



For Immediate Release

Contact:
Michele Zelman
(718) 859-6766
mjzelman@armstrong.com



Designers Praise Armstrong's CONTINUUM™ as Outstanding New Design Tool *Simplifies Color Selection Process*

Armstrong's innovative color [CONTINUUM](#) specifying system, a simple, organized tonal step color process that unites hue, value and chroma, has met with enthusiastic reviews from interior designers and specifiers across market categories.

"Designers can think of flooring the way they think of paint—although flooring is far more permanent. Color in tone steps is inherent in everything a designer creates," says Julia Pierce, senior manager, Commercial Product Design.

According to Pierce, when designers are asked if they use multiple floor types in each project, the universal answer is "yes" and that color is the great unifier. When Armstrong designers introduce CONTINUUM's ability to enable color coordination throughout a facility, the overriding response is, "This is exactly what I need."

"Our customers requested simplicity and coordination. The CONTINUUM color system was developed so that designers can easily identify color and color groups, much like the paint selection tools used by designers and architects," says Pierce. "It is designed to complement and connect within floor types and across key commercial interior finishes.

"There is nothing else like it in the market today," she adds.

-more-

This expanded and flexible range of color optimizes color selections across Armstrong's entire portfolio of commercial flooring products, offering a breadth of choices from neutrals to colors, and depth through tonal steps. Since CONTINUUM optimizes selection across all products, it simplifies and expedites the specification process, saving time and money. Designers also have greater flexibility through product that's systematically organized.

"Common colors pull materials together in a space," says Armstrong Principal Designer Laura Gemperline. "Designers can now create a consistent theme and palette from front of the house to back of house."

Colors are delivered in tonal steps to allow the user to 'dial up' or 'dial back' color influence, and permits fast cross connections to other surfaces. Since color CONTINUUM offers tonal steps, designers can add dimension to their designs using just one color.

In 2009, Armstrong's CONTINUUM color system debuted in Linoleum's [MARMORETTE™](#), and [GRANETTE™](#) lines. Now, the concept continues to expand across Armstrong's commercial portfolio with its introduction to the [STONETEX® VCT](#) line and [MEDINTONE™](#) resilient sheet line.

"This new, flexible approach provides amazing color breadth and depth in the most organized, easiest-to-use system on the market today," says Pierce. "A designer can actually select color first and product type second, thanks to color CONTINUUM. It delivers more options to designers and specifiers, offering thousands of combinations."

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

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.

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