



**Press Release**  
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## **Armstrong® Introduces Material Optimization Analysis to its ProjectWorks® Design Service**

*Integration of in-house software with CAD specialist direction identifies material savings opportunities to help architects and designers increase project sustainability*



LANCASTER, Pa. — Armstrong® World Industries now offers a material optimization analysis as a standard component of the drawing package provided to architects and designers utilizing its complimentary ProjectWorks® Design Service. The new feature uses the Armstrong in-house, automated design software to assess a ceiling layout and identify areas for realistic reusability of scrap produced by cut perimeter ceiling panels. The information provided gives architects and designers the opportunity to increase design efficiency, reduce product waste and cost, and elevate the sustainability value for clients. The material optimization analysis developed specifically for architects and designers complements the existing ProjectWorks material optimization report for contractors, which Armstrong also updated to better align with what architects and designers receive.

“It’s a lightbulb moment when an architect or designer sees a ProjectWorks material optimization analysis showing they could save not just a fraction of a percent of materials, but 10 percent, 15 percent or higher,” said Nick Friez, Manager of Digitalization, ProjectWorks, at Armstrong. “Being able to demonstrate this helps architects tell the sustainability story of their project. For contractors, optimization offers cost savings. By presenting both with viable material savings opportunities, ProjectWorks in essence facilitates the handshake between architects and contractors—helping both parties take the steps necessary for everyone to realize the benefits.”

The ProjectWorks material optimization analysis can be performed on all standard Armstrong ceiling panel materials including mineral fiber, fiberglass, metal, wood, and wood fiber. It is now a part of a comprehensive set of ProjectWorks deliverables—that include detailed layouts, coordinating finish schedules, material budgets, and 3D Revit® models—to help enhance project efficiency and accuracy. In addition, the material optimization analysis and report can contribute towards satisfying applicable green building credits and certifications.

### **Fine-tuned algorithms support accuracy and design integrity**

This new material optimization analysis utilizes Armstrong software that has evolved since the first ProjectWorks report was generated in 2021, and the algorithms built to support it come from feedback and insights across thousands of projects. The tool is fine-tuned as needed to ensure accuracy and account for the introduction of new products, changes in design and installation priorities, and more. Key for architects, designers, and contractors is the software’s ability to identify areas for “realistic scrap reusability,” which directly translates into reducing material, preserving design integrity, and placing practical expectations on the contractor.

“Our algorithms consider panel directionality, wood grain, edge detail, and more,” said Friez. “If we are optimizing a wood panel, for example, scrap generated from cut perimeter panels will only be used in another perimeter location if the grain direction aligns with adjacent panels. Moreover, recommendations don’t require the contractor to perform heroics on the job site. We look for panels being cut at the perimeter that can be reused in a standard way. Preserving the integrity of the finished design is important to the architect. Saving time and labor is important to the contractor. Delivering all these things is a priority for Armstrong.”

### **Professional direction ensures feasibility and confidence**

As with all ProjectWorks services, the material optimization analysis pairs the power of digitalization with the human element. Armstrong CAD specialists provide their professional oversight of the software-generated analysis. This in-depth review may, for example, identify places where scrap reuse can be tweaked to make it better in terms of optimization, design quality, or both. If the material optimization percentage is too high, it may also raise a red flag to a CAD specialist that some element of the design should possibly be reconsidered. These professional collaborations, paired with the automated software, provide a proactive approach to identifying and addressing logistical challenges before products reach the project site, mitigating risk for architects, designers, and contractors while enhancing the project’s efficiency and quality.

ProjectWorks provides complimentary assistance to help simplify ceiling layouts and deliver comprehensive drawing packages that streamline the entire project process—from design and quoting through takeoffs and installation. To learn more visit [armstrongceilings.com/projectworks](http://armstrongceilings.com/projectworks).

### **About Armstrong World Industries**

Armstrong World Industries, Inc. (AWI) is an Americas leader in the design and manufacture of innovative interior and exterior architectural applications including ceilings, specialty walls, and exterior metal solutions. For more than 160 years, Armstrong has delivered products and capabilities that enable architects, designers, and contractors to transform building design and construction with elevated aesthetics, acoustics, and sustainable attributes. With \$1.4 billion in revenue in 2024, AWI has approximately 3,600 employees and a manufacturing network of 20 facilities, plus seven facilities dedicated to its WAVE joint venture. Armstrong’s extensive environmental efforts earned them the designation as one of [America’s Greenest Companies 2025 by Newsweek](#).

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