

Decorating Trends

Redefining New Floor Designs

(NAPSA)—A world of designs from different cultures is helping to create floors that are both fresh and intriguingly familiar.

A sophisticated, modern collection of resilient floors by Armstrong, known as Urban Settings™, combine these contemporary looks with the durability of ToughGuard® vinyl sheet flooring that resists tears, gouges and rips.

Many images from other cultures already are familiar to most Americans, from the food we eat and the clothes we wear to the films we watch.

“Cosmopolitan tastes are naturally inspired by the global village, and this trend, which we call ‘Global Fusion,’ gives people a new way to customize their surroundings,” says Deb Esbenshade, general manager, product styling and design for Armstrong.

The Urban Settings collection interprets the “Global Fusion” trend through three distinct styles: Classic Exotics, which suggests the quality and texture of animal skins; Earthen Textures, which incorporates the looks of trowelled stucco and stained concrete; and Mixed Materials, which combines contrasting materials, such as hardwood and marble, juxtaposed for a new, eclectic look.

Two new Urban Settings floors—Raku and Kyoto—are influenced by Japanese design and evoke woven textile.

A bold new crocodile pattern captures the handcrafted appearance associated with tooled leather, with colors that appear to ebb and flow across the surface, emitting an almost iridescent,



Texture and lower gloss levels are adding realism to many of today's most attractive vinyl floors.

metallic flicker. This unique appearance is unexpected in vinyl, and creates a floor that not only looks—but also feels—rich and luxuriant.

“For a long time, the only important qualities in vinyl flooring were color and pattern,” said Esbenshade. “Recently, we’ve begun to see how texture and lower gloss levels add realism, particularly as the trend toward natural materials has taken hold. We’ve added texture to color and pattern as the third element of design.”

Consumers can call 1-888-Armstrong, or they can access www.armstrong.com to locate a retailer. On the Web site, the “Design-a-Room” feature can be used to see how any number of vinyl and laminate, or Bruce, Robbins and Hartco wood floors, coordinate in more than 20 different room settings.

Armstrong World Industries, Inc., a subsidiary of Armstrong Holdings, Inc., is considered a global leader in the design, innovation and manufacture of floors, ceilings and cabinets.