



Armstrong®
World Industries

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Armstrong World Industries Acquires 3form, LLC

Acquisition expands the Armstrong family of design-forward capabilities with new translucent materials for unique form, texture, light, and color



LANCASTER, Pa. — Armstrong World Industries announced that it has acquired 3form, LLC, a leading brand in the building products industry and an innovator in sustainably-crafted architectural resins for ceiling and wall applications. The acquisition supports the shared passion of the two companies to transform experiences for customers and building occupants through innovative and sustainable design. By integrating 3form’s capabilities with the expansive Armstrong

brand portfolio, architects gain further access to a seasoned and reliable team of partners. Together, these experts are poised to cater to all architectural finishing requirements in any space.

“We are delighted to welcome [3form](#) to the Armstrong family and to expand our portfolio of highly specifiable ceiling and wall solutions with new translucent materials,” said Vic Grizzle, President and CEO, Armstrong World Industries. “3form is a well-established leader in architectural resins and high-performance glass and adds exciting and new complementary materials and design capabilities to our Architectural Specialties portfolio. Together, we can provide even more unique solutions that deliver on a designer’s boldest creative expression for a wide range of spaces. With 3form’s deep capabilities in design, color, texture, and sustainability, this acquisition meaningfully expands the unique, specifiable solutions we can provide architects and designers and increases our ability to sell more products into more spaces.”

Vibrant color palette, captivating textures, and more

3form offers a vibrant palette of bold colors, captivating textures, intricate patterns, and inspired lighting attributes. Its talented sales and design teams collaborate closely with architects and interior designers to create statement-making design. 3form is a trusted brand with more than three decades of manufacturing excellence. The company offers signature products such as architectural-grade translucent resin, architectural glass, PET felt, and LightArt®, a one-of-a-kind lighting brand. The acquisition supports the Armstrong commitment to expanding its interior and exterior brands with a broad portfolio of solutions that will realize architects’ visions in every space, fostering spaces where creativity, performance, and innovation converge seamlessly.

“On behalf of the entire 3form team, we are thrilled to join the Armstrong family and to work together to expand our joint ability to bring the creative visions of architects and designers to life, transforming how people experience spaces,” said Wynn Clayton, CEO of 3form. “We both have a strong culture of teamwork and integrity and a shared commitment to sustainability and innovation. All of this makes Armstrong a great fit for us, and we’re excited about the journey ahead and the inspiring solutions we can now bring to more customers.”

Pioneers in architectural resin with expertise and passion for color and sustainability, 3form offers solutions that can be found in almost every type of building. Now, with 3form a part of the Armstrong family of brands, and with a collective focus on design, performance, and innovation, the teams can confidently bring to life a designer’s boldest creative expressions.

For more information, visit armstrongceilings.com/3form.

About Armstrong World Industries

Armstrong World Industries, Inc. (AWI) is a leader in the design and manufacture of innovative ceiling and wall system solutions in the Americas. With \$1.3 billion in revenue in 2023, AWI has approximately 3,100 employees and a manufacturing network of 16 facilities, plus seven facilities dedicated to its WAVE joint venture. For over 160 years, Armstrong has pursued innovation and manufacturing excellence to deliver products and services to our customers that can transform how people design, build and experience spaces with aesthetics, acoustics, well-being, and sustainability in mind.

About 3form LLC

3form, LLC is a design-driven materials solutions company offering breakthrough sustainable products that help bring projects to life. Their approach promotes craftsmanship, community, sustainability, and respect for the environments where we work and live. 3form is headquartered in Salt Lake City, Utah, with additional locations in Kernersville, North Carolina and Seattle, Washington. With over 400 employees, 3form is a respected industry leader with a product portfolio that ranges from innovative materials to sophisticated turn-key solutions.

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