

Inspiring Great Spaces®



**Press Release**  
**FOR IMMEDIATE RELEASE**  
May 19, 2016

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## Details Make the Difference to Armstrong Ceilings at AIA

*Display illustrates difference pre-engineered ceiling components can make*

**PHILADELPHIA, PA** — Armstrong® Ceiling Solutions will be demonstrating how “Details Make the Difference” with a variety of “before and after” ceiling installations that will be on display at Booth 4221 during the AIA Convention May 19-21 in Philadelphia.

When viewed side-by-side, visitors will be able to see firsthand the aesthetic difference between ceilings installed using traditional construction methods and those that are built using the integrated ceiling solutions Armstrong provides.

A tour of the different ceiling installations will illustrate how the use of pre-engineered ceiling components from Armstrong can help architects achieve their design intent with a clean, finished ceiling visual that takes less time to build than traditional construction methods.

### **Uncluttered Ceiling Visual**

The cluttered ceiling visual created by light fixtures, air diffusers, and other building services placed randomly in the ceiling of a traditional installation can be eliminated with a TechZone® Ceiling System. Organizing these services into four, six, or 12-inch wide technical zones creates a more monolithic, organized appearance.

Factory-finished ceiling panels, suspension system and trim, seamless lighting integration, and the absence of visible wires make it easy to distinguish the Formations™ Acoustical Cloud from the stick-built ceiling cloud installation, demonstrating how easy it is to achieve a custom look with standard components available in a kit.

The Integrated Ceiling System shows how details such as On Center Linear Lighting, Axiom® Building Perimeter Pockets, Transitions, and Trim can improve the aesthetics of the finished ceiling visual, while keeping a project on schedule and on budget.

All of these installations include Calla® ceiling panels with Total Acoustics™ performance, the ideal combination of sound absorption and sound blocking in a single panel, providing flexible acoustical control in spaces used for focus work, collaboration, and speech privacy.

### **Upscale Linear Visual**

The SoundScapes® Blades™ installation gives visitors a look at one of the hundreds of design combinations Armstrong offers for controlling noise and defining spaces with an upscale linear visual.

At the end of the tour, visitors will learn about the Armstrong You Inspire™ Solutions Center, a collaborative, free design service bringing architects' one-of-a-kind visions to life. From detail and layout drawings to pre-construction assistance and installation recommendations, it provides architects, designers, and contractors the ability to achieve the best possible finished installation.

For more information about Armstrong Ceiling Solutions, visit [www.armstrongceilings.com](http://www.armstrongceilings.com).

### **About Armstrong**

[Armstrong World Industries Inc.](http://www.armstrongworldindustries.com) (AWI) is a global leader in the design and manufacture of innovative commercial and residential ceiling, wall, and installation system solutions. With over 3,700 employees and fiscal 2015 revenues from ceiling operations in excess of \$1.2 billion, AWI operates from a global manufacturing network of 25 facilities, including 10 plants dedicated to its WAVE joint venture.

[www.armstrongceilings.com](http://www.armstrongceilings.com)

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