



**For Immediate Release**

**Contact:**  
**Michele Zelman**  
**(718) 859-6766**  
[mjzelman@cherryleaf.net](mailto:mjzelman@cherryleaf.net)

## **ARMSTRONG COMMERCIAL FLOORING LAUNCHES A NEW GENERATION OF RESILIENT FLOORING SOLUTIONS**

Armstrong revitalizes four of its top-selling and durable homogeneous and inlaid sheet vinyl lines – MEDINTECH®, MEDINTECH® Tandem®, POSSIBILITIES® Petit Point™ and Connection CORLON® – and introduces an entirely new visual, ROYAL™, to bring optimal performance, visual consistency, color integration and significantly improved installation, including a revolutionary new seaming system, to the category.

The products' high-performance and easier, less frequent maintenance attributes benefit managers, owners and other stakeholders of healthcare, education, corporate and other commercial facilities. The new products also offer design flexibility with enhanced color coordination within the line, as well as across product categories and with other commercial interior finishes, to address the needs of designers and architects.

The most significant innovation is the conversion from felt-back to fiberglass backing on Armstrong's two most popular inlaid sheet products, Connection CORLON® and POSSIBILITIES® Petit Point™ to enhance their flexibility for easier handling, simpler installation and greater dimensional stability.

“This is exciting news, not only for Armstrong but for the industry at-large. Armstrong vinyl sheet products have long been recognized as the industry benchmark for quality and versatility, offering a winning combination of resilience, aesthetics, durability, maintainability and value,” says Dominic Rice, vice president, Commercial Resilient Products. “We’re once again taking the lead in providing customer-focused solutions, such as our new ground-breaking seaming system and flexible fiberglass backing.” Predicated by customer interviews and feedback, these product enhancements build on Armstrong's long-standing reputation in the marketplace and have been developed to exceed customer requirements and deliver visual consistency, superior installation ease and almost effortless maintenance while remaining at competitive price points.

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All Armstrong's vinyl sheet products will have the same maintenance options, as well as a new Ultra Violet (UV) cured coating which allows for three maintenance regiments: traditional polish, spray buff and dry buff. In addition, UV cured urethane is tougher, harder and therefore more durable than regular urethane-coated products and is not as easily stripped. The newly enhanced UV cured urethane coating allows for low maintenance options that are now consistent across all of Armstrong's commercial vinyl sheet floor products.

Armstrong has ensured that these new products, as well as all its existing resilient products, are recognized for contributing to indoor air quality through FloorScore™, a new voluntary certification program administered by the Resilient Floor Covering Institute (RFCI) that identifies flooring products that meet stringent air quality requirements for low emitting building materials.

### **Armstrong Brings Value to Commercial Flooring Installation**

Armstrong now offers the S-761 seam adhesive\*, a new, patent-pending seaming system for commercial sheet vinyl that provides simpler, faster, and less expense seaming options.

“With S-761 Seam Adhesive from Armstrong Commercial Flooring, installing vinyl sheet flooring is quicker and easier – bringing value to the installation process for both the building owner and the contractor,” explains Rice. “Installing a floor with S-761 Seam Adhesive saves time and money over traditional heat welding, because an installer can go from almost 11 hours of seam installation time with heat welding to just minutes with S-761.”

Other benefits include:

- Heat welding can cost \$3 to \$5 per lineal foot while S-761 Seam Adhesive costs pennies per seam.
- No complex installation necessary; it's simple enough for any installer to successfully complete a seam.
- No extra equipment is needed. (Heat weld tools can cost anywhere from \$1,500 to \$2,000.)

Armstrong has put the S-761 Seam Adhesive through rigorous testing to ensure that the adhesive provides optimal performance and durability. Armstrong commercial vinyl sheet seams sealed with S-761 Seam Adhesive have been exposed to a number of punishing, high-traffic, commercial simulations including seam strength, caster wheels, stiletto heels and seam rolling.

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*\*S761 seaming system also is recommended for linoleum sheet products*

## Product Details

**MEDINTECH® AND MEDINTECH® Tandem®:** MEDINTECH and MEDINTECH Tandem continue to offer the same high quality, high performance and low maintenance benefits of homogeneous and inlaid sheet flooring with enhanced visual consistency across all colors. MEDINTECH's homogeneous structure provides outstanding durability with high resistance to heavy static and rolling loads and great rip, tear and gouge performance. MEDINTECH Tandem enables customers to maintain design integrity throughout a facility through its visual and color consistency with MEDINTECH, while providing the lower cost and subfloor moisture resistant benefits of its felt backed structure. Its enhanced UV cured urethane coating delivers low maintenance options and consistent maintenance throughout the facility. Designed for the most demanding commercial environments, both products are the foundations of Armstrong's health-care offering. Forty colors are offered in MEDINTECH and 33 in MEDINTECH Tandem.

