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For Immediate Release

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Please note: Links to hi-res photos are included



ARMSTRONG FLOOR PRODUCTS WINS SEVEN ADEX AWARDS FOR DESIGN EXCELLENCE

Armstrong Floor Products was awarded an amazing seven Awards for Design Excellence (ADEX) – Platinum, Gold and Silver – for products spanning excellence in wood, resilient and laminate designs.

The 2008 ADEX Awards from *Design Journal Magazine* are:

- Platinum:** Bruce® Westchester™ Engineered Hardwood
Bruce Laminate Floors, Park Avenue™ Collection
- Gold:** Armstrong Laminate Flooring, Grand Illusions™ Collection
- Silver:** **Armstrong Commercial Linoleum with NATURCote™**
Armstrong CushionStep™ Resilient Flooring
Armstrong Hardwood, Global Exotics™ Collection
Armstrong StrataMax™ Resilient Flooring

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.

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"Winning an award as prestigious as ADEX – not to mention a total of seven across our hardsurface categories -- truly is a testament to the company's dedication to bringing to market the most technologically advanced and visually exciting flooring products," says Carlene Moloney, general manager, Marketing Communications.

This year's competition sponsored by *Design Journal*, the international trade publication for interior designers and architects, was the most hotly contested in the last 13 years with over 300 companies entering more than 1,200 products. ADEX Awards represent the best product designs of the year. Winners are published annually in *Design Journal*.

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.

Summary of Armstrong Flooring Award Winners

ADEX PLATINUM:

Bruce® Hardwood Floors, Westchester ¾" Engineered Plank. This product offers the same thickness as a solid ¾" hardwood product but with the extra benefit of increased dimensional stability. Providing the overall thickness of a solid floor in an engineered 100% genuine hardwood structure eliminates issues associated with seasonal movement, such as shrinkage and expansion, which can occur with a solid floor. This extra-thick ¾" rigid engineered product provides a dimensional structure that can be confidently installed over subfloors with wide joist spacings to cover spans with low risk of movement. And, with a one-time sanding warranty, it can be sanded and refinished like a solid wood floor. Westchester engineered installs on all levels of the home over most subfloors including wood, concrete, or existing vinyl and can be glued, floated, stapled or nailed for installed versatility. Westchester offers a range of colors in oak, maple and hickory in popular 3-1/4" and 4-1/2" plank widths. For more information, visit www.bruce.com.

Bruce® Hardwood Floors Westchester Engineered 4.5" Hickory plank Country Natural EWC4507
http://www.armstrong.com/syndicate/logos/line_list_6235.html

Park Avenue™ collection from Bruce Laminate cuts through the sea of standard wood visuals with premium, piano-finish striking wood visuals that capture the look and feel of real premium solid exotic wood for the value of a laminate floor. The realism is carried through by the floor's real wood widths – the plank width is the actual wood board width using a single plank visual. Five distinctive visuals include Ironwood, Pradoo, Makore and Exotic Walnut. Park Avenue offers several unique features. The 12mm thickness provides improved 'in-room sound' meaning that it actually sounds more like a genuine ¾" hardwood floor. The edges are stained for a 'through-color' appearance, but more importantly the stain provides enhanced moisture resistance, just like painting a house does. It also is the first 5-inch wide laminate that offers Lock&Fold™ installation, making it the easiest laminate to install. With Lock&Fold, the panels do not have to be tapped together; simply fit the tongue-and-groove panels together, fold them down and lock them into place. While laminate floors are perfect for anywhere in the home, they are particularly recommended in areas where high traffic is a concern, like bathrooms, kitchens, basements and entries. At the same time, new technology is making them more realistic, easier to install, and tougher for active households. Thanks to the vibrant colors and intense depth and realism of Hi-Definition Print Technology™, all floors in the Bruce® laminate collection replicate the same appealing look of specialty hardwood at a fraction of the cost of the original – plus they're easier to install and easier to maintain. Colors are vibrant and natural with intensified depth and realism.

Bruce® Laminate Floors, Park Avenue Exotic Walnut L3020
<http://www.armstrong.com/syndicate/logos/content/files/36309.jpg>

ADEX GOLD:

Grand Illusions™ challenges the senses with a high-end, piano-finish wood visual that offers the unparalleled look and feel of rare, exotic woods at a fraction of the cost. “It is the most compelling and realistic looking laminate on the market, easily confused with its real wood counterpart,” says Milton Goodwin, general manager, Armstrong Laminate and Ceramic Products. “This is a case where ‘seeing is believing.’ No other laminate compares in terms of clarity and realism to actual wood without any of the potential drawbacks of the natural material.” Grand Illusions™ offers true luxurious wood looks in four exotic species, including Cherry, Brazilian Jatoba, Melbourne Acacia and Cabrueva. Defined by a stunning high gloss, piano finish, the planks are 5” wide and show only one ‘board’ visual per plank, creating a more realistic overall appearance when installed. This true-to-life hardwood flooring pattern is without the panelization effect typical in most multi-board laminates. The new floors also feature a “Kissed Edge Bevel” which is one half the size of a standard micro-bevel and helps to accentuate each strip, placing emphasis on the natural grain and texture. In addition to beautiful design, the collection offers several unique features that separate it from other laminate floors. “The 12mm thickness provides improved ‘in-room sound’ meaning that it actually sounds more like a genuine =” hardwood floor, and not hollow like other laminates,” says Goodwin. The edges are stained for a ‘through-color’ appearance, but more importantly the stain provides enhanced moisture resistance, just like painting a house does. “It also is the first 5-inch wide laminate that offers simple Lock&Fold™ installation, making it the easiest laminate to install.” With Lock&Fold, the panels do not have to be tapped together; simply fit the tongue-and-groove panels together, fold them down and lock them into place. It’s that easy.

