

What's new

Date: January 16, 2017
Sales Bulletin: 2017-02D

Armstrong World Industries Acquires Tectum Inc.



Acoustics, Durability, Sustainability

Tectum acquisition broadens Wall & Ceiling Solution portfolio with even more durable, acoustical design options	Today, Armstrong World Industries, Inc. purchased Tectum Inc. based in Newark, Ohio. Tectum offers durable acoustical solutions for interior spaces and roof decking systems for a wide range of market segments and applications. The Tectum acquisition broadens our extensive specialties portfolio in the Americas and supports our growth strategy. The Tectum acquisition and sales strategy will be managed by the Armstrong® Architectural Specialties group.
Product Line Positioning	Since there is good awareness with specifiers for Tectum® products, we will maintain the Tectum line with the family name Tectum (similar to the way we use product family line names like Ultima®). This allows us to build on current awareness and start to associate this product as part of the Armstrong family of acoustical solutions.
Product Information	Currently, over 50% of Tectum sales are wall products. This is a great opportunity for us to build this area of our business with additional acoustical solutions. Direct attach acoustical panels and enhanced durability for walls and ceilings in key applications will also nicely supplement our current offer.

Tectum existing products	<p>We will continue to offer the entire portfolio of existing Tectum® Interior and Roof Deck products through the existing Tectum order and distribution processes. At the current time all orders must be placed through the current Tectum channel. Any changes to this process regionally will be announced at a future date.</p> <p>Over the coming months, we will work to integrate these products into our line. Please be patient as we work through this process. As specifics become known, we will continue communications with you.</p>
Service	<p>Armstrong World Industries plans to continue to service the Tectum business out of the current Newark, Ohio location. All existing orders will be processed and shipped as planned. New orders will continue to be handled through Tectum and serviced through their existing distribution channels.</p>
Tectum independent sales rep network	<p>Currently, the Tectum sales effort is managed through Independent Reps. It is our intention to continue a relationship with the Independent Reps that want to work with Armstrong through our sales process. We will be meeting with each Independent Rep over the next two months to discuss their thoughts on the future together.</p>
Product Benefits to the Contractor	<ul style="list-style-type: none"> • Fast and easy to install wall panel and ceiling solutions since 1949 • Seismic code compliant solutions for many applications • Wide range of custom capabilities
Product Benefits to the Architect	<ul style="list-style-type: none"> • Durable panels, ideal for areas of high-traffic, heavy-use, high impact. • Decorative textured interior finish available in white, natural, Colorations® colors (13 standard colors), or custom Sherwin Williams® colors • Acoustical solutions with NRC values of (.40-1.00 - thickness dependent) • Contributes to LEED® credit areas including FSC® certified wood • Made of cementitious wood fiber from Aspen trees harvested in the United States • Products are Class A in accordance with ASTM E-84 fire performance. • Multiple installation methods (Direct attach, lay-in)
Sales Tools	<p>For Submittal Samples, Specifications, CAD/Revit Drawings, Installation Instructions and Warranties</p> <ul style="list-style-type: none"> • Visit www.armstrongceilings.com/tectum <p>New A&D focused Armstrong/Tectum Literature</p> <ul style="list-style-type: none"> • BPCS-5496 Tectum Intro Brochure (web) <p>New Armstrong Ceilings Web landing page for Tectum:</p> <ul style="list-style-type: none"> • www.armstrongceilings.com/tectum
Availability and Ordering	<p>Orders can be placed using the existing Tectum channel and ordering system Call 1.888.977.9691 Email: paml@tectum.com or dfleming@tectum.com That means if a current Armstrong Ceilings direct customer is set up direct with Tectum, they can buy direct. If a current Armstrong Ceilings direct customer is not set up direct with Tectum, then they will have to buy through the current Tectum channel.</p>

Pricing	For quotes, please continue to use the current Tectum Channel and/or process until you are directed otherwise.
Questions	For Business questions, please call your Armstrong Area Manager. For Technical Questions, Contact Armstrong Ceilings TechLine at 1-877-Armstrong or Techline@armstrongceilings.com . Response to technical questions may be slightly delayed until the proper database can be built; your patience is appreciated.