



# natural fusion™

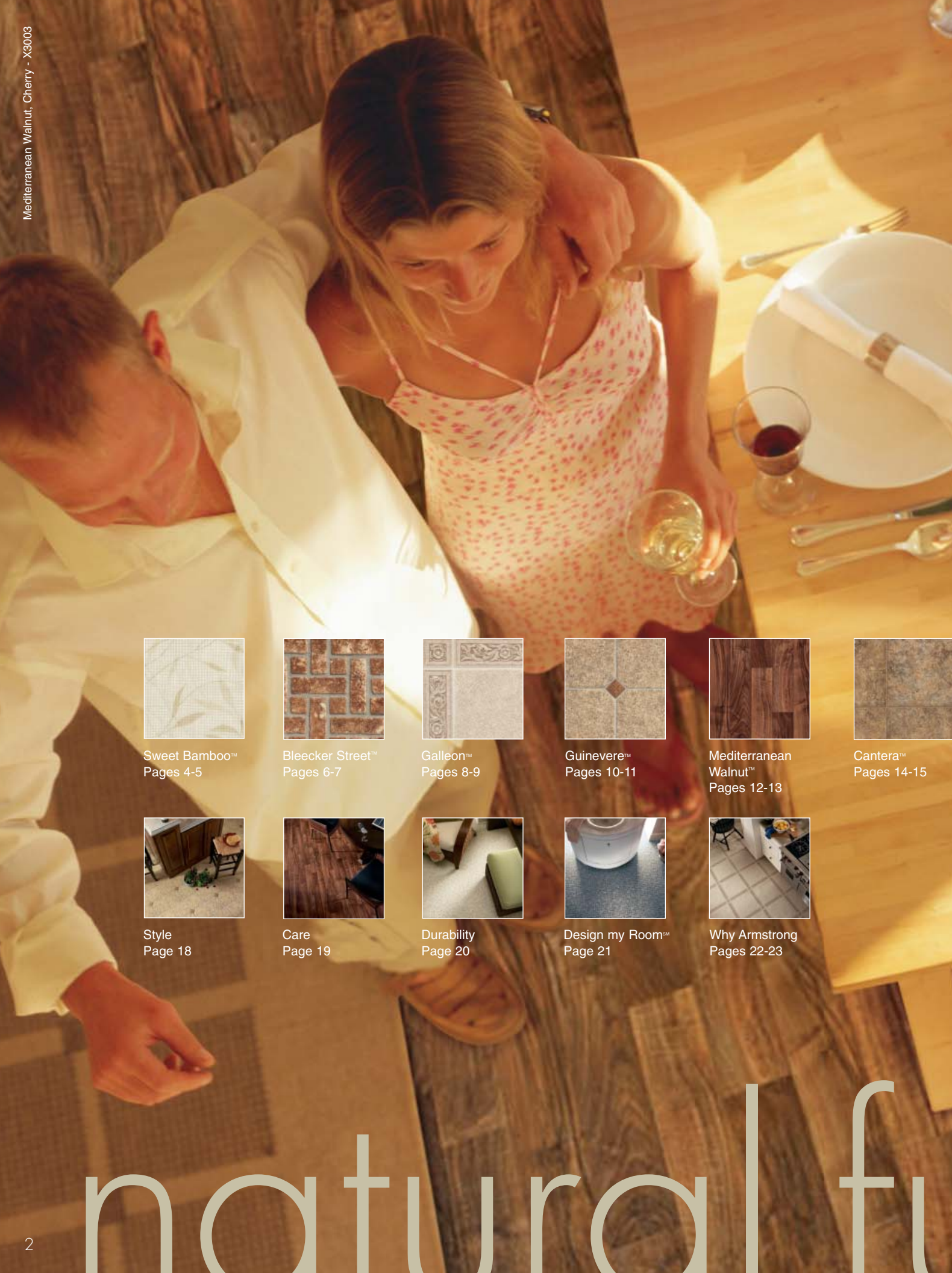
*Luxury Resilient Flooring*

*The next  
generation of  
Armstrong  
Resilient Flooring  
beautifies your home  
and enhances  
your lifestyle.*



Your ideas become reality®





# Welcome to Armstrong's Natural Fusion. The new definition of affordable luxury.

If you think you know resilient sheet flooring, think again. Follow Armstrong, the industry leader to a new definition of luxury for your lifestyle.

The secret is Fusion: the bringing together of a unique combination of value pricing, realistic beauty, ease of care and exceptional durability.

Natural Fusion is the product of choice for . . .



