

## **Armstrong Flooring Stays on Trend in Commercial Environments with Quick and Easy Installation at NeoCon 2017**

*Company emphasizes saving time and money by quickly returning spaces to operational status with its Natural Creations<sup>®</sup> with the I-Set<sup>®</sup> Installation System*

Lancaster, PA (**April 6, 2017**) Armstrong Flooring showcases its commitment to being a reliable source for commercial designers and interior architects during NeoCon 2017 in booth #7-10102. As the largest annual commercial interiors show in North America, NeoCon is the ideal place to showcase the brand's newest products and commitment to customer experience. This space will feature a variety of products that cover a spectrum of vertical markets. With a focus on solutions for moderate to heavy traffic spaces such as hospitality and corporate environments, the brand's long lasting, cutting edge and low-maintenance floors includes its Natural Creations<sup>®</sup> with the I-Set<sup>®</sup> Installation System - a perfect solution for spaces that require a quick, easy, no mess installation.

Visuals, colors, and textures of the ArborArt<sup>®</sup>, EarthCuts<sup>®</sup>, and Mystix<sup>®</sup> collections combined with this revolutionary technology provide great designs in an innovative, easy-to-install, durable product. All Natural Creations collections are easy to maintain and repair. As with all Armstrong<sup>®</sup> Luxury Flooring products, Natural Creations with the I-Set Installation System is FloorScore<sup>®</sup> Certified for low VOC emissions.

"The I-Set Installation System combines the beauty of Natural Creations Luxury Flooring with an all-in-one flooring installation solution," says Deb Lechner, Channel Marketing Director, Armstrong Flooring. "Installations can be completed in about half the time of traditional methods, so offices, retail and healthcare environments can resume their operational status almost immediately."

### **Revolutionary All-In-One Flooring Solution**

The innovative technology behind the Natural Creations with I-Set Installation new all-in-one solution maintains adhesion as well as traditional glue down methods. The I-Set Installation System resists popping, lifting, and delamination in direct sunlight and when subjected to high foot traffic and rolling loads. Quick install products, such as loose lay and click, simply can't match the value of this new system. Natural Creations Luxury Flooring with the I-Set Installation System enables products to be installed without the use of adhesives. The product is fabricated with a durable commercial adhesive during the manufacturing process and shipped with a coated release paper to keep individual flooring products from adhering to each other.

### **Easy installation, easy maintenance**

The easy installation process consists of six steps that will save time and money, making this an ideal product to specify for projects:

- Final prep for substrate
- Stage products for design variety and begin by removing coated release paper
- Install pieces by holding both ends
- Cut flooring with coated release paper in place
- Continue normal installation
- Roll floor in both directions (100 lb.)

Maintaining Natural Creations with the I-Set Installation System is easy - simply sweep, dust mop or vacuum the floor daily to remove dust and debris. Be sure to clean up any spills. As part of your routine maintenance schedule,

particularly in high traffic areas, damp mop the floor with a no-rinse neutral detergent solution such as the Armstrong® S-485 Commercial Floor Cleaner.

To learn more about Armstrong Flooring's installation methods, 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).

###