



For Immediate Release
Links to Hi-Res Images Included

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High Style Meets Function in New Commercial Laminate

With striking designs and incredible durability, Armstrong's new [Commercial Laminate](#) collection provides architects and designers with an unprecedented combination of design and performance.

The line's authentic wood look produced via an advanced technology results in rich color, texture and the realistic appearance of natural filled-face hardwood. Designs in 5" wide single plank visuals and 7 ¼" multiboard planks create a true-to-life hardwood flooring installation without the panelization effect generated by other multi-board laminates.

"Our new commercial laminates offer true design flexibility with the best visuals and overall performance in laminate flooring," says Milton Goodwin, vice president, Laminate. "From whitewash to espresso, domestic to exotic, Armstrong has the broadest selection of wood looks for any space."

Three distinct lines, Traditional, Premium and Premium Lustre, are available in 20 different colors across 10 wood species in a variety of gloss levels. Single plank widths and micro-beveled edge treatments in Premium and Premium Lustre collections add a distinctive style and authentic look to any commercial environment. The Quiet Comfort™ Premium underlayment completes the installation with a realistic solid wood sound quality.

Designed to Perform

Armstrong's new commercial laminates are two and a half times more wear resistant than the leading competition, based on the Taber Abrasion Resistance test, an industry standard. The ultra-durable [AC5 wear layer](#) – the toughest on the market – is designed to stand up to fading, scratches and scuffs. The HDF™ core with thermofused backing forms an unbeatable moisture barrier for excellent resistance to surface spills and subfloor moisture.

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The new floors install quickly and easily. The Premium and Premium Lustre collections offer Lock&Fold® technology; one board simply fits into another and locks in place. The Traditional collection installs using the simple ArmaLock® system where each piece aligns automatically, making installation easy. Both installation systems do not require glue and can be installed over most existing floors. “Not only can the space be occupied quickly, but no glue also leads to quicker and less expensive installations,” says Goodwin.

All Armstrong laminate products contain a high percentage of rapidly renewable resources – 14% – and contribute to MR6.0 in the LEED® rating system. The Premium and Premium Lustre collections contain 2% recycled content and contribute to MR4.0.

The floors offer a 15-year commercial warranty and a lifetime residential warranty.

From VCT to hardwood, Armstrong’s comprehensive commercial portfolio provides a wide selection of floors for retail, healthcare, education and hospitality, institutional and government spaces. For more information on Armstrong, visit <http://www.armstrong.com/commflooringna/>.

LINKS TO HI-RES IMAGES:

Armstrong Commercial Laminate Premium Collection tree branch walnut L8705 (Retail)
<http://www.armstrong.com/syndicate/logos/content/files/51735.jpg>

Armstrong Commercial Laminate: Premium Lustre Collection summer tan fruitwood L8700 (Hospitality)
<http://www.armstrong.com/syndicate/logos/content/files/50708.jpg>

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About Armstrong World Industries, Inc.

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2008, Armstrong’s consolidated net sales totaled approximately \$3.4 billion. Based in Lancaster, PA, Armstrong operates 37 plants in 10 countries and has approximately 11,700 employees worldwide. For more information, visit www.armstrong.com.

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