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INSIGHT ON INNOVATION®: ARCHITECTURAL SYSTEMS, INC. INTRODUCES ECOTEXTURES® - FLOORING

NEW YORK (January 5th, 2009) – Architectural Systems, Inc. (ASI) is proud to introduce Ecotextures® - Flooring, another option in their selection of sustainable materials. This collection was designed to coordinate with the existing Ecotextures® - Wood Panels. Both are crafted from environmentally friendly OSB (oriented strand board) products, featuring a uniquely beautiful grain.

The Ecotextures® - Flooring is available in standard colors with custom color capability. Made from extremely durable rapidly renewable timber, the Component Lumber is SFI (Sustainable Forestry Initiative) certified and meets the requirements of AF & PA (American Forest and Paper Association) and CSA (Canadian Standards Association). No urea-formaldehydes are used, which is an important feature when specifying “green” materials today.

This innovative material is best exhibited in the Joli Salon and Spa in Albany, NY, designed by spg³ in Philadelphia. The designers incorporated the coordinating Ecotextures® - Wood Panels, integrating both wall and flooring applications of this material for consistency of design. The steel color pattern of Ecotextures® - Wood Panels is featured as a focal wall and the flat grain is used as the front of the reception desk. The steel color was repeated for the flooring throughout the salon, coordinating a look that is consistent, rich and seamless.

Ecotextures® - Flooring is also featured in Lucy Activewear stores, a new athletic clothing brand by VF Corporation, to reflect their concept of innovation and performance. Describing their idea of pairing Ecotextures® - Flooring with the ASI Flooring Porcelain Collection in their national store roll-out, their Director of Visual Merchandising and Store Design, David Corbin states, “Our objective for the Lucy project was to create a more dynamic and energetic store environment with a clean, precise aesthetic... We also wanted a design palette with softness and warmth... By pairing two very different ASI Flooring materials... we created a sense of movement and helped define different merchandising zones in the space.”

Architectural Systems, Inc., a company recognized by the design industry for its collective eye on “What’s Next®”, has an extensive selection of eco-friendly, sustainable materials in all of their brands. As part of ASI's ongoing commitment to the environment, they are proud members of the USGBC (US Green Building Council), FSC (Forest Stewardship Council), and a partner of American Forests Global Relief campaign, planting two trees for every one harvested.

About Architectural Systems, Inc.

Established as the leading international distributor of architectural and sustainable materials, Architectural Systems, Inc. (ASI) is known for its fresh, innovative solutions for commercial interiors. Architectural Systems’ distinctive brand-name collections are a primary source for design industry professionals and are streamlined in five distinct categories: ASI Wood Panels, ASI Flooring, ASI Decorative Surfaces, ASI Specialty Products and ASI Display. The company’s products are confidently specified by the foremost architecture and design firms and installed globally in major retail, entertainment, hospitality, corporate, healthcare, education and institutional projects.

Visit Architectural Systems, Inc. in its 5,000-sq.-ft. showroom in New York City’s Chelsea Design Center, or view our website at www.archsystems.com for additional collection offerings and our full line of interior finishes including sustainable products.

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