



ALL TOGETHER BETTER.

1/2/07
Ref. #2181B

Driving Consumers to Retailer's Doors

There are few flooring manufacturers, if any, doing more than Armstrong to drive consumers into retail showrooms. From the industry's most extensive consumer advertising program to the array of education on www.Armstrong.com, delivering customers to dealers' doorsteps is of the utmost importance. In 2007, Armstrong will continue to spend unprecedented industry levels on print advertising to dramatically increase brand awareness and reinforce the brand message, and will also expand our campaign to include television advertising.

Our ultimate goal is to send educated consumers – predisposed to Armstrong products and what makes them different – to loyal retailers. To the consumer this means a fun and painless shopping experience. To the retailer it means a fast and easy sale and more importantly, a happy customer.



• **QUICK HIT Selling Points**

- o **Armstrong sends a consumer to an Armstrong retailer every 2 minutes!**
- o Armstrong leads the industry in **overall flooring awareness**, at 96%
- o Armstrong **leads the industry** in vinyl, laminate, ceramic, hardwood flooring awareness.
- o The strength of Armstrong's brand equity has a positive influence on purchase decision; **more product sales for retailers.**
- o Armstrong leads in equity measures of quality, durability, **trust** and value.
- o Armstrong leads in **product innovation**, design and selection.

• **Ordering Information**

- o F-7725 (English) \$14 per pack of 20
- o Available for order through Resolve:
Fax: 440-572-0815
Email: cindy.lind@RESOLVECORPORATION.COM