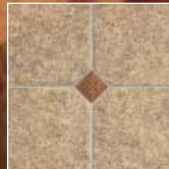
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## Style

- Looks better
- Feels more natural

## Care

- Stays looking newer, longer
- Repels stains and scratches more effectively

## Durability

- Features ultra-thick construction
- Has a more comprehensive warranty
- Resists wear-through for a lifetime

Simply stated, Armstrong's Natural Fusion surpasses any other resilient product in the market today.

# natural fusion™





sweet bamboo™

## Sweet Bamboo

*The good fortune symbolized by bamboo begins with the look of fine linen and a soft, natural texture. A perfect choice for decorating with either Asian tranquility or French Country charm.*

Width: 12' Only  
Pattern Match: 18"/45.7 cm.  
Ultra-Low Gloss Finish  
Soft Linen Texture

PANDA TAN  
X3020 (pictured)

BLOSSOM PINK  
X3021

SHIMMERY YELLOW  
X3022

SPRING GREEN  
X3023

SPA BLUE  
X3024





**Bleecker Street**

*Natural stones in  
a classic woven pattern  
equally at home with  
contemporary fixtures or  
Victorian detailing.  
Think of it as retro with  
a rosy future,  
a blend of village art  
and urban chic.*

Width: 12' Only  
Pattern Match: 18"/45.7 cm.  
Ultra-Low Gloss Finish  
Stone Texture



CLASSIC WHITE  
X3050

DOWNING SAND  
X3051

REVIVAL TAN  
X3052

ROOKWOOD TERRA  
X3053

CHELSEA BLUE  
X3054 (pictured)







galleon™

## Galleon

*Think of pictures at  
an exhibition.*

*See the depth and detail  
of these monochromatic  
pavers framed with  
stylized floral motifs as  
“masterpieces you  
hang on the floor.”*

*Pair the texture of stone  
with warmth and resilience,  
surrounding yourself  
with beauty.*

Width: 12' Only  
Pattern Match: 18"/45.7 cm.  
Ultra-Low Gloss Finish  
Stone Texture

DESIGNER WHITE  
X3060

HAZE TAN  
X3061

BLUSHING BEIGE  
X3062

CREAM CAFÈ  
X3063 (pictured)

GALLEON BLUE  
X3064





## Guinevere

*Don't settle for building  
castles in the air.  
Begin with a floor from  
Medieval France,  
realistically textured  
9-inch pavers with the look  
of naturally aged stone.  
Add unique floral  
medallion inserts and  
mellow touches of precious  
metal and you've captured  
the opulence of Northern  
Europe's royalty.*

Width: 12' Only  
Pattern Match: 18"/45.7 cm.  
Ultra-Low Gloss Finish  
Stone Texture



STEEL  
X3040

GOLD  
X3041 (pictured)

COPPER  
X3042

COPPER BLUSH  
X3043

NICKEL  
X3044







## Mediterranean Walnut

*The beauty, texture and sophistication of exotic hardwood in luxurious micro-beveled planks. A selection guaranteed to deliver both the drama of the exotic and the reassurance of Armstrong quality.*

# mediterranean walnut™

Width: 12" Only  
Pattern Match: 9" random  
Ultra-Low Gloss Finish  
Satin Wood Texture

CREME  
X3000

NATURAL  
X3001

HONEY  
X3002

CHERRY  
X3003 (pictured)

SMOKE  
X3004





## Cantera

*This textured marble design brings the richness and colors of freshly quarried stone into your home.*

*The line between indoors and outdoors fades with beauty that will be easy to maintain.*

Width: 12' Only  
Pattern Match: 24"/61 cm.  
Ultra-Low Gloss Finish  
Ceramic Texture

# cantera™

BLANCO  
X3010

TAN  
X3011

CALIENTE  
X3012

MIXTO  
X3013 (pictured)

CHOCOLATA  
X3014







## Beijing Slate

*Textured slate stones  
of varied scale  
evoke the travels of  
ancient explorers  
along exotic pathways.  
Brings a sense of  
antiquity and intrigue to  
any room in your home.*

Width: 12' Only  
Pattern Match: 54"/137.16 cm.  
Ultra-Low Gloss Finish  
Slate Texture



