

HINTS FOR HOMEOWNERS

Online Option: Redecorate In An Instant

(NAPSA)—A new Web site offers a room with a view to help homeowners decide on flooring.

The new Armstrong Web site, www.armstrong.com, features a “room viewer” that offers 1.5 million potential view combinations and can be navigated by brand, floor type or room.

Viewers can choose from a variety of flooring options, including four premier brands and more than 1,700 products: 700 styles of Bruce, Hartco and Robbins hardwood floors; 200 styles of Bruce and Armstrong laminate flooring products; 600 Armstrong vinyl sheet designs; and 200 Armstrong vinyl tile styles.

There are 22 rooms from which to choose—great rooms, kitchens, dining rooms, home offices, foyers, bedrooms and baths. With this feature, rooms can be instantly redecorated with a click to change colors of walls and/or cabinets.

Using any room/decor, more than 1,000 floors can be browsed—by brand, floor type, style, color family, pattern direction, or wood species, in the case of hardwoods and laminates.

“The viewer actually shows consumers “after” pictures of a room before they make a final flooring selection. It’s designed to



A computer room viewer shows consumers “after” pictures of a room before a selection is made.

take the guess work out of the purchase decision by letting consumers see an entire floor pattern as it would appear in a real room, rather than just one small sample piece,” said Thomas H. Cook, Armstrong Corporate Creative Director.

Other tools at the site include a material cost estimator and a function that lets registered members save flooring selections in a portfolio for later viewing.

In addition, visitors can print out a product detail page that tells them everything they need to know about a particular item. An online service locator can tell visitors the location of the nearest store. For more information, visit the site at www.armstrong.com.