



**For Immediate Release**

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## **Armstrong Floor Products Win Coveted Platinum & Gold ADEX Awards From *Design Journal Magazine***

Armstrong Commercial Floor Products has received two 2004 ADEX Awards (Award for Design Excellence) from *Design Journal Magazine* – the premier Platinum Award for the new “Living Colors of Linoleum” sheet collection, and a Gold award for ARTEFFECTS™ commercial tiles.

The annual ADEX Awards is the largest and most prestigious awards program for home, office, hospitality furnishings and building materials marketed to the design trade. ADEX entries are judged on five criteria: innovation, technological advancement, quality, aesthetics and value.

“The ADEX Platinum and Gold level awards are an honor and a validation of the design excellence of Armstrong floors,” says Diana Miller, Commercial Channel Manager. The 2004 ADEX Awards anticipated upwards of 500 companies submitting thousands of innovative new products.

An anonymous panel of professionals representing a cross section of the design industry votes for the ADEX Awards. ADEX judges are among the ablest in their respective areas of expertise and so the ADEX Award represents the best product designs of the year in the opinion of those who themselves reside at the top of their specialty. Specifiers who specialize in office design judge the contract entries, lighting specialists judge lighting, flooring specifiers judge flooring and so on.

Each category has potential for three award levels of platinum, gold or silver. Judges award points in several categories for each entry. Total points earned determine each product’s score. Minimum scores are needed to qualify for awards. Winners are published each April in *Design Journal* and also are featured on [www.designjournalmag.com](http://www.designjournalmag.com) and [www.adexawards.com](http://www.adexawards.com).

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## **Armstrong Commercial Floor Products 2004 ADEX WINNERS**

The ARTEFFECTS™ commercial tile collection from Armstrong delivers a soft, seamless look, ideal for a variety of commercial settings, old or new, including retail, healthcare facilities and schools. Floor expanses appear as a blanket of color with a small-scale, non-directional design that combines with a textured visual for the soft look of carpet.

The ARTEFFECTS™ palette spans 18 different 12 in. x 12 in. tiles with six sets each of earth-based colors, tinted neutrals and tonal steps. The array of neutral-based colors makes it easy to integrate with other commercial flooring materials, finishes and interior designs.

Warm and cool tiles can be combined in soft patterns, or contrasted with tints and color. Floor patterns can range from classic checkerboards and borders to contemporary accents in geometric shapes or contrasting waves.

The ARTEFFECTS™ collection offers all the advantages of vinyl – ease of installation, durability, and low maintenance. The durable (1/8 in. gauge / 3.2 mm) tiles also coordinate well with other Armstrong commercial flooring, especially Standard EXCELON® Imperial® Texture vinyl composition tiles; Armstrong Linoleum; Connection CORLON®, MEDINTECH®, and POSSIBILITIES® sheet vinyl; as well as Armstrong™ Hardwood Flooring by Hartco® and Bruce® Hardwood Floors. The line also works with other interior finishes, including fabrics, textiles, paints and wall coverings with the replacement and repair benefits of commercial tile.

The “**Living Colors of Linoleum**” Collection offers a focused North American portfolio. Fifty-five new colors in six distinctive styles provide a comprehensive, color-integrated spectrum that coordinates within the line, across Armstrong product categories and with other commercial interior finishes for optimum design flexibility. The significance here is that this palette, with its expanded midtones and rich colors, is distinctly North American and a departure from the starker contrasts of European design that have dominated linoleum design here in recent years. The line is arranged by color rather than by collection. Armstrong makes it easy for the designer to create a total environment, using coordinating colors across product categories to facilitate transitions from space to space and strike the perfect balance between design flexibility and performance.

### **Armstrong World Industries**

Armstrong World Industries, Inc., a subsidiary of Armstrong Holdings, Inc., is a global leader in the design and manufacturer of floors, ceilings and cabinets. In 2003, Armstrong’s net sales totaled more than \$3 billion. Founded in 1860, Armstrong has approximately 15,200 employees worldwide. Armstrong Floor Products and its powerhouse family of brands – Armstrong®, Bruce® Hardwood Floors, Hartco® Quality Wood Flooring, Robbins® Fine Hardwood Flooring, Desso® Textile Floorcoverings and Desso DLW Sports Systems – offer the most extensive portfolio of flooring products available, including branded vinyl, laminate, Genuine Linoleum™, hardwoods, carpets, ceramics and sports surfaces for residential and commercial applications. More information about Armstrong is available on the Internet at [www.armstrong.com](http://www.armstrong.com).