



**For Immediate Release**

*Links to Hi-Res Images Included*

**Contacts:**

**Carlene Moloney**

**(717) 396-5579**

[cfmoloney@armstrong.com](mailto:cfmoloney@armstrong.com)

**Michele Zelman**

**(718) 859-6766**

[mjzelman@armstrong.com](mailto:mjzelman@armstrong.com)

[mjzelman@cherryleaf.net](mailto:mjzelman@cherryleaf.net)

## **NATURAL CREATIONS® MYSTIX® ADDS FLAIR**

Naturally influenced and contemporary, fun designs that offer the performance advantages of resilient flooring are in vogue for commercial applications. Among the products leading the charge is LVT, renowned for stunning visuals, low maintenance and flexible, easy installation.

Armstrong continues to invest in the LVT arena by adding to its already popular Natural Creations line. Twenty-nine unique and distinctive visuals are being added to the Mystix collection of styles and colors created to reflect current and future design trends. Floor design has never been so fun. Mystix can be integrated with other Natural Creations tiles, such as ArborArt and EarthCuts, allowing for the ultimate in floor patterning.

A variety of modular sizes for greater design flexibility and different designs can be used to spotlight key focal areas in any installation, including retail, healthcare and specialty applications. “Embossing textures and gloss levels provide appropriate finishes related to other materials such as cork, bamboo or carpet without the cost or maintenance issues,” said Shannon Weir, senior marketing manager, Armstrong Commercial Flooring. “Designers can create floors that combine the best of design and technology in one product.”

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New linear designs can be mixed and matched to create unique patterns, including the look of carpet tile. New additions include Strand Cork, a modern cork look in 18 inch tiles in three coordinating colors and available as special order in planks for a very different look. There also is a rich, mahogany brown color in Bamboo, and a clean, bright yellow hue in Chroma Stone.

Mystix has a UV-cured coating for low maintenance options and is FloorScore™ certified for low VOC (volatile organic compound) emissions. The 20 mil wear layer provides abrasion resistance and commercial durability, and the UV-cured urethane coating offers low-maintenance options.

For more information, visit [www.armstrong.com](http://www.armstrong.com).

**LINKS TO HI-RES IMAGES:**

**Armstrong Commercial Flooring Natural Creations LVT Strand Cork TP746 champagne, TP747 natural, and Color Wash TP507 gold**

<http://www.armstrong.com/syndicate/logos/content/files/41438.jpg>

**Armstrong Commercial Flooring Natural Creations LVT Mystix TP791 sideline warm brown**

<http://www.armstrong.com/syndicate/logos/content/files/41441.jpg>

About Armstrong World Industries, Inc.

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2006, Armstrong's consolidated net sales totaled approximately \$3.4 billion. Based in Lancaster, Pa., Armstrong operates 48 plants in 10 countries and has approximately 13,000 employees worldwide. For more information, visit <http://www.armstrong.com>.

Armstrong Floor Products and its powerhouse family of brands – Armstrong, Bruce® Hardwood Floors, Armstrong™ Hardwood Flooring and Robbins® Fine Hardwood Flooring – offer the most extensive portfolio of flooring products available, including branded vinyl, laminate, Genuine Linoleum™, hardwoods and ceramics for residential and commercial applications. Armstrong resilient products are recognized for contributing to indoor air quality through FloorScore™, a new voluntary certification program administered by the Resilient Floor Covering Institute (RFCI) that identifies flooring products that meet stringent air quality requirements for low-emitting building materials. More information about Armstrong is available on the Internet at <http://www.armstrong.com>.

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