



VIRGINIA HARDWOOD COMPANY

Wholesale Flooring Distributors

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Dear Valued Customer,

Today we join with Armstrong Flooring to announce an upcoming realignment of their go-to-market strategy that is designed to provide you with more efficient, streamlined, and faster service.

As an Armstrong Flooring distributor, we will be assuming additional responsibility for marketing and merchandising their residential flooring products. We will be in touch with you to discuss plans for the transition, which will occur gradually over the coming months. For now, there will be no change in your procedures.

This behind-the-scenes realignment of marketing responsibilities is designed to increase efficiency and enhance service by moving decision-making closer to you, improving responsiveness and speed-to-market. We will be collaborating with Armstrong Flooring to ensure a smooth transition of these responsibilities and a continuation of exceptional service to you.

Armstrong Flooring will continue to manufacture its broad portfolio of resilient and wood flooring products for both the residential and commercial markets. With its strong legacy of product innovation coupled with our distribution and service capabilities, we stand ready to help drive growth for your business.

Thank you for choosing Armstrong Flooring products for your customers!