Transparency Report

Organisation: Karndean Designflooring

Content assessed: Karndean Designflooring Holdings Evolve Sustainability Report 2025 Final 051026

Assessed: 8 October 2026

Assessed under: UK rules (the CMA Green Claims Code and the CAP Code)

truMRK's independent transparency assessment of Karndean Designflooring's Karndean Designflooring Holdings Evolve Sustainability Report 2025 Final 051026, scored across claims, language and context on behalf of its readers. Scores measure the transparency of the communication, not the sustainability of the business.

AT A GLANCE

truMRK independently assessed Karndean Designflooring's content across sustainability claims, language and context. The strongest pillar is language, assessed as Strong; sustainability claims and context assess lower. Detail on each follows.

This content meets the publication threshold: every pillar scored 60/100 or above.



CLAIMS

61/100 Developing



Every sustainability claim in the content is identified and graded on a four step substantiation ladder: Verified (evidence exists and a third party visibly stands behind it), Substantiated (evidence is shown to the reader but not independently checked), Asserted (evidence is referenced but not checkable) and Unsubstantiated (no basis offered). Named checks applied to every claim include: the scope of any certification against the scope of the claim it supports, a stated delivery pathway behind forward looking targets, and outcome measures on the same baseline and denominator as the progress they claim. The score is the average credit across all claims, with headline claims weighted double. In this content we identified 53 claims: 2 verified, 20 substantiated, 31 asserted and 0 unsubstantiated. For claims below substantiated we also checked publicly accessible evidence (official registries and the organisation's own published materials): third-party evidence was found for 5, and self-published material without independent verification for 24; found evidence lifts a claim's credit part-way, since the reader is not shown it in the content.

The content was assessed under UK rules (the CMA Green Claims Code and the CAP Code). Across 53 claims reviewed, 2 are Verified, 20 are Substantiated, and 31 are Asserted. The relatively high proportion of Asserted claims reflects a pattern where specific figures and conduct statements are presented without linked or shown evidence, and where the dominant reported emissions reduction is driven by a methodology change in emission factors rather than operational progress, a distinction the content discloses but does not foreground.

STRONG POINTS

- The Scope 1 and 2 reduction target (42% by 2030 from a 2022 base year) is Verified against the SBTi Target Dashboard, and the content pairs it with a delivery pathway covering solar investment, fleet electrification, and energy monitoring technology.
- The supplier engagement target (62% of suppliers by emissions to have science-based targets by 2028) is also Verified against the SBTi registry, with the annex disclosing current position, named logistics partners, and a structured review schedule through 2027.
- The Sedex SMETA audit programme is substantiated by a named auditor (Eurofins), a table of seven factory audits with dates and countries, and a disclosed findings trend, giving the zero-tolerance labour claim a checkable evidential basis.

CAUTION POINTS

- The headline total emissions reduction (from 266,919 to 226,415 tonnes CO2e) is graded Asserted: the content attributes it primarily to a change in emission factors in the 2025 EPDs rather than operational improvement, but does not name the specific EPDs or factors involved, leaving the reader unable to distinguish a methodology-driven reporting change from a genuine reduction.
- Although the report discloses absolute emissions by scope, it does not sufficiently reconcile the effects of revised emission factors and calculation methods with reductions attributable to operational improvements.
- The hero claim 'Deliver products that are safe for people and the environment' is graded Asserted: the supporting certifications (FloorScore for VOCs, REACH compliance) each cover a defined subset of product safety, and no recognised third-party body certifies the holistic standard the headline asserts.

LANGUAGE

84/100 Strong

Every claim bearing statement is identified, and any whose wording would engage the Green Claims Code or the ASA's requirements is flagged, weighted by severity and prominence. Named checks include: comparative claims without a stated basis, intensity or ratio framings that could read as absolute reductions, and recyclability wording without the qualification the ASA requires. The score is the share of statements whose language is compliant. In this content we identified 89 claim bearing statements and flagged 18 (5 serious, 13 minor).

