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Armstrong Ceilings Adopts 2030 Challenge for Products To Reduce Carbon Footprint of Building Products

*Nation's largest manufacturer of acoustical ceiling
systems is first ceiling manufacturer to do so*

SAN FRANCISCO, November 14, 2012 – Armstrong World Industries, the nation's largest manufacturer of acoustical ceiling and wall systems, has become an official Adopter of the 2030 Challenge for Products. It is the first ceiling manufacturer in the country to do so.

The [2030 Challenge for Products](#) calls on the global architecture, planning, design and building communities to specify, design, and manufacture products that will meet a carbon footprint of 30% below the product average through 2014, then incrementally improve this reduction to 50% by 2030.

Issued by Architecture 2030, the 2030 Challenge for Products builds on the original, widely adopted 2030 Challenge, which calls for the operation of all new buildings and major renovations to be carbon neutral by 2030.

Manufacturers Encouraged to Develop EPDs

To achieve the 2030 Challenge for Products goals, Architecture 2030 encourages the selection of building products that have achieved reductions in their embodied carbon footprints. To measure and disclose their carbon footprints, building product manufacturers are encouraged to develop ISO-compliant Environmental Product Declarations (EPD) for their products.

To this end, Armstrong has already issued [EPDs](#) on nine of its most popular ceilings. The Armstrong ceiling systems for which EPDs are available include both high performance mineral fiber, fiberglass, and BioAcoustic™ panels, as well as standard mineral fiber panels.

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“We’re excited to have Armstrong Ceilings adopt the Challenge,” states Francesca Desmarais, Director of the 2030 Challenge for Products. “Based on their acknowledged reputation and position as a steward of sustainability, we look forward to working together with them to increase transparency and reduce the carbon footprint of building products.”

For additional information on the 2030 Challenge for Products, visit architecture2030.org/2030_challenge/products.

For more information on Armstrong Ceiling Systems, visit armstrong.com/epd.

Social Media Links:

www.facebook.com/armstrongcommercialceilings

www.twitter.com/ArmstrongCeiling

www.pinterest.com/armsceiling

unispireu.com

Webpages: www.armstrong.com/epd
architecture2030.org/2030_challenge/products

Quotes:

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Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors and ceilings. In 2011, Armstrong net sales from continuing operations totaled approximately \$2.7 billion. Based in Lancaster, PA, Armstrong operates 32 plants in eight countries and has approximately 8,500 employees worldwide.

Architecture 2030 is a non-partisan, non-profit organization developing Building Sector solutions to the global energy and climate crises. 2030's mission is to rapidly transform the built environment – to achieve dramatic reductions in fossil fuel consumption and greenhouse emissions by changing the way cities, communities and buildings are planned, designed and built; and to effectively manage the impacts of climate change, preserve natural resources, and access low-cost, renewable water and energy resources. In 2006, Architecture 2030 developed and issued the widely adopted 2030 Challenge. Subsequent 2030 Challenges for Planning and Products have been issued and are now being implemented. Visit architecture2030.org, or follow Architecture 2030 on Twitter and Facebook.

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