

WORKING TOGETHER

Home Depot + Armstrong + Triangle Pacific

HEARING THAT THE HOME DEPOT WANTED to improve their return on wood products overall, Armstrong knew we could help them achieve this goal by working together. By expanding the Simply Natural strip flooring line to include additional color choices, improving the durability of the finish, and extending the warranty to 25 years, we made these excellent products even more attractive to The Home Depot's customers. We then expanded the assortment by incorporating

two 12" x 12" parquet choices into the Simply Natural line and offering the same 25-year warranty. Finally, we partnered with The Home Depot in a major national ad campaign that targeted the growth of the Simply Natural line.

Working together on these and other initiatives, Armstrong is helping The Home Depot increase sales of Bruce and Hartco wood flooring products that benefit both our companies.



INNOVATING TOGETHER

Total Renal Care + **Armstrong**

AT ARMSTRONG, WE BELIEVE IT'S OUR obligation to make sure what the customer orders is the best solution for the building challenges they face. That's why when we received the specifications for Total Renal Care's facility in Exton, Pennsylvania, we asked to perform a space audit ourselves. Our technical services department then made recommendations on the best products for this customer's use, and the client agreed that our ideas would be more effective.

For a customer like Total Renal Care, the ability to work with a single company for both their ceiling/grid systems and their flooring is a real advantage, so they receive the special attention, service and efficiency that the volume of their business requires. They're in the business of caring for patients with kidney disease. We're in the business of providing interior finish solutions to care for our clients. Together, we can achieve excellent results for both.



CREATING TOGETHER

Carpet One + Armstrong

ONE IMPORTANT WAY THAT WE BUILD success together with our customers is to address their individual concerns. Carpet One came to us with three major challenges: to get the most from national advertising expenditures; to offer a differentiated product line available nationwide that could be effectively promoted; and to provide their national business partners an exclusive line of products with good value at a popular price point.

Armstrong's solution? The "Right Choice" vinyl collection provides 12 patterns exclusively for Carpet One. Styled and priced for use in all Carpet One national advertising, it offers wide selection and good value for both retail customers and national business partners.

The result? Sales in this product category have grown tremendously at Carpet One outlets, creating greater profits for both our customer and for Armstrong.



THINKING TOGETHER

Schools + Armstrong

WHEN THE SCHOOLS IN A LARGE METROPOLITAN county decided to replace their carpeting with sheet vinyl, a very productive partnership took form as Armstrong participated in all facets of the job.

First, our superior Medintech and Multitech sheet vinyl products are the perfect selection for schools – homogeneous in pattern and color, and highly durable. Second, our S-184 concrete underlayment system is ideal for these circumstances where both carpet and tile must be taken up. We even helped the contractor find the

additional qualified installers needed and trained them in Armstrong's recommended techniques. Finally, Armstrong's technical services department assisted the contractor in moving quickly from the preparation stage to installation.

The response has been so positive that the school district has already extended the contract. To date, we have installed thousands of square yards of Medintech and Multitech in the schools with many thousands more expected in the coming years.

