



**For Immediate Release**

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**Armstrong Commercial Floors Offer ‘High-Drama’ Hardwood**  
*Captures Design Trends for Office, Retail, Hospitality and Institutional Settings*

Building on its leadership in flooring design and selection, Armstrong Commercial Floors offers a newly enhanced portfolio of exotic and domestic wood species crafted to perform beautifully in commercial interiors. From silky smooth to hand scraped and distressed rustics, Armstrong offers a variety of surface textures that accent the floor with custom, hand-crafted looks.

New “high-drama” pre-finished solid and engineered floors also feature protective finishes that are easy to maintain. Acrylic-impregnated products are exceptionally durable—twice as resistant to indentation as non-impregnated wood.

Armstrong is the largest producer of hardwood flooring in the world. “Customers can select from acrylic-impregnated products with enhanced performance, exotic and domestic hardwood species with inherent durability and even products with stylish and exquisite surface textures - distinctive hand-sculpted craftsmanship, or rustic and distressed hardwoods,” says Dick Quinlan, general manager, Product Management – Engineered Wood. The Armstrong commercial flooring portfolio also encompasses Armstrong linoleum, vinyl sheet and vinyl composition tile (VCT). “That’s a tremendous advantage since most commercial jobs require flooring from more than one category,” says Quinlan. “Armstrong is the single source for commercial flooring.”

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The new entries are attuned to the needs of the commercial market. Notes Armstrong Principal Designer Sara M. Babinski: “Commercial designers want to create interiors that are warm, inviting and stimulating – especially for signature spaces and retail selling environments. Wood grain, texture, contrast and color all add drama. These are what we emphasize in the Armstrong hardwood portfolio because these are what lift the eyes and the emotions.”

Armstrong’s engineered floors, made of 100% hardwood, are higher performance products. These are made by bonding several wood layers together, with the feature species on the surface. Engineered wood flooring can be used virtually anywhere, even over concrete or below grade. The unique cross-ply construction of an engineered floor controls the floor’s natural tendency to expand and contract, enabling glue down or floating installation. Transitions and other finishing accessories integrate with other design elements in the overall décor, as well as other flooring.

Pre-finished, no-wax hardwood floors also are trending toward low gloss to reduce maintenance and refinishing costs. The wood floors include low-gloss ¾” solid hardwood floors which can be sanded and refinished several times, and low-gloss 3/8” engineered hardwood floors offering high-dimensional stability suitable over most sub-floors.

The hardwood additions borrow or adapt the best from proven residential styles and give commercial designers a wider palette than before. Each carries a three-year commercial warranty and lifetime structural warranty. Additional warranties are offered on some collections.

The featured collections<sup>1</sup> include:

- The **Heritage Classics™ Collection** of distressed 5-inch plank in Oak, Maple and Hickory add rustic charm and beauty to any commercial space. (Oak also is available in 3-inch planks.) The natural characteristics of wood are accented with proprietary staining and distressing techniques to recreate the rustic charm of aged, handcrafted hardwoods. Low-gloss Permion® [impregnated] urethane finish makes Heritage Classics durable and easy to maintain. **Construction:** 3/8” engineered hardwood.

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<sup>1</sup> Wood is a natural material that reacts to ambient light. Selected wood species will become darker and richer over time as the natural color in the floor is exposed to sunlight. The most dramatic changes will occur within the first six months following installation.

- **Century Farm™**, a distinctive, one-of-a-kind floor, is the result of a passion for old-world craftsmanship coupled with an understanding of the real-world requirements of everyday life. Suggesting a simplicity and honesty of another time, a blend of technology and artisan craftsmanship are forged to bring to life the rich timeworn look of this classic floor. Each piece of wood is sculpted by hand, just as craftsmen have done for centuries. Planks are cut into varying lengths for an authentic look and edges also are hand-beveled. When paired with Armstrong's rigorous quality standards, the Century Farm™ Hand-sculpted Collection is more durable, more authentic in appearance, and features more species from which to choose than other wood floor brands.
- The **Beckford™ Plank Collection** offers a choice of 3-inch and 5-inch oak planks in five tonal finishes, including natural. This 3/8" engineered hardwood flooring is as fashionable as it is functional. It features an extra-smooth, streamlined finish. Planks feature micro-beveled edges and ends and the HartGuard® Deluxe finish.
- **Valenza™ Exotics Engineered Hardwood.** The interior design community continues to influence demand for unique hardwood flooring choices. The inspiration for the Valenza™ Collection comes from nature and then builds on cutting-edge interior design trends. Exotic hardwoods from around the world create design excitement for distinctive commercial interiors. Tropical exotic hardwoods remain popular in the marketplace for their inherent hardness and unique color and graining. The hardwoods in the collection combine exceptional quality with the natural beauty of exotic species including Cabreuva, Jatoba, Kempas, Lapacho, Pradoo and new Pengali Ironwood. Varying lengths add to the design intrigue. Available in the popular 3 1/2-inch planks, the Valenza Collection™ has micro-beveled edges and ends.

The venerable centerpiece of the Armstrong Commercial Hardwood portfolio is **PATTERN PLUS 5000**. With its acrylic impregnation and Permion finish, PATTERN PLUS 5000 sets the industry standard for commercial hardwood durability. It offers a smooth, filled-face finish in a wide range of domestic exotic species and colors and is 3/8" thick and 4 1/2" wide in varying lengths. It is offered in five different species and 29 colors, with a lifetime structural and adhesive bond warranty; 25-year warranty on the acrylic impregnation and three-year warranty on the Permion finish.

### **The Finish Line**

Armstrong Commercial Hardwood finishes are designed specifically for the commercial market. Factory finishing reduces the total installation cost required for sanding, staining and finishing.

The **Permion® Finishing System** features extra-hard crystalline minerals suspended in ultra-violet cured urethane, offering increased durability and is nearly 15 times more abrasion resistant than residentially focused finishes and 2 ½ times more durable than “advanced” urethane coatings. The low-gloss satin finish requires no special care or treatment, just normal care and maintenance. Products featuring the Permion Finishing System offer a 3-year Commercial Finish Warranty.

Because some applications demand more, Armstrong Commercial Hardwood Flooring offers products with the **Permion® Finishing System PLUS Acrylic-Impregnation** for the industry standard in commercial durability. Acrylic impregnated floors are the toughest, most durable hardwood floors ever made. Stain is injected through the wear layer, for consistent color that lasts a lifetime. Liquid acrylic fills and supports the open cells of the wood for an unprecedented level of indentation and wear resistance. Acrylic impregnated hardwood is over 50% more crush proof than unimpregnated hardwood flooring. Armstrong acrylic impregnated floors feature a 25-year commercial wood layer wear warranty.

More information about Armstrong Commercial Flooring is available on the Internet at [www.armstrong.com/flooring](http://www.armstrong.com/flooring).

#### **LINKS TO HI-RES PHOTOS:**

##### **Beckford 3" Plank Harvest Oak**

<http://www.armstrong.com/syndicate/logos/content/files/6210.jpg>

##### **Century Farm Hand-sculpted Collection Cobbler Brown**

<http://www.armstrong.com/syndicate/logos/content/files/21015.jpg>

##### **The Valenza Collection (Engineered) Lapacho Natural**

<http://www.armstrong.com/syndicate/logos/content/files/6220.zip>

##### **The Valenza Collection (Engineered) Tauari Natural**

<http://www.armstrong.com/syndicate/logos/content/files/25310.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](http://www.armstrong.com).

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