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## **Armstrong Updates Two Commercial Vinyl Sheet Lines with Low-Maintenance Coatings and More**

**CHICAGO, IL, June 13, 2005** – Armstrong Commercial Floors is updating two of its best-selling vinyl sheet lines for lower maintenance, better wear and fresh design appeal.

TRANSLATIONS™ merges the beauty of a classic marble visual with the performance benefits of contemporary vinyl sheet flooring. A range of colors and three seaming methods give the designer multiple options in design, installed cost and commercial performance. Ideal for retail, education, institutional, healthcare, assisted living, and Main Street interiors, the heterogeneous construction of the 6.7 ft. x 0.80 in. (2 mm) sheet flooring also makes it easy to install and maintain.

COMMISSION PLUS™ is light-commercial flooring in a 12 ft. wide x 0.80 in. (2 mm) sheet, ideal for spaces that need a residential look combined with light-commercial performance. It is styled and constructed for quick installation in living areas including military housing, assisted living and public housing, and light commercial spaces such as daycare, beauty salons and hotel/motel bathrooms. Armstrong has nearly doubled the COMMISSION PLUS™ product line, which now includes 30 skus, including a wide variety of decoratives, stones, slates, overalls and woods.

### ***Feeling is Believing***

“Commercial specifiers rank durability and maintenance right up there with style. So we’ve updated both for better long-term value on these great floors,” says Dominic Rice, vice president, Product Management, Commercial.

A proven performer especially in healthcare, the TRANSLATIONS™ line now incorporates a UV-cured urethane coating for improved durability. The new wearlayer not only stands up to traffic better, but it can minimize maintenance costs by minimizing maintenance procedures with other urethane-coated floor products.

For the same reasons, the 12 ft. wide COMMISSION PLUS™ line features a urethane coating. The extra-wide width speeds installation and creates a more monolithic appearance. And, in a first for the commercial line, the warranty for COMMERCIAL PLUS™ now includes protection against permanent shoe scuffs, color fading and stain-through from rubber back mats.

“In the case of resilient flooring, *feeling* is believing,” emphasizes Paul Pearce, product design manager, Armstrong. “You can’t fully appreciate these floors until you see and touch them. And it’s easy to get a sample either via telephone or on online.”

### **Color and Design**

Colors and designs are also being updated. In both lines, visuals coordinate with other Armstrong Commercial Flooring products spanning Armstrong Linoleum flooring, the new Natural Creations™ luxury vinyl tile Woods Collection, Armstrong hardwood flooring and other Armstrong vinyl sheet collections.

TRANSLATIONS™ moves from 21 colors to an integrated palette of 24 calm neutrals and bright accents, including 10 new designs. New embossing creates a more natural appearance and better traction underfoot.

COMMISSION PLUS™ comprises designs across a collection of wood and stone visuals and overall patterns, adding new colors matched especially for healthcare and unitized housing, including assisted and retirement living, student housing and military housing. Armstrong’s mechanical embossing process and print technology create super-crisp, realistic designs -- now with reduced gloss levels to further enhance the realism of wood and ceramic visuals.

Compared with the original COMMISSION PLUS™ this enhanced offering delivers improved rip and tear resistance, and a higher static load limit for improved durability.

#### **Armstrong World Industries**

Armstrong World Industries, Inc., is a global leader in the design and manufacturer of floors, ceilings and cabinets. In 2004, Armstrong’s net sales totaled more than \$3 billion. Based in Lancaster, PA, Armstrong has 42 plants in 12 countries and approximately 15,000 employees worldwide. Armstrong Floor Products and its powerhouse family of brands – Armstrong®, Bruce® Hardwood Floors, Armstrong 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, linoleum, hardwoods, carpet 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) or by calling 1-877-ARMSTRONG.

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**Translations 34830 Antique Brown, 34817 Cinnamon, 34849 Creamy White and Timberline  
33009 Medium Cherry - Hospital Cafeteria**

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