

Armstrong Flooring Showcases the Latest in Luxury Flooring and its Revolutionary Diamond 10[®] Technology at NeoCon 2017

Lancaster, PA (**April 6, 2017**) Armstrong Flooring continues to enhance and redefine its innovative Luxury Flooring offerings with the launch of a collection of design-forward visuals during NeoCon 2017, taking place June 12-14 at the Chicago Merchandise Mart. The new visuals offer the durability and performance for which Armstrong Flooring is known and commercial applications demand with patented Diamond 10[®] Technology. Attendees will experience new designs and colors from the Natural Creations[®] with Diamond 10[®] Technology, ColorArt™ Medintech[®] and Medintone™ with Diamond 10[®] Technology coating lines as well as a brand new, semi-customizable Luxury Flooring program for its Spettro line, at booth #7-10102.

As the largest annual show held in the Merchandise Mart for commercial interiors, NeoCon creates a platform for architects and designers to experience fresh ideas and innovations to optimize the vertical markets including corporate, healthcare, hospitality, retail, education, public spaces and government. Throughout the show, Armstrong Flooring will assist designers and specifiers to redefine the environmental experience for end-users by showcasing the latest in aesthetics, design flexibility and performance.

Natural Creations Luxury Flooring with Diamond 10 Technology

Armstrong Flooring recently introduced Natural Creations with Diamond 10 Technology as its latest cutting edge solution. The patent-pending technology harnesses one of nature's strongest substances: cultured diamonds. Since its unveiling, Natural Creations with Diamond 10 Technology has reset the industry standard by offering the industry's highest scratch, stain and scuff resistance. Available in an array of patterns to reflect the natural look that is increasingly popular in today's designs along with modular shapes and sizes inspired by the natural beauty of wood, the colors and organic variations of stone and the distinctive woven-like appearance of textiles, Natural Creations with Diamond 10 Technology is organized into three beautiful design categories:

ArborArt[®]: More than 50 naturally inspired wood visuals in color and design combinations that span the entire spectrum, from the golden browns of traditional oak and the bold grain of exotic tigerwood to trend-setting weathered driftwood and even petrified wood looks. Find wood design in ArborArt that even Mother Nature herself cannot provide.

EarthCuts[®]: These large-scale tiles draw design inspiration from beauty beneath the ground, including natural stone, minerals and metallic ore. A palette of earthy neutrals ranges in tone from cool grays to warm beiges with all the detail and variation of the materials that inspired them.

Mystix[®]: Cutting-edge design defies categorization. The ever-evolving Mystix collection dabbles in textures, textiles and hand-painted art. A palette of brights adds a vibrant pop of color to enliven commercial spaces.

Natural Creations Luxury Flooring with Diamond 10 Technology opens the door to new possibilities in commercial flooring as this collection unlocks creative design combinations, stays looking new longer and offers easy maintenance, making it the ideal choice for a variety of commercial spaces.

Homogeneous sheet flooring designed with health in mind

With the introduction of ColorArt Medintech and Medintone with Diamond 10 Technology coating comes the new and highest industry-standard in scratch, stain and scuff resistance. Fit for the most demanding environments while offering on-trend, bold and bright colors to coordinate across the Armstrong Flooring Continuum™ Solutions portfolio, ColorArt Medintech and Medintone with Diamond 10 Technology coating's through-pattern construction resists abrasion and other wear created by heavy equipment, such as carts in healthcare spaces, and the frequent rearrangement of desks and chairs in educational settings.

The beauty of ColorArt homogeneous flooring with Diamond 10 Technology coating is its exceptional ease of maintenance, dramatically reducing costly disruption of operations. The washable surface cleans and dries quickly using common maintenance supplies, making Medintech and Medintone a low-maintenance, no-polish-needed solution.

“Create your own color” Luxury Flooring program

Flooring should never be an after-thought or pose a challenge to design. As part of the Mystix collection by Armstrong Flooring, Spettro flooring design captures the textural and visual softness of carpet with the easy maintenance and endless creative options of LVT through the perfect mix of colors.

This advanced and innovative semi-customizable Luxury Flooring program brings to life a designer's creative vision by testing out a variety of color schemes to complement endless design environments. Featuring stunning color accents, the program uniquely blends two visuals that stand alone as beautifully designed products as well as merge together to create semi-customizable designs. The process utilizes a main textile-inspired focal visual with the ability to choose background color, size and add accent colors to create the ultimate, customized flooring pattern.

To learn more about the Armstrong Flooring products to be experienced at NeoCon, download high resolution images and view the latest installation, maintenance and demonstration videos, please visit:

<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.

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