



## Less is more!

Armstrong's new communications concept is taking a "Less is more" (words adopted by architect Ludwig Mies van der Rohe), simplified approach to marketing the company's products and services.

This has been designed to establish a clear and consistent communications approach across EMEA over the next three years, support the brand perception through a common European message, and reinforce the company's leading position.

Future communications will be built around three core messages:

1. **Expertise:** Dedicating people, knowledge and expertise to provide trusted ceiling solutions that ensure project success,
2. **Design:** Engineering and delivering small to complex and bespoke designs to meet customers' visions and project needs,
3. **Customer experience:** Favouring an engaging and collaborative project approach, understanding customers' needs and offering smart ceiling system solutions.

The aim is that through innovation and creativity, Armstrong Ceiling Solutions will be seen to be positively impacting the space where people live work and play, making their environment healthier and more energy efficient, comfortable, beautiful and sustainable.

A digital video card explaining the new communication concept will be presented to the company's key customers and can be viewed on [our website](#) and [U tube channel](#).

