



## For Consumer Media

*Editor, please note: Hi-Res Photo Links included at end of press release*

### For Immediate Release

## Fresh Looks, Newest Technology Spell Added Reasons To Consider New Laminate Flooring from Armstrong

LANCASTER, Pa., July 15, 2005 – Hot new looks in laminate flooring from Armstrong are locking in the realism of hardwood strip, as well as weathered stone, natural stone and colonial brick with floors that are more convincing than ever. At the same time, new technology is making them more realistic, easier to install, and tougher for active households.

At the heart of this introduction is the beauty of the new additions to both the Pacific Heights™ Strip and next-generation tile visuals for the Nature's Gallery™ laminate collections. (See descriptions below.) Visuals are enhanced by Armstrong's improved Masterworks Technology® which marries enhanced photo-realism with printing and embossing techniques.

New designs include winners of the coveted ADEX (award for design excellence) from *Design Journal* magazine.

"If anyone needs another reason to trade up to Armstrong laminates, they must stop into an Armstrong retailer showroom to experience the realism, and *see* and *feel* just what we're raving about," said Milton Goodwin, general manager, Laminate flooring. (See box for "More Reasons.")

With this launch Armstrong also is introducing the **VisionGuard™** wear surface name for the first time to emphasize that Armstrong offers the highest residentially-rated wear surface available for laminate floors. Acting as a shield, VisionGuard™ is designed to protect the printed visual of the floor design from fading and wear-through. The new wear layer provides superior resistance to stain, fade, scratching and wear under normal household use. Stains and spills wipe right up.

Also new is Armstrong's patented Lock & Fold™ feature that makes installation faster and easier than other laminates. Lock & Fold™ is an addition to Armstrong's **ArmaLock™ Installation System** that now makes it possible to lay laminate floors with a simple two-step process. There is no need to angle the short end and then the long end, and no need for tapping blocks which can damage ends. Strips or planks simply lock straight in and fold down. (See installation photos.)

Individual planks/strips of the new additions deliver true dimension and appeal that eliminates the 'panelization effect' of standard laminate. Patterns on standard laminates repeat every 7-8 boards as compared to every 14 boards for Armstrong's 5" and 7" beveled planks, or every 22 boards for 3.5" strip -- for a more realistic effect.

-more-

## **Fresh Looks of Laminates -2**

With HydraCore® moisture protection and stability, Armstrong laminates offer a superior performance structure that resists surface spills or moisture wicking from the subfloor. Its locking fit provides superior dimensional stability. Armstrong laminate floors selections are available with 20-, 25- and 30-year limited residential warranties.

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Armstrong also announced the launch of a Spanish language website accessible from the main menu of its Top 10 rated site – armstrong.com.

Site visitors can choose from 121 selections of Armstrong laminate flooring in a variety of styles and tones, and use it to find decorating advice or local retailers. Consumers can preview floor selections with the popular “Design a Room” shopping tool that shows how different floor styles will look in a variety of room settings and with different décor. Or for the ultimate in customization, they can preview floors using their own digital image of any room in their own house with the new “Design my Room” CD, available for purchase online or at many Armstrong retailers.

The new laminates are:

### **Pacific Heights™ Collection**

The new **Pacific Heights Strip**, in 3.5” widths, makes it virtually impossible to see a repeat in the pattern to capture a look more like traditional hardwood flooring. The eight new entries to this popular collection feature color-coordinated micro-beveled edges in exotics, traditional oak and dramatic domestic hardwood species visuals. Tonal colors span light, medium and dark: Canyon Oak, Antique Hickory, Colonial Oak Natural, Western Oak Honey, Golden Maple, Amber Pine, Brazilian Cherry, and Iroko Amber.

### **Nature’s Gallery Collection**

**Colonial Brick** is a popular standard in a traditional red-brick color with a rustic treatment. Colonial Brick is suitable for entryways, family rooms, sunrooms and kitchens.

**Castilian Block** reflects the warmth of the Mediterranean region in bold, weathered stones, ranging from 8 x 8 inches to 15.5 x 15.5 inches. Castilian Block is great for kitchens and foyers, and comes in three colors: Pizarra, Puesta del Sol and Rambla

**Carmona Stone** is a large format natural stone design that works equally well in contemporary, formal or traditional settings. Available in four colors with warm tones with varying hues: Piedra, Rio Verde and Tapa Blanca.

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## Fresh Looks of Laminates -3

### Armstrong World Industries

Armstrong World Industries, Inc., is a global leader in the design and manufacturer of floors, ceilings and cabinets. In 2004, Armstrong's net sales totaled more than \$3 billion. Based in Lancaster, PA, Armstrong has 42 plants in 12 countries and approximately 15,000 employees worldwide. Armstrong Floor Products and its powerhouse family of brands – Armstrong®, Bruce® Hardwood Floors, Armstrong™ Flooring by Hartco®, Robbins® Fine Hardwood Flooring, Desso® Textile Floorcoverings and Desso DLW Sports Systems – offer the most extensive portfolio of flooring products available, including branded vinyl, laminate, Genuine Linoleum™, hardwoods, carpet ceramics and sports surfaces for residential and commercial applications. More information about Armstrong is available on the Internet at [www.armstrong.com](http://www.armstrong.com) or by calling 1-877-ARMSTRONG.

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### Sidebar:

#### [Does This Sound Like You?](#)

#### **More Reasons to Consider New Laminate Flooring**

1. You admired the look of your friend's or neighbor's new beveled hardwood flooring -- but didn't realize that they were really laminate flooring until someone told you.
2. You want to cover a large area with natural designs and textures -- and spend less time cleaning.
3. You love the warmth of wood flooring, but want to lessen the risks involved in solid wood's intolerance of water, especially with people and pets coming in wet.
4. You love the look of stone flooring but cringe at the consequences of drops and spills.
5. You are tired of grout stains or grout chipping out at the edges of your quarry tile floor.
6. You find the hardness or surface variations of a stone floor uncomfortable underfoot.
7. You want a space-enhancing indoor-outdoor look that links a room to an outdoor patio.
8. You want to trade up to stone, ceramic or wood flooring, but can't believe the installed cost.