

## Natural Beauty Meets Durability: Hardwood from Armstrong Flooring Sets The Design Stage for Retail on the Floors and Up The Walls

*Flooring is an essential part of the retail experience, and wood opens up more possibilities*

Lancaster, Pa., March 13 – Commercial designers, interior architects and visual merchandisers of retail spaces are turning to hardwood to create unique spaces and now **Armstrong Flooring** is expanding this design potential by bringing the warmth and natural beauty of wood from the floor to the wall at Global Shop, booth #2216.

“Hardwood is the most coveted type of flooring, so it's no wonder that it's also successful as an interior wall design in retail, whether in boutiques or restaurants. On the wall, the carefully crafted textures and tones of wood bring natural warmth and authenticity into the retail environment,” says Hardwood Design Manager Sara Babinski, Armstrong Flooring.

According to Babinski, texture is the new color. “Color has always been a force when it comes to design choice, but texture is becoming just as important. Texture like what is found in today’s natural hardwood flooring is tactile, visually stimulating and adds interest to a space,” she says.

Many of Armstrong Flooring’s engineered wood products can be used on walls, and collections such as the new **Woodland Relics™** are statement makers. Woodland Relics captures the essence of reclaimed, weathered wood, as random and varied as nature itself. Every plank is uniquely crafted using hand-staining, sanding and woodworking techniques that showcase abundant textures and tones. The collection includes a varied sampling of multiple species, widths, colors and textures, all of which are mixed together in random fashion to create a highly custom look.

On the floor itself, wood has an elegance beloved by customers and retailers alike, as a genuine hardwood can carry the motif and experience of the entire establishment. The right wood flooring is an authentic and critical component of the engaging spaces that you want your customers to remember. Flooring becomes the literal foundation upon which retail projects flourish because of high-end designs that provide a timeless look as well as durable finish for a longer lasting wear.

Designers can choose from durable, on-trend collections such as **TimberBrushed®**, which offers artistic techniques like liming and deep etching; **American Scrape® Hardwood**, a rustic, hand-scraped look that features distinctive graining and knots in a vibrant palette of golds, grays, reds and browns for a rich texture; and **Performance Plus™**, which combines the stunning look of hardwood and commercial performance – with two times the hardness of regular hardwood floors, and a scratch- and stain-resistant finish for higher-traffic retail environments.

**HomerWood®** is a premium hardwood brand from Armstrong Flooring that offers classic to contemporary designs for truly spectacular floors in a range of beautiful species, colors, styles, textures and surface treatments. Featuring a variety of unique collections, handmade craftsmanship, and custom capabilities, HomerWood can turn any vision into reality. New collections at GlobalShop include striking fresh visuals that combine wire-brushing techniques with distinct color washes and variable width designs. The varied tones and random patterns capture the coveted essence of reclaimed hardwoods.

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-2-

“Designers of retail spaces are increasingly turning to the natural distinctive textures, rich colors and organic shapes and patterns of genuine hardwood. They create warmth and visual complexity, allowing interior designers and architects to cultivate retail brand experiences that are fresh and naturally luxurious,” says Babinski. “There’s nothing quite like the look and feel of real wood flooring. Whether it’s in an office space, a home, or a retail store, wood flooring gives a warmth and charm to the room that’s hard to duplicate with anything else.”

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*<sup>SM</sup>. 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 15 manufacturing facilities in three countries and employs approximately 3,600 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 [www.armstrongflooring.com](http://www.armstrongflooring.com).

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