

For Immediate Release

Contacts:

Carlene Moloney
(717) 396-5579
cfmoloney@armstrong.com

Michele Zelman
(718) 859-6766
mizelman@cherryleaf.net

ARMSTRONG COMMERCIAL FLOORING WINS PLATINUM ADEX AWARD FOR DESIGN EXCELLENCE



LANCASTER, PA, May 15 – Armstrong Commercial Flooring was awarded a Platinum Award for Design Excellence (ADEX) for **NATURAL CREATIONS™ Luxury Vinyl Tile**.

ADEX is the largest and most prestigious awards program for product design of furnishings marketed through the design trade. Awards are judged on form and function. *Design Journal*, the international trade publication for interior designers, architects and facility managers, is the sponsor.

As a way of recognizing superior product design, *Design Journal* introduced the Awards for Design Excellence (ADEX) in 1994. Response from manufacturers was immediate as over 100 companies participated in the inaugural event. This year's ADEX Awards attracted upwards of 1,500 companies submitting thousands of innovative new products.

"The ADEX Platinum-level award is an honor and a validation of the design excellence of Armstrong commercial floors," says Dominic Rice, vice president, Commercial Products. "Winning an award as prestigious as a Platinum ADEX truly is a testament to the company's dedication to bringing to market the most technologically advanced and visually exciting flooring products."

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An anonymous panel of professionals representing a cross section of the design industry conducts all voting 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.

Each category has potential for three award levels of Platinum, Gold or Silver, with Platinum being the highest any product can earn. 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 annually in *Design Journal*.

NATURAL CREATIONS™ is truly a breakout line, with designs that embrace contemporary interiors. Each design has been created using research, guidance and feedback from customers in key markets, including retail, healthcare, education and hospitality. The comprehensive line of luxury vinyl tile is integrated and interchangeable. All floors have embossing textures that reflect the surface of natural materials and the stunning, realistic look of real wood or stone – at a fraction of the cost. The collection enables designers to maximize their floor designs by either creating designs within each of the three lines or by integrating visuals, colors and patterns from each. The modularity and sizes of the planks and tiles allow for virtually endless design options...tiles can be wrapped with planks and different size tiles can be mixed or matched. Each has a 20-mil wear layer and UV-cured urethane coating that offers low maintenance options. In addition, the new LVT is color coordinated across all Armstrong lines, including gauge compatibility with Armstrong's vast vinyl composition tile (VCT) collection.

PHOTO LINK: Natural Creations Luxury Vinyl Tile - Burnished Wood Chestnut Brown T2025
<http://www.armstrong.com/syndicate/logos/content/files/16732.jpg>

Armstrong World Industries

Armstrong Holdings, Inc. is the parent company of Armstrong World Industries, Inc., a global leader in the design and manufacture of floors, ceilings and cabinets. In 2005, Armstrong's net sales totaled more than \$3 billion. Based in Lancaster, PA, Armstrong operates 41 plants in 12 countries and 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 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.

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