



*Editor, please note: Hi-Res Photo Links included at end of press release*  
**For Immediate Release**

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## **Natural Creations™ Luxury Vinyl Tile from ARMSTRONG Delivers Authentic Wood Looks for a Natural Appearance**

Armstrong's new **NATURAL CREATIONS™** luxury vinyl tile **Woods Collection** is the first in a series of nature-inspired, commercial flooring created specifically to meet the distinctive design needs of both specialty and mass retail environments. Available in an array of traditional, exotic and rustic wood visuals, **NATURAL CREATIONS™** combines the warmth and beauty of natural hardwood visuals with all the advantages of commercial resilient flooring.

The **NATURAL CREATIONS™** Woods Collection captures the defining characteristics inherently found in each wood species with keen attention to detail for a truly authentic appearance. Thirty-four fresh new designs feature a 20 mil solid vinyl wear layer that offers abrasion resistance and ease of maintenance. Additionally, the overall gauge equals that of Armstrong's vinyl composition tile products, which allows for easy transitioning to create distinctive interior spaces with consistent maintenance procedures for both products.

"Whether the design calls for the traditional look of Northern Oak, the rustic patina of Antique Wood, or the exotic appeal of Wild Olive, **NATURAL CREATIONS™** delivers eye-catching, sophisticated and durable design," says Laura Hubbard, commercial channel manager, Armstrong. "It is the perfect combination of design, performance *and* value in a luxury vinyl tile."

Drawing from in-depth customer research, color analysis, industry insight and market experience, Armstrong's goal was to introduce a new line of luxury vinyl tile flooring that allows designers to create distinctive spaces to effectively showcase merchandise and enhancing the selling environment.

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“The entire collection was created to meet North American retail design needs through a unique combination of visuals, colors, embossed textures, surface finishes and widths that gives designers a range of visual options for greater design impact and differentiation,” says Hubbard. Retailers also can create the same look across multiple stores while meeting budget parameters. The floor product easily coordinates within the line, as well as with other Armstrong flooring products and with other commercial interior finishes for greater design flexibility.

### **Key Product Attributes**

- 34 designs display 22 different species in a range of light, medium or dark wood tones to offer an array of creative options.
- Natural graining and color variations clearly convey each wood’s true character.
- Embossed visuals, including wood tick, rustic, barn side and saw cut, display a depth of texture inherently found in natural wood planks.
- 36” planks feature beveled edges and are appropriately sized to 4”, 6” or 8” widths to complement each style.
- Designs feature either a matte or semi-matte surface to portray a natural wood finish.
- The 1/8” (3.2 mm) overall gauge of the NATURAL CREATIONS™ line equals that of Armstrong’s vinyl composition tile products, allowing for easy transitioning to create distinctive interior spaces with consistent maintenance procedures for both products.
- Featuring a 20 mil solid vinyl wear layer, NATURAL CREATIONS™ offers abrasion resistance and ease of maintenance.

### **HI-RES PHOTO LINKS:**

**Natural Creations Luxury Vinyl Tile - Burnished Wood Chestnut Brown T2025**

<http://www.armstrong.com/syndicate/logos/content/files/16732.jpg>

**Natural Creations Luxury Vinyl Tile - Cherry Maple T2013**

<http://www.armstrong.com/syndicate/logos/content/files/16339.jpg>

**Natural Creations Luxury Vinyl Tile - Weathered Oak T2027**

<http://www.armstrong.com/syndicate/logos/content/files/16340.jpg>

### **Armstrong World Industries**

Armstrong World Industries, Inc., a subsidiary of Armstrong Holding, 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, Armstrong™ Hardwood Flooring by Hartco®, 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).

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