

Inspiring Great Spaces®



**Press Release**  
**FOR IMMEDIATE RELEASE**  
September 17, 2020

**CONTACT:**  
**Cindy O'Neill**  
717-396-5671  
717-725-9514  
[email](#)

## **Turf Design Is Now Part of Armstrong Ceiling & Wall Solutions**

***Acquisition of custom felt ceiling and wall maker enhances and expands  
Armstrong's existing felt portfolio***



LANCASTER, Pa. – With the acquisition of Turf Design, Inc., Armstrong Ceiling & Wall Solutions is enhancing and expanding its existing felt portfolio with custom designs from the felt ceiling and wall maker.

As the leading provider of custom-designed felt ceiling and wall products, Turf will enhance Armstrong's existing felt product line with its innovative design and manufacturing capabilities, offering architects and designers an unparalleled selection of acoustic felt products and solutions.

“With the increasing demand for acoustical and sustainable interior solutions, expanding our felt offerings has been a top priority,” says Vic Grizzle, CEO, Armstrong World Industries. “Felt is one of the fastest growing specified products in the architectural specialty product space. Turf Design is the category leader that architects and designers have come to depend on to bring their creative designs to life.”

### **Full Range of Acoustic Felt Solutions**

Turf Design has a full range of customizable acoustic felt solutions, including ceiling baffles and tiles, carved wall tiles, and screens and partitions, complementing Armstrong’s existing line of standard FeltWorks acoustical panels, blades, and open cell panels. Turf’s custom felt products meet industry sustainability standards with Declare<sup>SM</sup> labels and HPDs. They contain 60 percent pre-consumer recycled content and are 100 percent recyclable at the end of life.

Based in Chicago, Turf operates a 75,000 square foot fabrication facility in Elgin, Ill., where it makes a wide range of custom-specified felt ceilings and wall products for a variety of applications. Turf will continue to operate from its current facilities and retain its company name, brands and organizational and go-to-market structures.

For more information about Turf Design and custom felt creations, visit [armstrongceilings.com/turfdesign](http://armstrongceilings.com/turfdesign). To learn more about Armstrong’s standard FeltWorks line of ceiling products, visit [armstrongceilings.com/feltworks](http://armstrongceilings.com/feltworks), chat live or call a U.S.-based TechLine expert at 877-276-7876, Option #2 if help is needed.

### **About Armstrong World Industries**

Armstrong World Industries, Inc. (AWI) is a leader in the design and manufacture of innovative commercial and residential ceiling, wall and suspension system solutions in the Americas. With over \$1 billion in revenue in 2019, AWI has about 2,500 employees and a manufacturing network of 14 facilities plus five plants dedicated to its WAVE joint venture.

#### **Download**

[High-res image](#)

#### **Related Links**

[Turf Design](#)

#### **Related News**

[Press Room](#)

[FeltWorks Ceilings](#)

[What’s New](#)



Armstrong World Industries  
2500 Columbia Ave.  
Lancaster, PA 17603