

HINTS FOR HOMEOWNERS

Floors That Take Tougher Handling

(NAPSA)—When it comes to floor covering options, many homeowners are getting tough—by choosing those that deliver beauty and durability.

For variety of color and pattern, comfort and easy care, vinyl flooring is an obvious choice. For even greater appeal, recent flooring innovations are helping to make new vinyl floors all but impervious to damage.

Armstrong developed its ToughGuard™ floors to be durable enough to counter a common source of buyer dissatisfaction—rips, tears and gouges. Designed to survive even the busiest household, these floors can withstand the typical abuse dished out by pets, children, or everyday kitchen disasters caused by moving hefty appliances.

In controlled tests, when a foot loaded with weight is pulled across a vinyl floor to simulate moving a heavy object with proper protection, ToughGuard floors dramatically outperformed most similarly priced vinyl floors. Engineered using an innovative, patent-pending technology, the floors are made with a unique manufacturing process that gives them the added durability to resist many sources of household damage.

“We talked to thousands of consumers to identify their needs for vinyl flooring. Top down durability, defined as ripping, tearing, gouging and furniture indents, was their major concern, and this is precisely what ToughGuard addresses,” says Deb Esbenshade, Armstrong’s general manager, res-



A new innovation in vinyl sheet flooring is guaranteed not to rip, tear, gouge or indent for the life of its warranty.

idential marketing. “Best of all, you get a beautiful floor that stays that way.”

The tough new flooring innovation comes in a wide selection of colors and patterns with the ease of cleaning consumers expect, plus unprecedented durability—all at no additional cost over traditional vinyl flooring.

These durable floors are backed with a strong warranty and are guaranteed not to rip, tear, gouge or permanently indent for the life of the warranty.

For more information about the floors, as well as decorating ideas, installation tips, and information on the latest trends in vinyl sheet and tile, log onto www.armstrong.com. Powerful, self-directed tools assist in browsing, selecting and locating the right flooring. The exclusive “Design-a-Room” interactive room viewer offers a “multiplicity” of choices, spanning 600 styles in Armstrong vinyl sheet and 200 Armstrong vinyl tiles that can be matched online with various rooms and decor.