

Press Release
30th November 2010

Armstrong Takes the Main Line to Ceiling Specifiers

Guidance on specifying ceiling treatments for education, healthcare, office, retail and leisure applications is contained in a new main line brochure from leading interior solutions provider Armstrong Ceilings.

The 38-page, clearly-illustrated A4 brochure, which is available to download from <http://www.armstrong-ceilings.co.uk> or <http://www.armstrong-ceilings.ie>, has been designed to provide in a single, user-friendly document all the information specifiers and contractors require to make informed ceiling choices.

Three sections give guidance on how to specify the most appropriate ceiling solution for a wide variety of applications, on the products involved, and on the options for installation and maintenance of the systems.

The ceiling information section provides product selectors by application areas, performance, suspension system and material, and showcases with inspirational photography Armstrong's flagship projects around the world.

It also advises on the role of ceilings in acoustics, giving a technical glossary and acoustic performance tables for all Armstrong tiles, complemented by similar treatment of Armstrong's tiles for health and cleanliness and fire resistance. This is supported by the company's green credentials including its pioneering Off-Cut and End-Of-Life recycling schemes.

The product information section advises on architectural and environmental trends and how those are met by the company's portfolio of designer canopies, laminated, non-laminated and decorative mineral tiles, metal and wood tiles, specific solutions for, for example, healthcare, and grid systems.

This demonstrates that even Armstrong's standard solutions are suitable for creating bespoke projects, while promoting another Armstrong first – its Tech Zone – an exclusive partnership with market-leading manufacturers to fully integrate service elements into ceilings.

The third section gives guidance on installation and maintenance and information on manufacturer's recommendations, CPD availability and third-party links such as The Building Centre in London where Armstrong Ceilings has a stand.

Ends

Armstrong World Industries Ltd
Building Product Division
Armstrong House, 38 Market Square
Uxbridge
Middlesex
UB8 1NG

