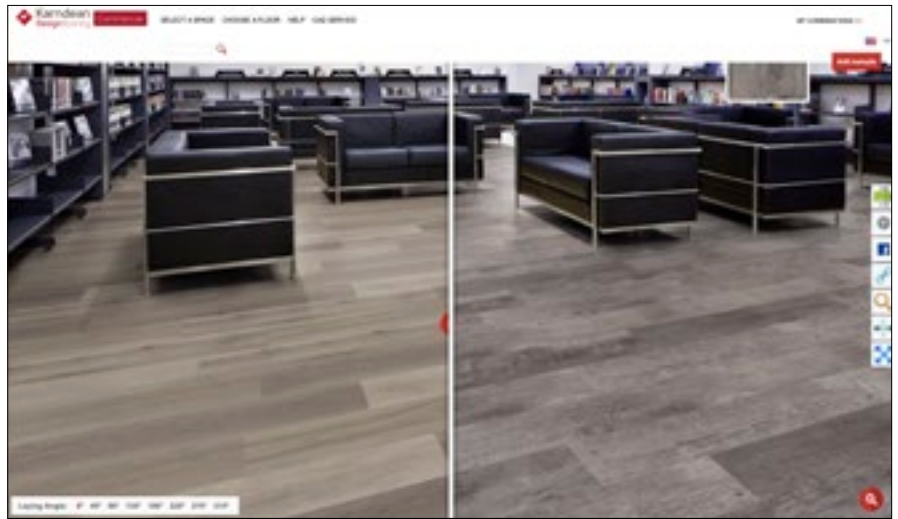
# Feeling Inspired?

We have a variety of tools available to help you achieve the look you desire for your project:

## Floorstyle Floor Designer

Once you've narrowed down your color choices, use our free interactive design tool to upload a photo of your project and experiment with lay patterns, download CAD files and request samples.

[karndean.com/commercialfloorstyle](http://karndean.com/commercialfloorstyle)

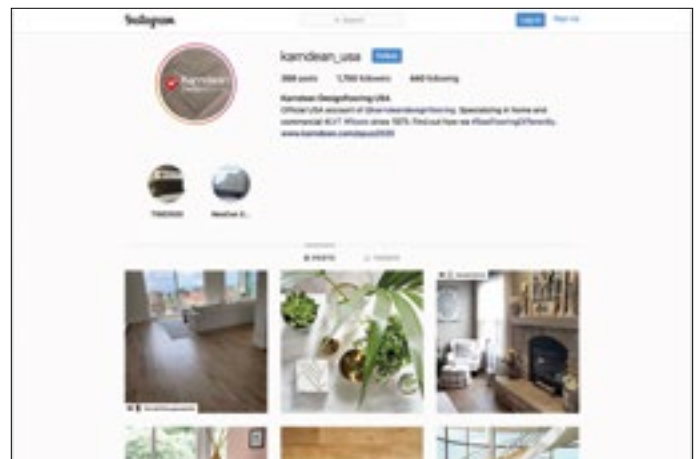
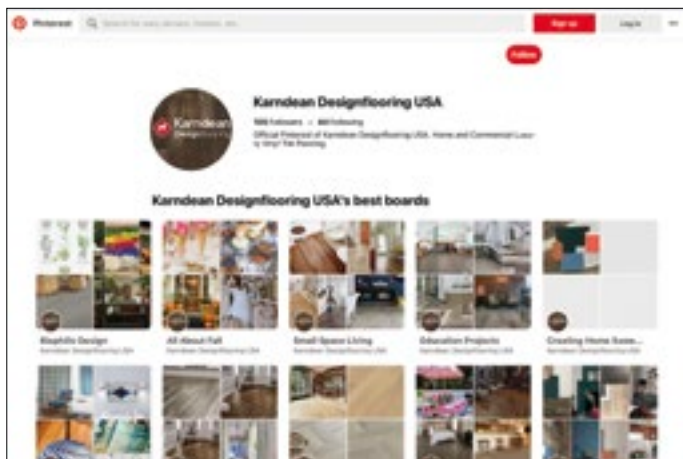



## Digital Product Library


Browse our digital library of commercial luxury vinyl flooring, including our Product Selector and architectural folders, organized by product range and type of visual.

[karndean.com/digitalproductlibrary](http://karndean.com/digitalproductlibrary)

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