**Harnessing One of Nature’s Strongest Substances:**
 Diamond10™ Technology Brings Unmatched Durability, Performance to the Luxury Vinyl Tile Category

Lancaster, Pa., March 23, 2016 – Diamonds are a floor’s best friend. Armstrong Commercial Flooring has made it possible to provide the most scratch-, stain- and scuff-resistant luxury flooring on the market through its latest innovation – Diamond10 Technology. This revolutionary, patent-pending technology is made with cultured diamonds, effectively harnessing the strength one of nature’s hardest substances to bring unmatched durability and performance to the brand’s commercial line of Natural Creations® luxury flooring.

**Designed for Demanding Commercial Environments**

Backed by a 20-year limited warranty, Diamond10 Technology opens the door for interior designers, architects, visual merchandisers and facility managers to specify the full range of Natural Creations products for even the most demanding of retail, hospitality, education and healthcare environments. With a focus on the unique design and durability needs of the retail and commercial markets, Diamond10 Technology makes this innovative line of luxury flooring the most scratch, stain, and scuff-resistant LVT on the market, while providing a broad spectrum of designs.

Natural Creations with Diamond10 Technology provides the commercial market with a broad range of colors, patterns, shapes and sizes for a variety of spaces. With 88% of retailers expected to renovate at least one store location in 2016, this one-two punch of durability and design makes it possible to creatively integrate luxury flooring materials in high-traffic areas without the typical headaches. Color and texture prudence will remain important, but Natural Creations with Diamond10 Technology raises the bar in design freedom.

**Low Maintenance, Fewer Headaches**

Diamond10 Technology doesn’t just protect the floor from scratches – it repels dirt and stain-causing agents all without ever needing polished. This translates to lower maintenance costs and a reduced use of chemical polishes and cleansers, creating a floor that looks fresh and new for years. Diamond10 Technology is an operating budget’s best friend, reducing the need for expensive preventative and ongoing maintenance.

Natural Creations with Diamond10 Technology provides a host of specification benefits:

* Ability to withstand rolling load traffic
* No polish maintenance helps reduce cleaning time and disruptions
* Conserves energy when light-reflective colors are specified
* Contains no Orthophthalates, heavy metals, fly ash, flame retardants or antimicrobial pesticides
* FloorScore® certified with low VOC emissions
* Manufactured to the Armstrong Flooring Diamond Standard of Quality

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**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.co