Armstrong Laminate Floors – Grand Illusions™ Melbourne Acacia L3024
<http://www.armstrong.com/syndicate/logos/content/files/35810.jpg>

ADEX SILVER:

Linoleum collection with NATURCote™ from Armstrong Commercial Floor Products is a new durable top layer that guarantees resistance to scratches and scuffs and helps to maintain the floor’s appearance at a low maintenance cost. Thanks to the new top layer, Armstrong Linoleum colors maintain their clarity and intensity while generating a smooth and tight surface on the floor that resists dirt build-up. The finish has fewer microscopic places for dust or dirt to hide than unprotected linoleum. Ongoing cleaning procedures will take less time and use fewer chemicals, which can reduce the time required for maintenance. Low-maintenance floors also benefit the environment because less water is used and less energy is expended to keep floors clean. Because fewer chemicals and cleaning agents are needed, low maintenance methods contribute to better indoor air quality. The reduced maintenance also helps reduce waste treatment needs because there are fewer cleaning agents and water that need disposal. Natural linoleum is a proven solution for contributing to environmentally-friendly interiors. Natural linseed oil, cork and wood powder, limestone, organic pigments and jute are all ingredients of Armstrong Linoleum. All Armstrong linoleum floors are FloorScore certified and eligible for LEED points for EQ4.3. Made from renewable raw materials and recycled content, linoleum’s “green” attributes helps obtain Leadership in Energy and Environmental Design (LEED) points under EQ4.3, MR4.0 and MR6.0

Armstrong Commercial Floor Products – Linoleum with NATURECote™ Marmorette 19040 / 19059 / 19088
Berkeley Schools, Berkele, IL.
<http://www.armstrong.com/syndicate/logos/content/files/26936.jpg>

CushionStep™, an exciting innovation that offers comfort, style and flexibility, and creates a unique alternative to other hard surfaces that can be cold and unforgiving underfoot. The new CushionStep™ is *fashionably flexible*, which makes redecorating easier than ever. The floors can be professionally installed either with adhesive, or with a modified “loose lay” flooring tape system that lets the consumer remove and replace the floor as she chooses. Each floor features an uncanny level of depth, realism and texture. **MasterWorks Technology with VTx™**, a process that delivers a range of realistic textures and gloss, gives each design an incredibly natural feel, unique to its individual character. And, easy-care **VisionGuard™** clear, protective urethane wear layer provides exceptional stain, fade and wear resistance for maximum protection and design clarity. The floor’s glass fiber web provides optimum strength and stability, while the CushionCore backing offers superior comfort and durability.

Armstrong™ Resilient CushionStep™ Wenge bourbon 33114
<http://www.armstrong.com/syndicate/logos/content/files/25757.jpg>

Armstrong Hardwood Floors, Global Exotics™. Beautiful species from around the globe have been gathered in different product structures and price points under one single brand name – Armstrong® – to help dealers leverage the breadth of product line. Unique species are distinguished by their origin, color and sophisticated grain. In addition to striking elegance, these premium hardwoods possess superb hardness and inherent durability. Available in ¾” and 5/16” low profile solid and 5/8” and 3/8” engineered construction, these floors fit any home – *literally*. Armstrong pioneered the development of proprietary 5/16” thick solid wood construction that offers a smooth transition to rooms with different floor coverings, making it an excellent choice for remodeling projects. Available in three-inch wide planks in five stunning exotic species - Cumaru, Brazilian Cherry, Lapacho, Tigerwood and Sucupira, each features a 25-year finish warranty. The ¾” solid hardwoods are available in Jatoba, Kempas, Lapacho, Sakura, Tauari, Tigerwood, Cabreuva and Pangali Ironwood all with a lifetime structural warranty and a 25 year finish warranty. The engineered floors also are 100% genuine hardwood, created from bonding multiple layers of wood in a cross-ply construction for superior strength and dimensional stability. Species in engineered include Tigerwood, Santos Mahogany, Brazilian Cherry, African Mahogany, Brazilian Ruby Ironwood, Cabreuva, Jatoba, Kempas, Lapacho, Pradoo, Sakura, Tauari and Pangali Ironwood also with lifetime structural warranties and depending on the product 15- or 25-year residential finish warranty with select products featuring a three-year commercial warranty. For more information, visit www.armstrong.com.

Armstrong Hardwood Flooring Global Exotics (5/16" solid) Cumaru (Brazilian Teak) natural 3" wide plank C5051CLG
<http://www.armstrong.com/syndicate/logos/content/files/38637.jpg>

StrataMax™ – a revolutionary and uniquely layered sheet floor – is Armstrong’s “new-to-the-world” product for Independent Retailers, Property Management and Builders that offer the perfect combination of durability, performance and ease of installation. The secret behind the extraordinary performance characteristics of StrataMax flooring is its exclusive construction. From the revolutionary ToughGuard® II base layer to the proven CleanSweep® high performance layer, StrataMax flooring is designed to outperform and outlast other floors. Installed using a true modified loose lay – *no glue required* – StrataMax offers the maximum stain and scratch resistance of CleanSweep and the durability of ToughGuard II which guarantees against rip, tear and gouges, with the simple installation of a fiberglass product.

Armstrong Resilient StrataMax™ Limestone™ X2526 pebble beige
<http://www.armstrong.com/syndicate/logos/content/files/13205.jpg>

About Armstrong World Industries, Inc.

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2007, Armstrong's consolidated net sales totaled approximately \$3.5 billion. Based in Lancaster, Pa., Armstrong operates 40 plants in 10 countries and has approximately 12,800 employees worldwide. For more information, visit www.armstrong.com.

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