

## Armstrong Flooring Elevates the Customer Experience from the Ground Up at GlobalShop 2017

Lancaster, PA (**February 20, 2017**) Armstrong Flooring continues to forge the industry standard in design and manufacture of flooring solutions through its innovative and game-changing products. As a reliable source for commercial designers, interior architects and visual merchandisers, Armstrong Flooring brings long-lasting, cutting edge and low-maintenance floors to the retail environment at GlobalShop 2017 in Las Vegas, Nevada. From March 28-30 at Booth #3213, Armstrong Flooring will feature flooring products that coordinate across categories and collections to provide unlimited design options to complement décor and perform in high-traffic retail spaces. GlobalShop attendees can also experience product demonstrations of the latest in luxury flooring, hardwood and laminate floors in virtual reality retail environments. Using 3D goggles, Armstrong's VR Flooring Visualizer will allow visitors to virtually change the flooring and room scenes to elevate the customer experience.

“As the world’s largest annual show for retail design and shopper marketing, Armstrong Flooring looks to ‘Elevate the Experience’ of GlobalShop by helping retailers boost the customer experience with our fresh, new and up-to-date flooring designs and capabilities,” says Debra Lechner, Commercial Marketing Director, Armstrong Flooring. “Our new and enhanced flooring collections help specifiers address the concerns of specialty retail owners including operating costs, the customer experience, lighting, layout and merchandising that all affect sales.”

With the retail and hospitality sectors constantly on the search for the next hottest design and formats, flooring is increasingly at the forefront in the decision-making process. According to recent industry news in design and construction of retail projects, manufacturers reported retail as one of the fastest growing commercial sectors in 2016. Retail owners factor in the customer experience that flows from the moment a consumer steps in the store, browses through merchandise, makes the final purchase, to leaving the store satisfied with their purchase and overall atmosphere. Flooring becomes the literal foundation upon which these projects flourish because of the high-end designs that provide a timeless look as well as durable finish for a longer lasting wear.

Armstrong Flooring's Continuum™ Solutions product portfolio provides infinite design possibilities and unrivaled flexibility using a wide range of award-winning products within the retail market segment:

**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.

**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.

**Laminate (LAM)** – The laminate collections - Architectural Remnants™, Rustics™ Premium, Coastal Living® Patina, Premium Lustre™ and Premium - all offer the most variation in wood species and the broadest offering of visuals with numerous plank sizes in a variety of unique finishes ranging from popular reclaimed, rustic and traditional designs to stylish high-gloss treatments.

**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 coincide with the growing retail construction trend, Armstrong Flooring's recent white paper, "*The Impact of Lighting and Reflectivity in Retail Settings*," shows that retailers are turning to improved lighting as one of the most effective ways to distinguish themselves and call attention to their entire merchandise offering. The key to maximizing brightness is layering different types of light; using flooring, ceiling and wall materials with high-reflectance values; and achieving contrast throughout the space by using increased illumination within the different types of light. The white paper provides information on the how and why lighting can be a key influencer in the purchasing process with details on how flooring can dramatically improve illumination while lowering energy costs. To read more from this white paper, please click here: <https://www.armstrongflooring.com/commercial/en-us/resources/retailflooringreflectivity.html>

Additionally, the Armstrong Flooring Commercial Strategic Accounts (CSA) team combines industry experience with service experience from concept to completion of creating unique retail environments. This dedicated nationwide cross-functional team of purchasing, logistics, planning, manufacturing, customer service, local installation experts and consultative account representatives provide the product selection assistance and technical services for various flooring product categories that best fit for every space. With a single point of contact, customers are able to bring their design visualizations to life.

To experience design elevation within the retail environment, please visit the pressroom: <https://www.armstrongflooring.com/commercialglobalshoppr>

### **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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