



For Immediate Release

Contact:
Michele Zelman
(717) 396-4664
mizelman@armstrong.com

**Armstrong Comprehensive Flooring Portfolio
Delivers One-Stop Shopping Option to Retailers**
*Specifiers Have Opportunity to Mix Hardsurface Materials
to Create Imaginative Interiors*

“One-stop shopping” has obvious benefits. To Armstrong Commercial Floor Products it means increased exposure – and sales – of a truly integrated product portfolio, which includes commercial hardwood, vinyl sheet and tile, luxury solid vinyl, vinyl composition tile (VCT), and linoleum sheet, as well as ceilings. For the customer, the biggest advantage is that it’s easier: easier to do business, easier to order, and easier to manage quality control.

“Working with one vendor means you have one project manager, one point of contact,” says Tony Poma, director of design and construction, The Coffee Bean, Los Angeles, CA. “But, cost is the bottom line. Everyone today is crunching numbers. How do we best maintain the quality of our product and our environment, and drive down overall store costs and maintain budgets for upcoming years? Working with a company like Armstrong makes sense – they provide a quality product, have never missed a ship date and guarantee inventory.”

The Armstrong hardsurface portfolio provides an array of design and functional solutions to fit a variety of retail businesses. For most retailers remodeling is routine, often done every five to seven years to freshen the look and attract new shoppers.

“Today, many retailers are looking at ‘turn-key’ bundled services. Cost is a driving factor, but so is product quality, diversity, ability to deliver and service. Our customers demand fast, cost-effective solutions, and are recognizing that they often prefer to deal with one source that can manage the whole process and deliver the desired results,” says Diana Miller, Commercial Channel Manager, Armstrong.

- more -

At The Coffee Bean, a key component in the decision to partner with Armstrong is its worldwide network of distributorships and technical support. “It was tough to specify flooring from our former vendor for stores in Shanghai. If they needed an extra case of flooring, it would take a month to get it to them,” says Poma. “Armstrong’s global resources are a huge advantage because we’re building stores in all corners of the planet.”

As a single-source partner, Armstrong flooring offers an extensive, integrated portfolio of commercial flooring solutions in a variety of visuals, colors and textures to meet specific design, performance, maintenance, and installation and budget requirements. Among the materials specifically recommended for mercantile include:

- **Linoleum Sheet:** The original, classic resilient flooring made from natural, renewable raw materials, Armstrong Linoleum is available in a wide range of colors and patterns for uniquely creative and colorful flooring designs.
- **Luxury Solid Vinyl:** Inspired visuals with the performance benefits of resilient flooring. A broad selection of interpretative wood, stone, metal and chrome patterns in contemporary colors to create one-of-a-kind “statement” spaces.
- **Vinyl Sheet and Tile:** Homogeneous sheet offers optimum durability with more aseptic seams, to heterogeneous sheet and tile with dynamic visuals and a protective, easy-to-maintain wearlayer. Inlaid sheet with felt backing also is recommended for use on concrete slabs with higher moisture levels.
- **Vinyl Composition Tile (VCT):** Perhaps the most popular commercial floor covering, Armstrong VCT is recognized for exceptional quality, durability and easy installation in a variety of colors and styles.
- **Specialty Flooring:** Offers a design solution for areas that require an extra measure of safety where slips and falls are a concern or static control is needed.
- **Commercial Hardwood:** Hardwood flooring from Bruce® Hardwood Floors and Armstrong™ Hardwood Flooring by Hartco® offer a range of solid and engineered products that combine nature’s enduring good looks with today’ technology and time-proven durability.

Armstrong World Industries

Armstrong World Industries, Inc., a subsidiary of Armstrong Holdings, Inc., is a global leader in the design and manufacture 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

###