



ALL TOGETHER BETTER.

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Quiet Comfort Premium Launched with Free Demonstrators

Armstrong is pleased to provide its key customers, *no charge* starter quantities of Quiet Comfort Underlayment selector boards (#FP731LS836). The boards feature swatches of Quiet Comfort Premium (S-1836) and Quiet Comfort Underlayment (S-1837), installed under real wood and laminate. Boards will begin to ship to November 5, and additional boards will be available for purchase.

This 18" x 18" selling tool fits in standard sample trays (we recommend the top tray) and helps retailers explain the importance of installing underlayment with hard surface flooring. It will help consumers understand the products and make the right underlayment selection for their installation.

Even better, it will help retailers trade the customer up from the entry level underlayment. Use the golf ball tapper to demonstrate the noise reduction properties of Quiet Comfort Premium that causes laminate floor installations to sound more like solid hardwood.

1. First, tap the wood, then the laminate with **Quiet Comfort Premium.**

2. Then, tap the wood, then the laminate with **Quiet Comfort.**



Armstrong golf ball tapper, on retractable lanyard

Order Process

Additional demonstrator boards will be available for order through the sample department.

Fax: 800-599-9335

Email: AFPSample.Order.Group@armstrong.com

#FP731LS836 Underlayment Selector Board \$19.95 ea

If questions arise, please contact your Armstrong distribution manager. We appreciate your support of Armstrong products.

Sincerely,

Milton Goodwin
General Manager, Laminate Products
Armstrong Floor Products

