



### **Armstrong Ceilings' new green video showcases recycling benefits**

***The video shows Armstrong's peerless commitment to recycling and green products.***

A look at the value that Armstrong Ceiling Solutions' pioneering recycling schemes bring to saving the environment, and contractors' money, is given in a [new green video](#).

The two-minute video showcases the numerous benefits for specifiers, main contractors and installers in signing up to Armstrong's peerless green philosophy.

This is to leave as small a footprint as possible through its commitment to employing energy savings, sustainable water management, waste reduction and more greenery for a healthy working and living environment.

Armstrong already helps specifiers and contractors estimate the potential benefits of recycling through an environmental impact calculator on its website. It has also helped contractors reap the rewards of going green by forming a network of green Omegas – installers with specific expertise in recycling schemes.

Now the video explains how the company's recycling programmes for demolition, construction and renovation schemes have saved 15 million m<sup>2</sup> of old ceiling tiles globally and diverted 61,000 tonnes of waste from landfill.

And with 2,000m<sup>2</sup> of recycled ceiling tiles equating to 7.6 tonnes of waste diverted from landfill, that is a 14,000 kWh saving on energy.

Old ceiling tiles, from those that have reached the end of their life to new tile off-cuts, are upcycled into new ceiling tiles, with at least 42% of these manufactured from recycled product.

#### **Armstrong World Industries Limited**

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England & Wales Company Registration No. 207732

Armstrong's Perla and Ultima+ ranges are fully recyclable and Cradle to Cradle® certified, and along with the Cradle to Cradle®-certified Prelude suspension system, offer a complete Cradle to Cradle® certified ceiling solution. Armstrong was the first mineral ceiling tile manufacturer in Europe to win Cradle to Cradle® certification.

In addition, Armstrong does not charge contractors for its recycling schemes, nor does it specify minimum quantities, and more recently, it recycles all mineral tiles, not just its own.

For more information, please go to [recycleyourceilings@armstrong.com](mailto:recycleyourceilings@armstrong.com)

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