



Armstrong®
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Armstrong World Industries Announces Strategic Partnership with McKinstry to Grow Overcast Innovations Venture

Overcast prefabricated modular ceiling solutions to focus on MEP integrations, Indoor Environmental Quality improvements and construction efficiencies.



Modular Grid Integrated Ceiling System by Overcast Innovations

LANCASTER, Pa. – Armstrong World Industries announced that it has entered a strategic partnership and equity investment in Overcast Innovations, a venture established by leading construction and energy services company McKinstry. Overcast is a solutions company offering prefabricated cloud systems, modular grid platforms and engineering design services to reduce waste and inefficiencies in the

built environment. The strategic partnership is expected to expand options that integrate Armstrong products within Overcast solutions to design spaces focused on occupant well-being and construction efficiency.

Plug-and-play Solutions Ease Labor Challenges and More

The innovative, integrated modular ceiling systems provide plug-and-play solutions that will help address some of the most significant challenges and priorities of today's building owners, architects, designers, and contractors. These include shortages in skilled labor, material optimization and design for energy savings, waste elimination, optimized construction logistics, and achieving desired design aesthetics, functionality and sustainability goals. Overcast engages with architects to integrate mechanical HVAC, lighting, audiovisual, sensors, smoke detectors and other above-ceiling equipment into these factory-manufactured, plug-and-play architectural solutions.

Given both companies' leadership and dedication to creating a healthier and greener built environment, the partnership is a natural fit. Bringing together industry-leading Armstrong® ceiling systems with Overcast's groundbreaking cloud ceiling options offers unique, sustainable solutions that address growth and changes in construction, design, and facility management. The combined technologies will focus on key Indoor Environmental Quality (IEQ) areas of air quality, lighting, acoustics, and thermal comfort.

As part of the Armstrong collaboration, Overcast will be introducing an additional system option—***the Armstrong® StrataClean IQ™ air filtration system***—to its open-to-structure clouds. Introduced in late 2023, the new Modular Grid Platform offered by Overcast will seamlessly combine with Armstrong® ceiling suspension systems to offer a flush ceiling installation that preserves design innovation while providing ceiling systems that promote improved IEQ.

Support for Building Better Together

The Overcast venture is aptly timed, following closely to the September 2023 launch of "Building Better Together." This Armstrong initiative focuses on industrywide collaboration to advance sustainable solutions to public health and climate change challenges.

"The transformative solutions we're offering building owners, architects, designers, and contractors in collaboration with Overcast go hand-in-hand with the mission of Building Better Together," said Mark Hershey, Senior Vice President, Americas, Armstrong World Industries. "Moreover, given the current deficit of available skilled workers and the heightened demand for construction efficiency, the value of labor savings offered by manufactured plug-and-play options that connect multiple IEQ systems cannot be underestimated. Together, Armstrong and Overcast will take energy savings, leading design, and material optimization to a new level by helping

to create healthier spaces while making buildings more intelligent, sustainable and affordable to operate. This is a partnership for today, and for tomorrow—for the health of a space’s occupants and the health of our planet.”

The Armstrong-McKinstry venture will support customers from design to manufacture to installation. In addition, designed for resiliency, Overcast solutions allow for technology upgrades—including HVAC, lighting, and more—without the need for ceiling reconstruction.

For more information, visit

<https://www.armstrongceilings.com/overcastinnovations>.

About Armstrong World Industries

Armstrong World Industries, Inc. (AWI) is a leader in the design and manufacture of innovative ceiling and wall system solutions in the Americas. With \$1.2 billion in revenue in 2022, AWI has approximately 3,100 employees and a manufacturing network of 17 facilities, plus seven facilities dedicated to its WAVE joint venture.

About Overcast Innovations

Overcast Innovations is a McKinstry-owned subsidiary that liberates construction projects from productivity traps and systemic waste. Overcast’s products eliminate siloed design and installation practices, improve onsite field coordination and lower labor costs while enhancing overall aesthetic and operational quality.

About McKinstry

McKinstry is a national leader in designing, constructing, operating and maintaining high-performing buildings. From new construction and ongoing operations to adaptive reuse and energy retrofits, the company provides a single point of accountability across the entire building lifecycle. McKinstry focuses on people and outcomes to ensure the built environment serves owners, operators and occupants alike.

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