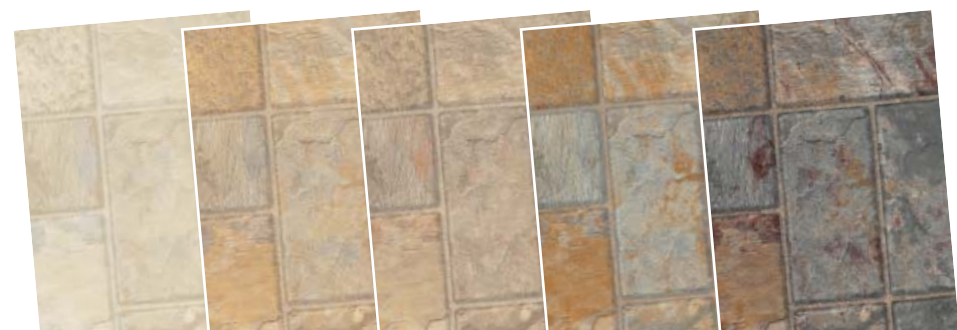
SNOWCAP WHITE  
X3030

DAWN  
X3031 (pictured)

DUSK  
X3032

AUTUMN MIST  
X3033

NIGHT SKY  
X3034







Guinevere™, Gold – X3041



## Looks Realistic

- Award-winning MasterWorks Technology creates the most stunningly realistic floors

## Feels Realistic

- Armstrong's new patent-pending Variable Texture Technology (VTx) delivers a range of realistic textures and gloss, giving each design an incredibly natural feel

# CleanSweep® PLUS care

Always the Best Stain Resistance —  
Now with Superior Scratch Resistance

## scratch test

**The best gets better** – We've reinforced our patented CleanSweep coating with aluminum oxide and polycarbonate, the same material used in bulletproof glass and fighter plane windows. This combination makes our floors remarkably scratch resistant.

ARMSTRONG™  
NATURAL FUSION™

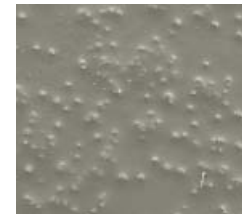
COMPETITOR  
A



before



after



before



after

This test shows flooring wear after being subjected to actual foot traffic. Representative areas of equal foot traffic surfaces were photographed at a 30x magnification using the Nikon SMZ-10 stereomicroscope with IX zoom setting.

## stain test

Keep your floor looking newer longer.



ARMSTRONG  
NATURAL FUSION



COMPETITOR  
A



COMPETITOR  
B

yellow mustard

Demonstrating Armstrong Natural Fusion's superior resistance to a 4-hour application of yellow mustard. All three brand samples were cleaned with soap and water, followed by rubbing alcohol if any stain still showed.



ARMSTRONG  
NATURAL FUSION



COMPETITOR  
A



COMPETITOR  
B

rubber-backed mat

The 24-hour stain test simulates asphalt driveway sealer and rubber-backed mat staining over time on resilient sheet flooring.



# durability

**ToughGuard**®

20  
Year  
Warranty

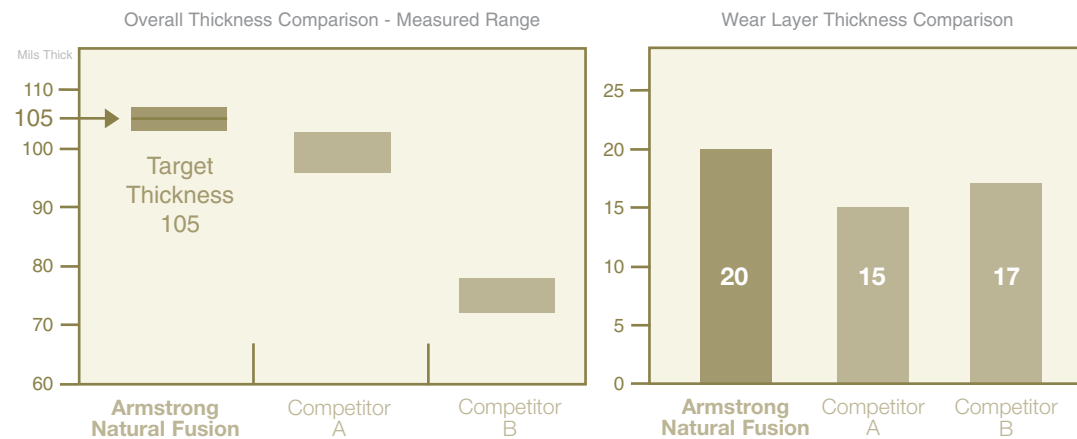
## Most Comprehensive Warranty

- Lifetime warranty on wear-through and manufacturing defects
- 20-year ToughGuard limited warranty †
- Will not rip, tear or gouge from normal household use
- Thickest product in its class

