

A global name for a global enterprise

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To: Business and industry media
From: Global Brand & Communications

Announcement

S. A. Armstrong has announced a global re-branding which will unite the entire group of Armstrong companies together under a single name. The new harmonized company name, **Armstrong Fluid Technology**, will be used by the group's businesses around the world, creating a unified brand that will represent Armstrong and its employees to our customers, suppliers and partners.

S. A. Armstrong Limited of Toronto, Canada, is a family-owned business founded in 1934. It has expanded steadily throughout its history, and today operates manufacturing facilities in Canada, USA, UK, India and China. Armstrong serves customers through a network of sales offices, supplying solutions and services to homes and businesses in more than 50 countries.

The global re-branding reflects the notion of the company in recent years. With international growth and greater integration many customers engage with Armstrong across multiple countries. A unified brand for all products and services is therefore more representative of how many customers relate to Armstrong. The new global name also recognizes a fundamental contributor to the company's success — a long history of service to the building oriented fluid-flow industry — and marks its evolution from a supplier of system components to its current role as a solutions provider.

Lex van der Weerd, CEO of Armstrong Fluid Technology, commented, "As the company approaches its 80th year in business it is continuing to grow, and the next stage of our evolution sees us moving from a group of subsidiary companies to a global enterprise. The focus will be, as it has always been, on serving customers on a local basis, but for the increasing number of our customers who engage with us in more than one country, there is now a single unified name — Armstrong Fluid Technology."

Armstrong Fluid Technology — "boiler plate"

With more than 1000 employees worldwide, operating seven manufacturing facilities on three continents, Armstrong Fluid Technology is known around the world as a leader and innovator in design, engineering and manufacturing of integrated solutions within the building oriented fluid-flow equipment industry. Armstrong products are internationally recognized for design innovation and quality, long service life, and superior operating economy.