

**Press Release**  
**November 28<sup>th</sup> 2013**

## **New ceilings guide from Armstrong helps specifiers see the wood for the trees**

***A [complete guide to its portfolio of wood systems](#) has been launched by Armstrong Ceilings.***

The new brochure has been introduced to help architects and interior designers select from an extensive range of statement tiles and systems designed to combine a natural and luxurious look and feel with high-performance building linings.

But as well as detailing the many products and systems available it also advises them on the support services available and how the systems are best installed.



The new brochure details the wood styles available – veneer, where real wood gives a particularly prestigious, high-class solution; laminate, for a durable and more affordable option, and even wood-effect lightweight metal which combines the aesthetics of natural wood with lighter weight and the ability to be installed in areas with higher humidity.

All the real wood systems are manufactured from the highest-quality MDF derived from natural woods specially selected to contain no allergic ingredients. The company can also supply a range of timber-certified woods. All surface finishes are protected for long life using solvent-free lacquers.

As well as meeting aesthetic requirements, the wood systems also perform acoustically, the perforation options in the veneer range, which are available in circular or grooved holes, backed by an acoustic fleece, achieving up to 0.70  $\alpha_w$ .

The new brochure also details the systems available: three exposed grids for tiles and planks – a universal 24mm board system, a 15mm MicroLook grid and a Vector grid with a minimal 6mm reveal to give a sleek, monolithic look. In addition, there is a concealed system using hook-on panels on a standard grid to help specifiers achieve multiple layout combinations with standard products.

All systems enable ease of installation as well as safe and secure accessibility to the plenum for electrical and HVAC maintenance in interiors such as board rooms, lounge areas, atriums, hotel lobbies, offices and libraries.

Specifiers of Armstrong's wood systems have access to support services including one-on-one consultations, CAD drawings which can be used to engineer a production schedule, tailored logistics



plans to maximise JIT (Just-In-Time) implementation, on-site guidance, and on-going support via Armstrong's Omega network of approved installers.

Michelle Nicholl, Armstrong Ceilings' marketing, Omega and sales support manager, said: "Designers are increasingly choosing wood ceilings to provide an extra level of luxury for their buildings. In the US, wood already accounts for one in five of all Armstrong speciality ceiling installations while in many other markets our systemised wood ceilings have quickly become an established option among architects keen to bring quality and opulence to prestige environments."

**Ends**