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**CERTIFIED BLUE RECYCLING NAMED A CERTIFIED CONSTRUCTION & DEMOLITION PROCESSOR BY ARMSTRONG CEILINGS**

*San Leandro firm will collect discarded ceiling tiles for re-use in the manufacture of new ceiling tiles*

LANCASTER, PA, April 00, 2011 – Armstrong World Industries, the nation’s largest manufacturer of acoustical ceiling systems, has named Certified Blue Recycling, Inc. of San Leandro, CA, a division of Bluewater Industries, Inc, an Armstrong Certified Construction & Demolition (C&D) Processor.

As an Armstrong C&D Processor, Certified Blue Recycling will collect ceiling tiles that have been removed from construction, renovation and demolition sites. The company will then segregate and prepare the discarded materials for shipment to an Armstrong ceilings plant where they will be used in the manufacture of new ceiling tiles. Armstrong designates new tiles made with high levels of recycled ceilings as Ceiling-2-Ceiling™ tiles.

Located at 2075 Williams Street, Certified Blue Recycling receives, sorts and processes a wide range of non-hazardous waste materials generated during construction and demolition projects in the greater San Francisco and northern California areas.

**Offers Alternative to Landfill Disposal**

As an Armstrong Certified C&D Processor, Certified Blue Recycling is now an integral part of the Armstrong Ceiling Recycling Program. The program, which is the longest running program of its kind, enables building owners to send ceilings from renovation projects to the nearest Armstrong ceiling plant as an alternative to landfill disposal.

Since it began the program in 1999, Armstrong has recycled over 100,000,000 square feet of discarded ceiling tiles. This represents more than 14,000 dumpsters full of construction waste that would have normally been taken to landfills.

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“Certified Blue Recycling has always committed itself to seeking out forward-thinking manufacturers willing to use recycled materials in their products,” states Bernard Garcia-Keegan, Chief Operating Officer of Bluewater Industries. “Armstrong is one of those companies that makes it easy to close the loop.

“Adding ceiling tiles to the mix of materials we recycle was thus a natural progression to enhance our overall recycling efforts and to meet our mission of diverting both site-sorted and waste-to-recycle materials from waste disposal and landfill facilities and sending them instead for re-manufacture and re-use.

“As a partner in the Armstrong Ceiling Recycling Program, we are now able to further our commitment to reducing the load on landfills and conserving resources for future use,” Garcia-Keegan adds.

For more information on Certified Blue Recycling, visit [CertifiedBlueRecycling.com](http://CertifiedBlueRecycling.com).

For more information on the Armstrong Ceiling Recycling Program, visit [armstrong.com/recycling](http://armstrong.com/recycling).

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2010, Armstrong consolidated net sales totaled approximately \$2.8 billion. Based in Lancaster, PA, Armstrong operates 35 plants in nine countries and has approximately 9,800 employees worldwide.

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