Natural Creations® Luxury Flooring Brings Style, Performance and Flexibility to Retail and Commercial Spaces

Lancaster, Pa., March 23, 2016 – Armstrong Commercial Flooring, a global leader in flooring, announces the preview launch of its Natural Creations® line of luxury flooring with Diamond10™ technology for the commercial market. Natural Creations flooring continues to transform the hottest category of commercial flooring by coupling style and design flexibility with performance and easy maintenance.

With the quality, expertise and ingenuity that architects and designers have come to expect of Armstrong Commercial Flooring, Natural Creations with Diamond10 Technology was designed in direct response to commercial interior performance needs and design trends. The line is tailored to the retail market, including specialty stores, mass merchants, grocery stores, drug stores, department stores, and restaurants. The three collections within Natural Creations® Luxury Flooring, Arbor Arts®, EarthCuts®, and Mystix® are all part of Armstrong ® Continuum™ Solutions, a thoughtful, coordinated system of colors and designs, sizes and shapes, that optimize design flexibility and allow for infinite design possibilities. Whether the space calls for creating a brand experience, a warm, inviting atmosphere, flooring that complements the merchandise and displays, or a sophisticated dining environment, Natural Creations is the flooring solution for high traffic areas that start beautiful and stay beautiful.

Additionally, the innovative line of products includes the following performance benefits:

* Contains no orthophthalates, heavy metals, fly ash, flame retardants or antimicrobial pesticides
* FloorScore® certified with low VOC emissions
* Offers noise reduction solutions, thanks to Armstrong’s Quiet Comfort™ Luxury Flooring Underlayment
* Provides durable, long-lasting performance, withstanding heavy foot and rolling load traffic typical of commercial spaces

Available in a wide range of colors, patterns, sizes and themes, Natural Creations is arranged in three primary design categories:

**ArborArt®:** 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.

**EarthCuts®:** 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®:** Cutting-edge design defies categorization. The ever-evolving Mystix collection dabbles in textured textiles, abstract geometrics, organic patterns and metallic accents. Plus a palette of Brights adds a vibrant pop of color to enliven education and retail spaces.

**Diamond10 Technology**

The revolutionary Armstrong Diamond10™ Technology uses the hardness of cultured diamonds to keep Natural Creations luxury floors looking new through years of use. It features the first performance coating made with diamonds, protecting Natural Creations floors from scratches and scuffs better than any other luxury flooring. By repelling dirt and stain-causing agents, it also keeps Natural Creations cleaner than any LVT floor on the market, all without ever needing polish.

**About Armstrong**

Armstrong World Industries, Inc., a global leader in the design and manufacture of floors and ceilings is Inspiring Great Spaces™ each and every day. Based on Lancaster, PA., Armstrong operates 34 plants in eight countries and has approximately 8,700 employees worldwide. Armstrong is systematically reducing our environmental footprint and providing products and services that enable our customers to reduce the environmental impact of the buildings they create. For more information, visit Armstrong.com.