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## Armstrong Features “Save the Ceilings” at Greenbuild 2012 To Show Environmental Impact of Recycling Old Ceilings

*Long running ceiling recycling program closes the loop and allows building owners  
to divert waste from landfills*

SAN FRANCISCO, November 14, 2012 – Attendees who visit the Armstrong Ceilings Booth #3969N at Greenbuild 2012 can learn about the positive impact ceiling recycling has on the environment.

For example, recycling just 100,000 square feet of ceiling tiles saves the following:

- 70,000 pounds of landfill waste, or the equivalent of 3,500 old tires
- 35,000 gallons of potable water, or enough to fill 1,000 bathtubs
- 700,000 pounds of virgin material, or the equivalent of 54,000 bowling balls
- 134,500 kilowatt-hours of electricity, or enough to power 140 homes for a month
- 32,000 kg of greenhouse gas, or the equivalent of driving around the world twice

Over 3,000 locations have participated in the Armstrong Ceiling Recycling program. Visitors to the booth will be able to calculate the impact they can make recycling the ceilings of their own buildings by using the interactive Armstrong Environmental Impact Calculator.

The Armstrong Ceiling [Recycling Program](#) is the longest running program of its kind. In the four step process, building owners can arrange for ceiling recycling at their renovation and demolition projects. Used ceilings are picked up and sent back to an Armstrong ceiling plant where they are used in the manufacture of new tiles. Armstrong designates the new tiles made with high levels of recycled ceilings as [Ceiling-2-Ceiling™](#) tiles.

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Since the program began in 1999, Armstrong has recycled over 123 million square feet of old ceiling tiles. This represents more than 16,000 roll-off containers of discarded ceilings that would have otherwise been taken to landfills.

### **Collaboration with Waste Management Expands Opportunity**

An agreement reached earlier this year between Armstrong and Waste Management, the nation's leading provider of environmental services, allows for additional tons of old ceilings to be diverted from local landfills .

With the addition of more than 50 Waste Management material recovery facilities, and collection contracts with many of the nation's top construction companies, the new initiative is expected to significantly expand the Armstrong Ceiling Recycling Program.

Ceiling recycling initiatives like this can help cities and municipalities achieve higher landfill diversion rates. The Greenbuild host city of San Francisco, for example, has a landfill diversion rate of 80 percent, the highest rate of any city in the nation. Its goal is to send nothing to landfills by 2020.

Ceiling recycling can also contribute to LEED® points in the Construction Waste Management (MRc2) portion of the Materials and Resources credit. Selection of Armstrong Ceiling-2-Ceiling items with their high post-consumer content can contribute to LEED points in the Recycled Content (MRc4) portion.

For additional information on the Armstrong Ceiling Recycling Program, visit [armstrong.com/savetheceilings](http://armstrong.com/savetheceilings).

### **Core Facts:**

- Armstrong features "Save The Ceilings" at Greenbuild 2012
- 3,000 locations have already participated in the program
- Visitors can calculate the impact of recycling their projects with interactive tool
- Ceiling recycling helps with diversion rates, contributes to LEED points
- Recycled ceilings are used in the manufacture of new Ceiling-2-Ceiling™ tiles

**Social Media Links:**

[www.facebook.com/armstrongcommercialceilings](http://www.facebook.com/armstrongcommercialceilings)

[www.twitter.com/ArmstrongCeilng](http://www.twitter.com/ArmstrongCeilng)

[www.pinterest.com/armsceiling](http://www.pinterest.com/armsceiling)

[unispireu.com](http://unispireu.com)

Webpage: [www.armstrong.com/savetheceilings](http://www.armstrong.com/savetheceilings)

**Quotes:**

“The Armstrong ceiling recycling program is the longest running program of its kind and enables commercial building owners to send ceilings from construction sites to an Armstrong ceiling plant as an alternative to landfill disposal.” -- Anita Snader, Armstrong Ceilings Environmental Sustainability Manager.

“As we work together to reclaim ceilings at the end of their useful life and use them as raw materials in making new ceilings, sustainability is built into our thinking day in and day out.” – Anita Snader, Armstrong Ceilings Environmental Sustainability Manager.

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors and ceilings. In 2011, Armstrong consolidated 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.

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