

ARMSTRONG



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Armstrong Unites Companies Under One Name

TORONTO, Canada... June 6, 2013 — [S.A. Armstrong Limited](#) has announced a global re-branding which will unite the entire group of Armstrong companies under a single name – [Armstrong Fluid Technology](#). The new company name will be used by the group’s businesses around the world, creating a unified brand that will more effectively represent Armstrong to its customers, suppliers, partners and employees.

Headquartered in Toronto, Canada, with manufacturing facilities and offices around the world, [S. A. Armstrong Limited](#) is a privately held business founded in 1934. It has expanded steadily throughout its history, and today operates manufacturing facilities in Canada, US, UK, India and China. The company goes to market through a [network](#) of sales offices, supplying solutions and services to homes and businesses in more than 50 countries.

The global re-branding reflects the company’s expanding international presence and the fact that many customers engage with the Armstrong brand across multiple countries. The new global name also recognizes a key component of the company’s success — a long history of service to the building oriented fluid-flow industry — and marks its evolution from a supplier of system components to its current role as a [solutions provider](#).

“As the company approaches its 80th year in business, the next stage of our evolution sees us moving from a group of subsidiary companies to a global enterprise,” said Lex van der Weerd, CEO of Armstrong Fluid Technology. “The focus will be, as it has always been, to provide outstanding local service and solutions on a global basis.”

Armstrong Fluid Technology

With more than 1000 employees worldwide, operating seven manufacturing facilities on three continents, Armstrong Fluid Technology is known around the world as a leader and innovator in design, engineering and manufacturing of integrated solutions within the building oriented fluid-flow equipment industry. Armstrong products are internationally recognized for design innovation, quality, long service life, and superior operating economy. For more information about Armstrong Fluid Technology visit www.armstrongfluidtechnology.com.

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