



For Immediate Release

Please note: Hi-Res Photo Links included at end of press release

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Armstrong Expands Linoleum Palette and Product Flexibility

Armstrong is expanding its [linoleum](#) collection by more than 50 percent in a revitalized palette of inspiring color choices. All colors are designed using color CONTINUUM™, a new, organized tonal step system.

The five product lines of MARMORETTE™, LINORETTE™, COLORETTE™, GRANETTE™ and UNI WALTON™ are available in 126 colors. The collection achieves a balance between light, mid and dark tones for greater color coordination, more tonal looks and higher visual impact. Each product line has had significant changes to its colors for optimum coordination across Armstrong's commercial flooring portfolio.

The collection affords the designer unique flexibility to fit the floor to the visual and performance needs of an individual space. It is designed to work within a variety of environments through a carefully-targeted color palette to meet design needs in various market segments. The new collection is being introduced in the 100th anniversary year of linoleum's introduction to North America by Armstrong.

Natural Sustainability

Armstrong® linoleum is made of the same renewable raw ingredients as it was in the early 20th century, including cork powder, linseed oil, limestone, organic pigments and jute backing. Linoleum has a renewed popularity because it complies with green building requirements such as the use of sustainable materials, better indoor air quality, lower operating costs, reduced maintenance and longer product life. Armstrong linoleum supports the U.S. Green Building Council's Leadership in Energy & Environmental Design (LEED®) building rating system. It contributes to three LEED Credits: MR6.0, MR4.1 and MR4.2 and also is compliant with EQ4.3. It is independently tested and certified as a low-emitting product under the FloorScore™ program and is compliant with California Section 01350 for low VOC emissions, recognized as the strictest in the country.

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Color Made Easy

Armstrong's innovative color CONTINUUM™ is a new, systematic approach that delivers colors in tonal steps to provide optimum design flexibility and time-saving convenience.

“This new, flexible approach provides amazing color breadth and depth in the most organized, easiest-to-use system on the market today,” says Julia Pierce, senior manager, Commercial Product Design. “This widely expanded palette with light, midtone and dark tones is distinctly North American and is arranged by color progression rather than by collection.” The system was developed so that customers easily can identify color and color groups, much like a paint deck is used by designers and architects.

The comprehensive linoleum collection coordinates with colors and patterns within the line; interior finishes such as paints, textiles and wall coverings; and with other Armstrong® commercial flooring products.

“Armstrong makes it easy for the designer to create a total environment, using coordinating colors across product categories to facilitate transitions from space to space and making it much easier to keep consistency throughout a facility,” says Pierce.

Easy Maintenance and Installation

Primarily considered a “commercial” product, linoleum is extremely durable and is suitable for high-traffic environments. NATURCote™, an exclusive high performance coating, makes maintaining a linoleum floor easy, whether in a work setting or at home. Environmental impact is further reduced because routine maintenance procedures take less time and use fewer chemicals. The extra layer of protection that NATURCote offers also reduces the possibility of damage from high pH cleaners and other harsh chemicals.

Armstrong provides a non-heat weld installation system. The patented S-761 Installation System, designed specifically for use in seaming Armstrong® linoleum floors, significantly reduces installation time and costs and results in fewer seams for a more monolithic appearance.

For more information on Armstrong linoleum, visit <http://www.armstrong.com/commflooringna/>.

Hi-Res Photo Links:

Armstrong Linoleum Marmorette with NATURCote - obsidian LP096, fools gold LP098, hey sailor LP525

<http://www.armstrong.com/syndicate/logos/content/files/51670.jpg>

Armstrong Linoleum Marmorette with NATURCote - obsidian LP096, cream LP040

<http://www.armstrong.com/syndicate/logos/content/files/51968.jpg>

Armstrong Linoleum LINORETTE™ with NATURCote LP475 "silver city"

<http://www.armstrong.com/syndicate/logos/content/files/51684.jpg>

<http://www.armstrong.com/syndicate/logos/content/files/51681.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 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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