## measured thickness

### Thickest Product — Best Wear Surface

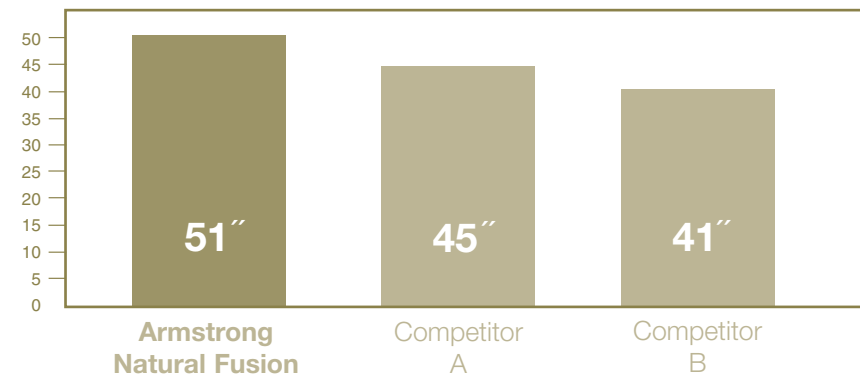
Thick products with thicker wear layers are more durable and last longer.



## drop test

### Best Damage Resistance

Demonstrates Natural Fusion's superior ability to resist damage from objects dropped from over 50 inches.



All trademarks owned by AWI Licensing Company.

† See warranty brochure or visit [www.armstrong.com](http://www.armstrong.com) for warranty details, limitations and exclusions.

visit [armstrong.com](http://armstrong.com)



Here are a few of the easy and fun tools you'll find at [Armstrong.com](http://Armstrong.com):

#### Floor Selector:

To make the shopping experience even more user-friendly, you can design a room visualizing how product selections will look – before you buy. Rooms can be selected by décor, floor and room type.

#### Idea File:

Save your flooring selections for side-by-side comparisons.

#### Order Samples:

Request floor samples online to see how your selection fits in your own home and coordinates with your décor.

#### Store Locator:

Find a local store that carries your product and offers Armstrong certified installers.



**PURCHASE DESIGN MY ROOM<sup>SM</sup>**  
The room makeover tool that lets you envision rooms in your home.

**design my room**  
with **Armstrong**

**Point.  
Click.  
Design.**

#### See floors in your very own room!

Get peace of mind knowing your room will look great with Armstrong products.

Explore countless combinations of interior design options including floors, ceilings and wall colors using Benjamin Moore® or Sherwin Williams® paint palettes and cabinetry colors. Choose from dozens of inspiring room scenes or upload a photo of your own room. Share your ideas by e-mail. Visit [www.armstrong.com](http://www.armstrong.com) to get your copy!





Galleon™, Cream Café – X3063

why armstrong

## The Brand Consumers Know and Trust

In a recent consumer survey of flooring brands, you, our customers, ranked us first in our field. You rated Armstrong above the nearest contenders in dozens of important categories. Often by more than 100%.

Brand Awareness	
Armstrong	97%
Competitor A	76%
Competitor B	49%
Competitor C	31%

Source: Millward Brown 2004 Flooring Wave Track Study

# Rated #1

## “Market Leader in Colors & Designs”

By more than 74% over the nearest competitor



Now MasterWorks Technology with VTx has enriched the mix with lush textures. It's our patent-protected way to deliver not just stunningly realistic designs, but natural-feeling texture.

## “Stays Looking New Longer”

By more than 2 to 1



We made a great surface even better with CleanSweep Plus. The secret of the best stain and scratch resistance in our business is polycarbonate-fused aluminum oxide.

## “Most Durable”

You ranked us #1



We have improved our ToughGuard warranty to an industry-leading 20 years for rip, tear or gouge protection and added a Lifetime warranty against wear-through and manufacturing defects.

## “Easier to Visualize How Your Room will Look”

By more than 60%



“Design My Room” software lets you virtually “try on” your new floor. Visit Armstrong.com for details.

## “The Best Value for Your Money” “Best for Your Lifestyle”

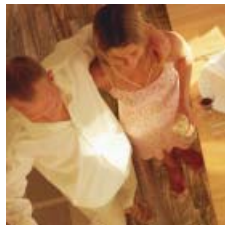
You ranked us #1



Natural Fusion is the next generation of resilient flooring from the brand you trust. Created with your lifestyle in mind, it's the affordable luxury you deserve.



# natural fusion™



*Thank you for choosing Armstrong.*

Visit our award-winning Web site  
[www.armstrong.com](http://www.armstrong.com). While there, preview  
your new Armstrong flooring with Design My Room<sup>SM</sup>  
software to discover just how great your rooms  
can look. You can get further information  
about all of our products at our Web site or  
by calling 1 800 233 3823.



Your ideas become reality®



**[www.armstrong.com](http://www.armstrong.com)**

Hardwood • **Resilient** • Ceramic • Linoleum • Laminate

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F-7495-605