

# HINTS FOR HOMEOWNERS

## More Homeowners 'Looking Up,' Realizing Potential Of The Ceiling

(NAPSA)—When consumers think remodeling, traditionally, the focus is on kitchens, bathrooms, siding and windows. But a recent homeowner survey by the Meredith Corporation found that more consumers are considering the design potential of the ceiling.

Confirming the rise of this trend, 55 percent of those surveyed are likely to install a new decorative or suspended ceiling in the future. Half of all respondents are familiar with decorative and suspended ceiling products, and 60 percent are interested in learning more about the products available. The numbers are significant, as ceilings have previously been less of a consideration in home remodeling projects.

More decorative options exist for ceilings than ever before. No longer a drywall afterthought, ceilings are coming into play as the "fifth wall." Mineral fiber-board tiles and patterns can be faux painted for unique looks. Wood-look planking can transform a room by offering rich, warm hues. Decorative metal ceiling tiles bring back the classic look of pressed tin. And installations can be done in a weekend.

Armstrong is one manufacturer dedicated to the decorative ceiling market and providing innovative products to consumers.

"Homeowners are choosing to renovate their current space rather than purchase new, and they're including ceilings," said Rich Wiley, associate marketing manager for Armstrong Residential Ceilings. "They're inspired to think beyond drywall and see the ceiling as a canvas."

The survey also confirmed the rise of ceiling design in basements. More than 60 percent of those who added a ceiling in the



**This kitchen's ceiling is brought to life using decorative metal ceiling tiles. Armstrong is one manufacturer bringing back the look of metal to ceilings.**

past year did so in the lower level. Suspended ceilings are a popular option, as they provide easy access to elements such as plumbing or wiring. And they're easy to maintain: In the event of damage, panels can simply be swapped for new ones.

The survey found that other popular spaces for ceiling treatments include the kitchen, family room and bathroom. Top reasons for installing a new ceiling were upgrading outdated decor, fixing a damaged ceiling and replacing old materials.

For those tired of looking up at an uninspired ceiling, Armstrong has launched the "Look Up America™" ceiling contest. Running through Nov. 1, consumers can submit images and descriptions of their outdated ceilings. The winner will receive a ceiling makeover. For more details on the contest and for inspiring ceiling ideas, visit [www.perfectceiling.com](http://www.perfectceiling.com).

To learn more about Armstrong's ceiling product lines, visit [www.armstrong.com](http://www.armstrong.com).