

## Armstrong Flooring Showcases the Latest in Luxury Flooring at GlobalShop 2017

Lancaster, PA (**February 20, 2017**) The use of LVT has exploded across commercial market segments from hospitality to retail to boutique settings due to its design-forward realistic visuals paired with the added performance of vinyl. Armstrong Flooring will feature its latest in Luxury Flooring, Natural Creations<sup>®</sup> with Diamond 10<sup>®</sup> Technology, during GlobalShop 2017 on March 28<sup>th</sup>-30<sup>th</sup> in Booth #3213. As the world's largest annual show for retail design and shopper marketing, GlobalShop 2017 creates a platform for visual merchandisers, interior architects and designers to experience fresh ideas and innovations to optimize the retail environment.

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<sup>®</sup>:** 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<sup>®</sup>:** 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<sup>®</sup>:** 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.

To learn more, please visit the pressroom:

<https://www.armstrongflooring.com/commercialglobalshopp>

### 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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