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**ARMSTRONG SUPPORTS STRONGVALUE RANGE WITH NEW STRONGPOINTS SCHEME**

*Armstrong Commercial Floors is supporting its popular strongValue range with the launch of a new reward scheme, which allows contractors to accumulate strongPoints which are converted into High Street Vouchers.*

**/24-7PressRelease/** - Thornaby on Tees, July 04, 2008 - Armstrong Commercial Floors is supporting its popular strongValue range with the launch of a new reward scheme, which allows contractors to accumulate strongPoints which are converted into High Street Vouchers.

strongValue is a range of core flooring products specially selected by Armstrong to offer outstanding value for money in all areas of commercial installation. The comprehensive choice of products includes Safeguard safety flooring, Timberline and Marmocor linoleum. Designed for domestic, commercial and industrial use, strongValue products are available through a nationwide network of flooring distributors.

The new strongPoints scheme rewards regular purchases by offering contractors the chance to earn 1 reward point per 10 square metres of strongValue products purchased. Simply exchange the points for High Street vouchers that are valid in a wide range of top brand stores, encompassing over 19,000 outlets across the UK. Members of the strongPoints scheme will also benefit from regular exclusive special offers, updates on the latest online deals, insider tricks and handy tips.

Tom Ferrell, Armstrong Marketing Manager North West Europe commented; "We are delighted to launch the new strongPoints reward scheme, which supports our incredibly popular strongValue range. We have a firm base of very loyal customers who enjoy the exceptional quality and cost effectiveness that the strongValue range offers and it is great to have the opportunity of recognising their support for the Armstrong brand. Over the next 12 months, we are looking forward to rewarding our customers with stacks of strongPoints which they can then convert into High Street Vouchers for a great shopping experience."

Armstrong is a global leader in the manufacture of residential and commercial floor products, with a portfolio which includes resilient sheet and tile, laminates, hardwood, Genuine Linoleum, fibrebonded and sports flooring.

For further information on Armstrong Commercial Floors, please contact Gaynor Simpson at Voltage on 0141 331 2120 / 07790 104073 or email [gaynor@powerfulstuff.co.uk](mailto:gaynor@powerfulstuff.co.uk)

strongPoints is a 12 month campaign designed to support the strongValue range of products

strongValue products are available in distributor stores across the UK

Armstrong Commercial Floors is part of Armstrong World Industries Inc, a global leader in the design and manufacture of floors, ceilings and cabinets. In 2006, the company consolidated net sales totalling approximately \$3.4 billion.

The company operates 40 plants in 10 countries and has 13,000 employees worldwide.

Armstrong UK is based in Thornaby on Tees and has an annual turnover of approximately 18.2million. The UK division specialises in high quality resilient flooring for all applications

[www.armstrong-flooring.co.uk](http://www.armstrong-flooring.co.uk)

[www.strong-value.co.uk](http://www.strong-value.co.uk)