



For Immediate Release

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SEAMING SYSTEMS AND ADHESIVES BRING FASTER, LOW-COST INSTALLATION TO COMMERCIAL FLOOR INSTALLERS

Armstrong offers a variety of adhesive and seaming options to installers, backed by the Armstrong Guaranteed Installation System, to provide simpler, faster and more cost-effective installation options across its hardsurface portfolio.

For example, a product such as the S-761 seam adhesive, a seaming system for commercial sheet vinyl and linoleum products, involves no new tools or complex installation requirements.

“With S-761 Seam Adhesive from Armstrong Commercial Flooring, installing vinyl sheet and linoleum flooring is quicker and easier, bringing value to the installation process for both the building owner and the contractor,” explained Dominic Rice, vice president, product management, commercial. According to Armstrong, S-761 significantly reduces installation time and costs as minimal tools are required, and it eliminates the need for heat-welding the seams. It creates a monolithic appearance with excellent seam-bonding strength. “Installing a floor with S-761 Seam Adhesive saves time and money over traditional heat welding, because an installer can go from almost 11 hours of seam installation time with heat welding to just minutes with S-761,” Rice said. The proof is in the pudding: Armstrong said it exposed S-761 to a number of punishing, high-traffic, commercial simulations, including seam strength, caster wheels, stiletto heels and seam rolling. The results found S-761 provides optimal performance and durability.

S-761 is recommended for Linoleum Collection with NATURCote; Medintech homogeneous and Medintech Tandem inlaid vinyl sheet; Royal homogeneous vinyl sheet; Possibilities Petit Point inlaid vinyl sheet; Translations; Perspectives; and Timberline heterogeneous vinyl sheet.

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The S-515 adhesive with Armstrong's Moisture Resistant Guarantee, increases the allowable relative humidity limit for installing Armstrong VCT products on concrete slabs from 75% to 90% while also saving installers up to 80% on adhesive material costs compared to competitive spray-on systems.

"A proven, trowel-on method provides clean, consistent adhesive application without additional floor preparation compared to spray-on systems, making S-515 the most affordable high moisture adhesive system on the market," says Gwen Bogle, senior marketing manager, Healthcare. "The simple, trowel-on method means no time-consuming or costly equipment maintenance is needed. No additional or new training needed for installers reduces labor costs and no special equipment needed for application reduces capital expenses."

S-515 materials and labor facilitate predictable and accurate estimates, compared to spray-on adhesives that have variables including inconsistent coverage and equipment failure, plus costly clean-up. S-515 costs one to two cents per sq. ft., compared to eight to ten cents per sq. ft., for spray-on systems. According to Armstrong, S-515 performance is so effective, that it may eliminate the need for expensive moisture mitigation systems.

Armstrong's commercial resilient installation options include the S-599 Premium Vinyl-Backed Flooring Adhesive which can be used on all Armstrong commercial sheet flooring products including Medintech Tandem (but with the exception of Commission Plus). Medintech, Royal, Timberline, Translations, and Perspectives installed with S-599 have a moisture limit of 5 pounds on the calcium chloride test, an increase from the previous 3-pound limit. This is a significant advantage for flooring contractors when preparing subfloors for resilient flooring installations.

Many More Low Maintenance Options

Commercial floors by their very nature are subject to the toughest demands in any building. Keeping them good looking is part built-in durability and part maintenance. Armstrong manufactures its most popular resilient floor products with a UV- (ultra-violet) cured urethane coating for floors that look as good over time as they do the day they're installed. Polyurethane finishes create low-maintenance options, including cost-effective, no-polish methods. The UV-cured coating is available on multiple Armstrong product lines. Since the new urethane UV-cured coating lessens the need for routine maintenance, it saves money and cannot be easily stripped. Plus, it is tougher, harder and therefore longer lasting. UV-cured urethane products.

Better Installations From The Bottom Up

Armstrong's fiberglass backing on many of its resilient sheet products provides increased flexibility for easier handling. The products, including Possibilities Petit Point inlaid vinyl sheet and Connection Corlon inlaid vinyl sheet also are more dimensionally stable to minimize curling. Like felt backings, the new fiberglass backing is ideal for installation over concrete slabs

For more information, visit www.armstrong.com/flooring.

About Armstrong World Industries, Inc.

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2007, Armstrong's consolidated net sales totaled approximately \$3.5 billion. Based in Lancaster, Pa., Armstrong operates 40 plants in 10 countries and has approximately 12,800 employees worldwide.

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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