89 statements were reviewed and 18 were flagged, of which 5 are Serious and 13 are Minor. The most consequential findings concern circular-economy language applied to a business that remains largely linear, and directional progress claims about partner factory emissions that carry no baseline, period, or figure.

STRONG POINTS

- The recycled-content claim (6% to 31%) explicitly discloses that the figures are based on own calculations and self-declared data, giving the reader a clear signal about the evidential basis rather than presenting the range as independently verified.
- The two hero-section directional statements in named leadership quotes are correctly placed in narrative rhetoric, and the content does not repeat the same directional wording in product-adjacent or purchase-decision contexts where the regulatory exposure would be sharper.

CAUTION POINTS

- Two Serious flags concern circular-economy language: 'Transition to a circular business model' (p.6) and 'Transition to a circular flooring model' (p.19) are applied to an operation that has no end-of-life take-back scheme at scale, no consistent recycling routes for installed floors, and a circular business model project that has not yet started. Recycling of offcuts and recyclability targets are not a circular model, and the wording overstates the current position under GCC Principles 1 and 2.
- The statement that partner factories are reducing their emissions through solar panels and biomass (p.14) is a Serious flag: it is a directional progress claim about third-party conduct with no baseline, period, figure, or scope, engaging CAP Rules 11.1 and 11.3 and GCC Principle 4.
- The site electricity consumption claim (8% less than last year, 4% less than 2022, p.14) is a Serious flag: the site is not identified, no absolute figures accompany the percentages, and the measurement basis is not disclosed, making the comparison unverifiable by the reader.

CONTEXT

79/100 Credible

Independently of the submitted content, we establish the sustainability issues material to the organisation, from its sector and its own circumstances. We then check how many of those issues the content acknowledges, and how suitably each acknowledged issue is addressed. Coverage and adequacy combine into the score. Here, 14 of 15 material issues are addressed, with an average adequacy of 63% where they are.

Of 15 material issues identified for a PVC flooring business of this profile, 14 are acknowledged and 1 (water use and effluent at supplier facilities) is not addressed. Mean adequacy across acknowledged issues is 63%, reflecting a pattern of candid identification of challenges paired with prospective pathways that have not yet produced measurable outcomes, particularly on the dominant Scope 3 hotspots.

STRONG POINTS

- Indoor air quality and VOC emissions achieve the highest adequacy score in the set: the content commits to 100% of products meeting FloorScore or equivalent in each territory, confirms the target was met in 2025, and references independent certification to named standards, giving a substantiated picture of a managed issue.
- Physical and transition climate risks are addressed with a structured disclosure: a climate risk assessment across 50 locations is described, pluvial flooding is named as the highest current risk with a quantified exposure figure (59% of assets at elevated risk, rising to 61% by 2050), and a three-year plan for deeper analysis is set out.

CAUTION POINTS

- Water use and effluent management at supplier facilities is the one unacknowledged material issue. Given that Karndean Designflooring's own data places 99% of emissions in Scope 3 and the dominant hotspot is manufacturing at Asian partner factories, the absence of any disclosure on water stewardship at those sites is a gap a specifier or investor would expect to find addressed.
- Fossil-fuel dependency and petrochemical raw material use (PVC as primary input) receives the lowest adequacy score among acknowledged issues. The report names elimination of crude-oil-derived raw materials as a long-term aspiration in the maturity model but provides no timeline, interim targets, or strategy, leaving the most structurally significant product-integrity issue without substantive engagement.
- Microplastic shedding achieves low adequacy: the content includes a target to understand the potential risk, which is an honest acknowledgement that no assessment has yet been completed, but no data, methodology, or timeline for completion is provided for an issue that carries growing regulatory and reputational exposure for the sector.

This Transparency Report records truMRK's independent assessment of the communication above. Every score is computed from a recorded, item by item analysis held by truMRK.

Karndean Designflooring · Assessed 8 October 2026 · run a9113d05

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The truMRK review process supports best practice in responsible communications and is designed to help reduce risk, improve quality, and promote transparency. It does not constitute assurance, certification, or legal or regulatory opinion of any kind. Responsibility for the accuracy, completeness, and lawfulness of all published claims remains with the organisation at all times.