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Armstrong Ceiling Solutions launches new websites for UK and Ireland

Prize draw to win a Herman Miller Cradle To Cradle designer chair

Armstrong Ceiling Solutions has redesigned its [UK and Ireland websites](#) to make inspiration, specification and installation resources faster and easier to find than ever before.

The new global-styled website has already been launched to acclaim in the US, Canada and Asia Pacific and is now being rolled out across Europe.

One highlight of the new mobile-friendly site is the highly visual global project gallery section which enables customers to search, filter and browse more than 800 projects and almost 5,000 photos from around the globe.

While this gives form to the medium, the [technical downloads](#) section brings function, helping customers who have been inspired by the images to take their plans to the next level through information such as BIM, CAD, product data pages and installation instructions.

The intuitive website seamlessly adapts to mobile phones and tablets while maintaining a user-friendly experience.

In a new [applications](#) section, customers can quickly access “A ceiling for any space,” innovative online tool which provides ceiling recommendations for almost any type of space in a commercial project including clean rooms, commercial kitchens and swimming pools.

Designed to simplify its peerless portfolio and to reflect the brand theme *Inspiring Great Spaces*, the new website features inspiring visuals on every page.

Customers can also browse products by material and application type, scan product performance features at a glance, and compare product lines. Colour, veneer, shape, edge detail and perforation options are highlighted on each page to make designing easy. Related case studies, project photos, videos and installation details are easily accessible throughout the site.

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So confident is the company that its new website is the ultimate customer tool that it is [incentivising user feedback](#) on the UK site by offering a Herman Miller Cradle To Cradle Setu chair every month.

John Kerr, marketing and commercial excellence director EMEA, said: “We have redesigned our website to make it even easier for our customers to find what they want in the multitude of products and services that we have grown over the past 150 years. This will be rolled out across Europe in 2017 to enhance our truly international reach.”

To visit the new Armstrong Ceiling Solutions website, go to <https://www.armstrongceilings.com/commercial/en-gb/>.

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