



**For Immediate Release**  
*Links to Hi-Res Images Included*

**Contact:**  
**Michele Zelman**  
**(718) 859-6766**  
[mjzelman@armstrong.com](mailto:mjzelman@armstrong.com)

## **Armstrong Re-Energizes VCT With Vision and Value**

Armstrong introduces [Stonetex® Premium VCT](#) in a bigger 18 in. x 18 in. format and a large color palette arranged in the company's exclusive [CONTINUUM™](#) color tonal system.

“Armstrong is the first and only company to step beyond the 12 in. x 12 in. box in VCT,” says Shannon Weir, marketing manager, Armstrong Commercial Flooring. “Stonetex opens the door to new possibilities for the designer and specifier. A choice of size, either 12 in. x 12 in. or 18 in. x 18 in. offers increased design flexibility and functionality. Using the 18 in. x 18 in. tile results in fewer seams and faster installation.”

The Stonetex collection features a natural-looking, granite-like appearance with a true through-pattern and non-directional design. A palette of 62 colors – bigger than anything in the market today – makes design selection easy.

“Our new CONTINUUM system provides an expanded and flexible range of color options,” says Weir. CONTINUUM, an organized color tonal step system, unites hue, value, and chroma. Subtle graduations of tone are designed to work in harmony with each other for understated or dramatic combinations. Across-portfolio blending with other products makes Armstrong the source for the right combination of color and performance.

Armstrong tools and materials help specifiers communicate their design intent to clients. These include a newly redesigned web site and a new swatch book for an easier and faster selection process.

Composed of 85% North American limestone, an abundant natural resource, the tile is regionally manufactured in the United States. It contains recycled content and is FloorScore™ certified to California Section 01350 for low VOCs. It contributes to LEED® EQ 4.3, MR 4.0 & MR 5.0\* (\*depends on project location).

Stonetex installs with S-515, the most affordable high-moisture adhesive system available. The overall gauge allows for easy transitioning to create distinctive interior spaces with consistent maintenance procedures. The estimated installed cost is \$2.25 to \$2.75 per square foot.

-more-

Armstrong VCT is recognized for exceptional quality, durability, easy installation and value in a variety of colors and styles. “There’s security behind the Armstrong brand, demonstrated by breadth of product and knowledge that the palette is both inter-connected and segment (customer) focused,” says Weir.

Armstrong’s commercial portfolio helps create the right space for, even when design goals must be balanced against budget constraints. From VCT to hardwood, Armstrong’s comprehensive commercial portfolio provides a wide selection of floors for retail, healthcare, education and hospitality, institutional and governmental spaces.

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

### **LINKS TO HI-RES IMAGES:**

#### **Armstrong Commercial Flooring**

**Stonetex Vinyl Composition Tile - sweet amber 52182, golden fossil 52168, absinthe 52203, aquamarine 52196**

<http://www.armstrong.com/syndicate/logos/content/files/53108.jpg>

<http://www.armstrong.com/syndicate/logos/content/files/53107.jpg>

#### **Armstrong Commercial Flooring**

**Stonetex Vinyl Composition Tile - Forest Moss 52155, Milky Way 52165, Mochaccino 52166, Semi Sweet 52167**

<http://www.armstrong.com/syndicate/logos/content/files/53100.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](http://www.armstrong.com).

All trademarks owned by AWI Licensing Company or Armstrong Hardwood Flooring Company.

FloorScore™ is a trademark of The Resilient Floor Covering Institute.

LEED® is a registered trademark of the United States Green Building Council.