

## **Armstrong Flooring Redefines the End-User Experience at NeoCon 2017**

*Brand helping commercial designers create built environments by featuring innovative flooring products*

Lancaster, PA (**April 6, 2017**) Armstrong Flooring returns to NeoCon 2017 to showcase its commitment as a design-focused, innovative and reliable source for commercial designers and interior architects. As the largest annual commercial interiors show in North America, NeoCon is the ideal place to showcase the brand's newest products and designs. NeoCon attendees will be able to experience Armstrong Flooring in the Merchandise Mart in booth #7-10102 located on Floor 7.

"Visiting the Merchandise Mart to be in front of architects and designers will provide us the opportunity to showcase our products as solutions for a variety of environments, from corporate to healthcare, retail to hospitality" says Deb Lechner, Channel Marketing Director, Armstrong Flooring. "Armstrong Flooring looks to partner with the A&D community to redefine the end-user experience with our fresh, new and up-to-date flooring designs and capabilities."

### **Imagine. Explore. Create.**

Armstrong Flooring helps designers and specifiers to imagine built environments, explore design solutions and create a variety of high-performance commercial spaces that redefine the end-user experience. With a renewed focus on design and the same longstanding commitment to quality, the brand combines aesthetics, design flexibility and performance in its wide range of products.

With vertical markets constantly on the search for the next hottest design and formats, flooring is increasingly at the forefront in the decision-making process. The Armstrong Flooring booth will feature long lasting, cutting edge and low-maintenance floors that coordinate across categories and collections. Together, the products provide flooring solutions that cover a spectrum of vertical markets including corporate, healthcare, hospitality, retail, education, public spaces and government.

### **Choosing the Correct Flooring Solution**

Armstrong Flooring's Continuum™ Solutions product portfolio provides infinite design possibilities and unrivaled flexibility using a wide range of award-winning products across a variety of product platforms:

**Luxury Flooring (LVT)** – The Natural Creations® Luxury Flooring with Diamond 10® Technology line offers an array of modular shapes and sizes inspired by the natural beauty of wood as well as the colors and organic variations of stone and the distinctive woven appearance of textiles. Featuring Diamond 10 Technology, this collection offers the most scratch, stain and scuff resistant luxury flooring in the industry so your floors stay beautiful longer.

**Homogeneous Sheet Flooring (HOM)** – ColorArt™ Medintech® & Medintone™ with Diamond 10® Technology coating provides the highest scratch, stain and scuff resistance in the industry, making it an ideal solution for healthcare and educational environments. The introduction of ColorArt Medintech and Medintone with Diamond 10 Technology coating brings a spectrum of new, trending colors like violet mist, water blue and gold dust with the peace of mind of easy maintenance, longer lasting performance and improved durability.

**Hardwood (HW)** – Hardwood from Armstrong Flooring meets the demands of today's challenging commercial spaces. Performance Plus™, Prime Harvest® Engineered, American Scrape® Engineered and TimberBrushed™ Engineered offers a broad range of species, colors, finishes, styles and modular sizes that work together to create warm and inviting interiors in retail shops, restaurants, offices and more.

**Bio-Based Tile (BIO)** – To help customers create sustainable environments that are both beautiful and productive, the innovative bio-flooring continues to reinforce Armstrong Flooring as a leader in advancing sustainability with Striations BBT™ and Migrations® BBT™.

**Vinyl Composition Tile (VCT)** – The durable construction of Exelon® VCT ensures lasting beauty in high-traffic areas, while flowing linear patterns, organic looks and densely patterned earth tones effectively mask scuffs and soil in busy spaces.

To experience Armstrong Flooring's design elevation within commercial environments, please visit the pressroom: <https://www.armstrongflooring.com/commercialneoconpr>

### **About Armstrong Flooring**

Armstrong Flooring, Inc. (NYSE: AFI) is a global leader in the design and manufacture of innovative flooring solutions that inspire spaces where people live, work, learn, heal and play. Headquartered in Lancaster, Pa., Armstrong Flooring is the #1 manufacturer of resilient and wood flooring products across North America. The company safely and responsibly operates 17 manufacturing facilities in three countries and employs approximately 3,700 individuals, all working together to provide the highest levels of service, quality and innovation to ensure it remains as strong and vital as its 150-year heritage. Learn more at [armstrongflooring.com](http://armstrongflooring.com).

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