

Press Release

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Sagging Middle School Ceiling Wins Armstrong® 'Ugly Ceilings' Contest

Facilities director awarded grand prize of 1,000 square feet of Ultima® ceiling panels

LANCASTER, PA -- Facilities Director Mike O'Neil of the South Colonie School District in Albany, New York, is the winner of the Armstrong® "Show Us Your Ugly Ceilings" Contest.

The contest, sponsored by Armstrong Ceiling & Wall Systems, offered building owners and facility managers an opportunity to win a grand prize of 1,000 square feet of Ultima® ceiling panels by submitting a photo of a stained, dirty, or damaged ceiling in their facility.

O'Neil submitted a photo of a sagging ceiling that was coming apart above a classroom at Lisha Kill Middle School in Albany. After determining that the damaged middle school ceiling was the "ugliest" ceiling entered in the contest, a panel of Armstrong ceiling experts awarded 1,000 square feet of Ultima ceiling panels to O'Neil. The new panels were used to replace the damaged ceiling in the middle school classroom.

Winning the contest enabled O'Neil to replace the ailing ceiling without dipping into his tight maintenance budget. "We try to replace as many of these old ceiling panels as we can, but we're on a tight budget," he explains. "That's why I entered the contest – to see if I could win some new ceiling panels."

Like Night and Day

The facilities director received many compliments from school officials after the Ultima ceiling was installed. "The new ceiling came out great," says O'Neil, who was able

to quickly replace the old ceiling panels using the existing grid. “It looks beautiful. It made a huge difference in the way that room looks. It’s like night and day.”

In addition to their smooth, clean visual, Ultima ceiling panels feature new Total Acoustics™ performance, which is the ability to provide both sound absorption and sound blocking in the same panel. To deliver that performance, the panels have a Noise Reduction Coefficient (NRC) of 0.70, meaning they absorb 70% of the sound that strikes them, and a Ceiling Attenuation Class (CAC) of 35, meaning they help block sound from intruding into adjacent spaces. Ceilings with Total Acoustics performance provide the design flexibility needed to adapt spaces to new uses while maintaining the acoustical requirements for each type of space. For more information about Total Acoustics ceiling panels, visit www.armstrong.com/totalacoustics.

Ultima ceiling panels also offer high light reflectance, up to 80 percent recycled content, and have additional attributes that can contribute to LEED credit categories.

For more information on easy steps for replacing damaged ceilings in your facility, visit www.replacement-ceilings.com, chat live, or call a U.S.-based TechLineSM expert at 1-877-276-7876. You can also download the free Armstrong Ceiling I.D. iPhone app from the App Store. Using the app, you can photograph your existing ceiling and email it to an Armstrong TechLine expert who will help identify the ceiling and find the best replacement within one business day.

Armstrong World Industries is a global leader in the design and manufacture of ceilings and floors. In 2014, Armstrong consolidated net sales from continuing operations totaled approximately \$2.5 billion. Based in Lancaster, Pa., Armstrong operates 32 plants in nine countries and has approximately 7,500 employees worldwide.