

Armstrong Flooring Rolls Out Premium Pro+ Local Marketing Program with Houzz to Help Aligned Retailers Build Their Brands

Armstrong Flooring is first in the Flooring Sector to offer its Retailers this Business-Building Tool to Connect With Millions of Local Homeowners

LANCASTER, Pa., Aug. 3, 2016 /PRNewswire/ --[Armstrong Flooring, Inc.](#), North America's largest producer of resilient and wood flooring products, and Houzz, the world's leading platform for home remodeling and design, today announced the launch of Houzz Pro+ for flooring retailers who are part of the company's Elevate retail support program. The Houzz Pro+ Local Marketing Program allows Armstrong Flooring aligned retailers a unique opportunity to increase brand visibility among homeowners in their local areas seeking their products and services.

Armstrong Flooring is the first flooring manufacturer to partner with Houzz to help its professional dealer community gain additional visibility for their businesses in their local area. This innovative, co-branded service is an approved choice for spending co-op funds offered as part of Armstrong's new Elevate retail support program.

One of the major capabilities of Pro+ is geo-targeting, exposing a professional's business profile and portfolio to homeowners in their local area. Retailers can specify what advertising messages reach the market and/or other geographic areas they wish to serve and are guaranteed to be exposed to the local target audience.

"Our goal with Pro+ is to deliver a service that helps professionals build their brands and increase their exposure to homeowners in their local area the way they want," said Tom Cole, senior manager, Specialty Flooring Retail Strategy. "This gives them the ability to create a dynamic profile and take advantage of all the other wonderful benefits of Houzz. We provide the tools our aligned retailers need to penetrate, and expand their reach more effectively within the target areas they want to service."

"We jumped on the program immediately. Armstrong Flooring developed a great relationship with Houzz and has made it incredibly easy for us to join," said Phil Koufidakis, president, [Baker Brothers](#). "Houzz is a growing home improvement site, offering higher content than just contractor referrals. It is very visual and very consumer friendly. Not only does it add greater visibility to our existing marketing efforts, but it also gives us the ability to tell customers to go to Houzz; select five rooms that they feel are fantastic so when we get together we can design their floor according to their tastes."

Armstrong Flooring retailers move to the front when homeowners click the 'Find the Local

Pro' tab on Houzz. Houzz lists 20 pros on each results page; under Houzz Pro+, 10 of those spots are reserved for participating Armstrong Flooring retailers, and the retailer's photos show up every fifth spot of a picture gallery.

The Pro+ program is available to Armstrong Elevate retailers across all of the U.S. and Canada. More than 14 million monthly unique users -- 90 percent of whom are homeowners -- are using Houzz to find inspiration, collaborate, research and hire professionals, source products, and manage projects from start to finish.

Visit www.armstrongflooring.com.

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