- New consistent visual across all patterns
- MEDINTECH meets all requirements of ASTM F1913
- MEDINTECH Tandem meets all requirements of ASTM F1303
- MEDINTECH and MEDINTECH Tandem's urethane coating, now UV cured, lessens the need for routine maintenance, saves money and cannot be easily stripped
- Continued availability of a patterned weld rod
- Unique seam adhesive S-761 makes installation much faster, simpler and more cost-effective

**ROYAL™:** It is a *new* homogeneous vinyl sheet to Armstrong's North American portfolio, although it has been a successful element of Armstrong Europe's vinyl sheet selection for years. ROYAL features 16 healthcare-focused colors in a sophisticated, marbled visual. It delivers the high-performance and low maintenance benefits of homogeneous flooring at a mid-price point to meet customers' design, performance and budget requirements. And, its UV-cured urethane coating allows facility owners to pursue low maintenance options that are consistent with other Armstrong commercial sheet vinyl products. A new line of solid weld rods has been developed to match the new colors of ROYAL for superior asepsis in any health-care space.

- New homogeneous sheet features a sophisticated, marbled visual in a range of targeted, coordinating colors and solid welding rod seaming option available
- ROYAL's UV cured urethane coating lessens need for routine maintenance, saves money and cannot be easily stripped
- New S-761 seam adhesive makes installation faster, simpler and more cost-effective
- Meets ASTM F1913

**POSSIBILITIES® Petit Point™:** POSSIBILITIES Petit Point provides the soft textural visual of carpet with all the benefits of resilient flooring. Its expanded palette of 28 healthcare focused colors provides easy coordination with other Armstrong product lines and other commercial interior finishes, while its UV cured urethane coating reduces the need for routine maintenance. With a new, improved color palette and flexible fiberglass backing, POSSIBILITIES Petit Point is as great to look at as it is to install.

- Product features an expanded, more integrated and cohesive color line
- Meets ASTM F1303
- Structural changes include:
  - New fiberglass backing for improved flexibility and enhanced installation
- UV cured urethane coating lessens need for routine maintenance, saves money and cannot be easily stripped
- Unique S-761 seam adhesive and fiberglass backing (more flexible product) makes installation easy
- Solid welding rod seaming option available

**Connection CORLON®:** Armstrong now offers “flexible CORLON!” Connection CORLON provides more value than ever before through its new fiberglass backing for greater flexibility and ease of handling, its enhanced UV cured urethane coating for outstanding maintenance performance, and the S-761 Seam Adhesive option for faster and more cost effective installation. The more integrated and cohesive line of 24 colors coordinates in a range of commercial environments and a new line of solid weld rods has been developed to match the new colors.

- New and improved line featuring a more integrated and cohesive color palette that coordinates in a range of environments
- Urethane coating now UV cured and lessens need for routine maintenance, saves money and cannot be easily stripped
- New fiberglass backing offers greater flexibility and dimensional stability with less curling for faster, easier and better installation
- ASTM F1303 compliance
- New S-761 seam adhesive and glass backing (more flexible product) makes installation much easier than before

#### **Armstrong World Industries**

Armstrong World Industries, Inc., a subsidiary of Armstrong Holding, Inc., is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2004, Armstrong’s net sales totaled more than \$3 billion. Founded in 1860, Armstrong has approximately 15,000 employees worldwide. Armstrong Floor Products and its powerhouse family of brands – Armstrong®, Bruce® Hardwood Floors, Armstrong® Hardwood Flooring by Hartco® and Robbins® Fine Hardwood Flooring – offer the most extensive portfolio of flooring products available, including branded vinyl, laminate, Genuine Linoleum™, hardwoods and ceramics for residential and commercial applications. Armstrong’s resilient products are recognized for contributing to indoor air quality through FloorScore™, a new voluntary certification program administered by the Resilient Floor Covering Institute (RFCI) that identifies flooring products that meet stringent air quality requirements for low emitting building materials. More information about Armstrong is available on the Internet at [www.armstrong.com](http://www.armstrong.com).

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FloorScore is a trademark of Scientific Certification Systems and the Resilient Floor Covering Institute (RFCI)

For more information about the FloorScore certification program please visit:  
<http://www.scscertified.com/iaq/floorscore.html>.