



For Immediate Release

Contacts:

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

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

Natural Creations™ Luxury Vinyl Tile Combines Design Excellence, Functionality & Flexibility

New **NATURAL CREATIONS™** from Armstrong Commercial Flooring blends natural and contemporary visuals with the performance benefits of resilient flooring to create a comprehensive line of luxury vinyl tile that is integrated and interchangeable, including wood, stone and trend-driven designs.

Interpretive patterns and colors look stunning in full field installations and extraordinary in cross-product and multiple color combinations. These naturally influenced designs – as well as contemporary, up-to-the-minute styles – combine the performance advantages of resilient flooring, including flexible and easy installation with low costs and excellent maintainability. The collection is designed to perform in high-traffic, commercial environs. The LVT has a 20-mil wear layer and UV-cured urethane coating that offers low maintenance options, including spray and dry buffing alternatives to polish, and a 10-year warranty.

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, to provide design excellence, functionality and flexibility.

- **Design Excellence:** A focused effort to balance holistic (the collection) and unique (each individual pattern) approaches to design. The right balance of Design, Texture, Gloss and Size all combine to make each item work individually, yet also connect within the fuller collection and integrate with other interior elements.

-more-

- **Functionality:** Created with *Designers for Designers*. Performance attributes are married with aesthetics to fit the end use context to solve customers' articulated needs.
- **Flexibility:** The designs, colors, textures, shapes and sizes are connected to provide design flexibility, as well as enable use across a variety of applications and end uses. The collection is designed to be expansive, not limiting, in how it can be used.

The Collections

According to Armstrong Product Design Manager Paul Pearce, “well executed ‘standards’ (naturals) are complemented by unique designs and directional colors, and can be summed up as ‘Creative Synergy,’ an intentional connectivity between classic and new designs & colors, soft and hard textures & visuals, square and linear formats, plain and patterned design options, and single or multiple scales and shapes.”

- **Earthcuts™** is a collection of stone visuals including slate, limestone and granite with a surprising depth of texture inherently found in natural stone
- **Mystix™** is a trend-driven, myriad designer collection of seven visuals in 25 colors including strip bamboo in natural tones and natural bamboo in playful primary colors
- Newly named **ArborArt™** collection (formerly the Woods™ collection) features realistic wood visuals. Together they create a comprehensive line of luxury vinyl tile that is integrated and interchangeable.

The three new collections enable 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 that can be mixed or matched.

The new LVT is color coordinated across all Armstrong lines, including gauge compatibility with Armstrong's vast vinyl composition tile (VCT) collection. All 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.

NATURAL CREATIONS is **FloorScore™** certified for low VOC (volatile organic compound) emissions. Armstrong is a founding member and active participant in FloorScore™, a new voluntary certification program that identifies flooring products that meet stringent air quality requirements for low emitting building materials. Sponsored by the Resilient Floor Covering Institute (RFCI), FloorScore is a building materials emissions testing program that requires both independent laboratory testing and third-party certification to demonstrate compliance with California Section 01350 VOC emissions limits and includes certified site audit and documented control system requirements. Section 01350 was developed by a California interagency task force on sustainable buildings. It includes maximum emission concentrations for more than 78 VOCs emitted from building material. The Collaborative for High Performance Schools (CHPS) adopted Section 01350 for schools in California. The State of California incorporates this standard agreement into all professional architectural and engineering services.

LINKS TO HI-RES PHOTOS:

Armstrong Commercial Flooring Natural Creations™ LVT (TP765, TP768, TP770)
<http://www.armstrong.com/syndicate/logos/content/files/25352.jpg>

Armstrong Commercial Flooring Natural Creations™ LVT (TP765, TP768, TP770)
<http://www.armstrong.com/syndicate/logos/content/files/25363.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.

###