



**For Immediate Release**

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**Armstrong Comprehensive Flooring Portfolio  
Delivers One-Stop Shopping Option**  
*Specifiers Have Opportunity to Mix Hard Surface Materials  
to Create Imaginative Interiors*

“One-stop shopping” has obvious benefits. To Armstrong Commercial Flooring it means increased exposure – and sales – of a truly integrated product portfolio, which includes vinyl sheet and tile, luxury solid vinyl, vinyl composition tile (VCT), and linoleum sheet and commercial hardwood. For the customer, the biggest advantage is that it’s easier: easier to do business, easier to order, and easier to manage quality control.

“Today, specifiers are looking at ‘turn-key’ bundled services. Cost is a driving factor, but so is product quality, diversity, ability to deliver and service. Our customers demand fast, cost-effective solutions, and are recognizing that they often prefer to deal with one source that can manage the whole process and deliver the desired results,” says Dominic Rice, vice president, Product Management – Commercial.

Armstrong’s new portfolio is fresh and versatile. New, fully color-integrated products feature balanced color palettes, including essential neutrals and sophisticated accents. Products and revitalized patterns are consistent and uniform across collections for more natural cross-product design options.

**The Varsity Grille Challenge**

Anton Airfoods, Inc. conceptualized a sports theme for the **Harrisburg International Airport (HIA)** restaurant. The award winning airport food service company wanted this restaurant to have a basketball court, hockey rink, football field, and soccer field and baseball diamond on the floor. Flanagan Architects of Bethesda, Maryland, translated the interior design concept into reality.

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Project architect John Afable says, “There were many challenges centered on our customer’s desire to incorporate a variety of sports motifs into one, cohesive floor design. We needed floor products available in more than just a broad range of colors. We wanted vibrant colors in combination with natural colors to create an exciting yet comfortable dining space. The flooring visuals also had to work with the wall and ceiling finishes.”

Another challenge was selecting floors that were easy to custom cut and install. Afable explains, “The design included a lot of insets replicating field markings. Plus, the different areas needed to transition easily to each other from a design, installation and maintenance aspect.” The designer and installer huddled on the flooring options: *Could a single-source provide products with the aesthetics, on-time delivery, installation ease and maintenance characteristics the owner wanted?*

Armstrong, in a not-surprising win, proved to be the dream team, with winning products and service. The line-up included: TRANSLATIONS™ TIMBERLINE® and POSSIBILITIES® Tapestry™ in colors that represent sports field and court colors.

### **“Natural” Flooring With “Unnatural” Performance**

**Hang Ten** is one of the original California lifestyle brands from the 1960’s. Today, Hang Ten continues to be one of the top youth brands in stores located in over 70 countries.

The company’s famous logo—two gold, barefoot soles—is still making fashion waves on contemporary, casual apparel. Keeping the brand “cool” for generations of beachgoers and surfer wannabes requires trendy clothes plus expert merchandising savvy. The international company’s latest U.S. store design is evocative of a beachside town, complete with weathered wood, decorative wall paneling and fixtures. Underfoot, Armstrong’s NATURAL CREATIONS Woods™ collection (now renamed **ArborArt™**) supports the beachy keen style with flooring that has a natural wood look and all the cost and performance benefits of luxury vinyl tile.

Valerie Valmas of the U.S. design firm, Tricarico Architecture and Design PC of Wayne, New Jersey, says, “We wanted the store to resemble its seaside roots. We sourced a company to supply reclaimed barn wood for a rustic, natural looking interior. But, real wood flooring couldn’t give us the combination of aesthetics, cost and easy maintenance we wanted. Valmas says they preferred the Armstrong product because, “We really liked the look and how it was uniquely different in appearance from other vinyl wood flooring on the market. It has a lot of depth to it and looks very real.

Hang Ten management says the floor looks great. “We have ceramic tile in the first eight to ten feet of the store, which is dictated by mall management. When the customer walks off that hard surface and on to the resilient flooring, it not only looks fantastic, it feels good, too,” confirms a company spokesperson.

### **One Stop, Hundreds of Options**

“Architects, designers, specifiers want to go to a supplier to get the solution that they want – and a wide range of structures can solve a wide range of design challenges,” says Armstrong Product Design Manager Paul Pearce.

Pearce explains the Armstrong design team talks directly to more than 200 specifiers a year to better understand what designers want to create within each environment. “Designers are concerned about finding the right flooring materials that provides the look to meet their customers’ needs,” he says. “Extensive dialogue with the design community helps us design fresh, usable products in both current and ascending colors.”

As a single-source partner, Armstrong flooring offers an extensive, integrated portfolio of commercial flooring solutions in a variety of visuals, colors and textures to meet specific design, performance, maintenance, and installation and budget requirements. Among the materials offered are:

- **Linoleum Sheet:** The original, classic resilient flooring made from natural, renewable raw materials, Armstrong Linoleum is available in a wide range of colors and patterns for uniquely creative and colorful flooring designs.
- **Luxury Solid Vinyl:** Inspired visuals with the performance benefits of resilient flooring. A broad selection of interpretative wood, stone, metal and chrome patterns in contemporary colors to create one-of-a-kind “statement” spaces.
- **Vinyl Sheet and Tile:** Homogeneous sheet offers optimum durability with more aseptic seams, to heterogeneous sheet and tile with dynamic visuals and a protective, easy-to-maintain wearlayer. A 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. Inlaid sheet with felt backing also is recommended for use on concrete slabs with higher moisture levels.
- **Vinyl Composition Tile (VCT):** Perhaps the most popular commercial floor covering, Armstrong VCT is recognized for exceptional quality, durability and easy installation in a variety of colors and styles.
- **Specialty Flooring:** Offers a design solution for areas that require an extra measure of safety where slips and falls are a concern or static control is needed.
- **Commercial Hardwood:** Hardwood flooring offers a range of solid and engineered products that combine nature’s enduring good looks with today’s technology and time-proven durability.

LINKS TO HI-RES IMAGES:

Armstrong Commercial Flooring Translations 34841 Cherry Red and 34898 Black - Timberline 33003  
Light Oak - Varsity Grill, Harrisburg International Airport  
<http://www.armstrong.com/syndicate/logos/content/files/22596.jpg>

Armstrong Commercial Flooring Translations 31767 Ivory and 34836 Frost Gray - Varsity Grill,  
Harrisburg International Airport  
<http://www.armstrong.com/syndicate/logos/content/files/22599.jpg>

Armstrong Commercial Flooring Natural Creations Woods Collection T2030 Rustic Antique Wood Light  
- Hang Ten Store, Willowbrook Shopping Mall, New Jersey  
<http://www.armstrong.com/syndicate/logos/content/files/20630.jpg>

Armstrong Commercial Flooring Natural Creations Woods Collection T2030 Rustic Antique Wood Light  
- Hang Ten Store, Willowbrook Shopping Mall, New Jersey  
<http://www.armstrong.com/syndicate/logos/content/files/20634.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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