

VIDEO	AUDIO
Armstrong logo in corner of screen (like a network bug) throughout program	
	Striking, up-beat, warm, jazzy music
Assorted shots of kitchens with new cabinets	
Armstrong logo on clean background Add inset shots of new cabinets in several colors	ANNC: Armstrong, the most recognized name in building products, announces new door styles, trend setting colors and a greater selection with our 2005 cabinet lineup.
Tight shots of cabinet details Display of all 8 new cabinets with Armstrong logo in center Add text: Style, Quality, Value, Fashion, Detail Armstrong logo zooms forward	After extensive market research and customer validation, Armstrong Cabinets has developed 8 extraordinary products, adding to our extensive collection. We can now deliver even more stylish, quality product – in the most popular species - for every budget and every design need. Before you decide on cabinets, take a close look at Armstrong Cabinets.
Assorted shots of kitchens with new cabinets	
Armstrong logo center screen of quad split cabinet details Add text: Style, Fashion, Detail, Value	ANNC: Armstrong delivers it all – style, fashion, detail, and value.
	Music transition
Split screen of maple wood cross-section and maple forest Add text: Look, Strength, Wear	It’s no surprise that Maple has grown in popularity, as homeowners recognize its innate beauty, strength, and resistance to wear. Plus, Maple finishes well, resulting in a sleek, uniform appearance.
Text Header: STYLE/VALUE Split screen Caruth and Berkshire Add text and point out: Maple, Flat Panel, Raised Panel / Eyebrow Arch, Standard Overlay, 2” Doorframe, Contemporary Edge Color patches along bottom of screen w/text below - Natural, Toffee, Tahoe –	Armstrong introduces two new maple cabinets - CARUTH, a flat panel, and BERKSHIRE and BERKSHIRE ARCH with a raised panel, and an eyebrow arch. These cabinets are a standard overlay with a 2” doorframe and contemporary edge profile. The veneer center panel assures uniform grain pattern and a great look.

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<p>new Mocha, new Café.</p> <p>Direct comparison to competition – split screen</p>	<p>CARUTH, BERKSHIRE and BERKSHIRE ARCH are available in 5 striking colors, including the high-demand darker tones Mocha and Café.</p>
<p>CARUTH highlight listing</p> <p>Visual of CARUTH cabinet on left, text listing on right</p>	
<p>BERKSHIRE / ARCH highlight listing</p> <p>Visual of BERKSHIRE cabinet on right, text listing on left</p>	
	<p>Music transition</p>
<p>Split screen of cherry wood cross-section and cherry forest</p> <p>Add text: Elegant, Mellows add Variety & Hidden Beauty, Formal, Warm</p>	<p>The fashion forward beauty and elegance of Cherry is quickly becoming the latest consumer desire. Darkening to a rich patina as it ages, it reveals variety and hidden beauty. Cherry can be formal, but also offers warmth and coziness.</p>
<p>Text Header: FASHION/STYLE/VALUE</p> <p>Split screen Merrimac and Cimarron</p> <p>Add text and point out: Cherry, Flat Panel, Shaker, Square, Raised Panel / Eyebrow Arch</p> <p>Color patches along bottom of screen w/text below – Cinnamon, Cordovan – new Mocha.</p>	<p>Armstrong introduces two new cherry cabinets. MERRIMAC is a flat panel Shaker door, and CIMARRON and CIMARRON ARCH feature a square, raised panel, and an eyebrow arch.</p>
<p>Add text: Standard Overlay, 2 1/4” Doorframe, Solid Drawer Head, Simplistic Style</p> <p>Visuals show how change of hardware gives Merrimac a contemporary or traditional look</p> <p>Add text: Transitional, Contemporary, Traditional</p>	<p>The MERRIMAC is a standard overlay with a 2 1/4” doorframe and solid slab drawer head. Its’ simplistic design is stylish and transitional, complimenting any kitchen – contemporary or traditional.</p>
<p>MERRIMAC highlight listing</p> <p>Visual of MERRIMAC cabinet on left, text listing on right</p>	

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<p>Add text: Tradition with Contemporary Profile, Standard Overlay, 2” Doorframe, Double Waterfall Edge</p> <p>Direct comparison to competition – split screen</p>	<p>The CIMARRON and CIMARRON ARCH have traditional style with a contemporary profile. They are a standard overlay with a 2” doorframe and raised veneer center panel. They have a double waterfall outer and inner edge, with a matching exterior profile on the drawer head.</p>
<p>Split screen Merrimac and Cimarron Add text: Making Cherry More Affordable</p>	<p>These new, entry-level Armstrong cabinets make traditionally expensive cherry more affordable.</p>
<p>CIMARRON / ARCH highlight listing Visual of CIMARRON cabinet on right, text listing on left</p>	
<p>All 8 styles seen across the top of screen, with details of updated profiling Cross-section of mortice & tenon below Add text: Updated Profiling, Quality Hardwood, Exclusive 17 Step Finish</p>	<p>All of these cabinets feature updated contemporary profiling, All use quality mortice & tenon construction, and are made of fine quality hardwood and finished with our exclusive seventeen step Armstrong Finish Process.</p>
	<p>Music transition</p>
<p>Text Header: FASHION/STYLE/VALUE/DETAIL Split screen Serenity and Sedona Add text and point out: Top-of-the-line, Mitered, 5 Piece/9 Piece Construction, Full Overlay, Superior Frame Profiling Color patches along bottom of screen w/text below - Natural, Toffee, Tahoe – new Mocha, new Café. (we will address glaze colors below, this will reduce clutter)</p>	<p>Armstrong introduces two top-of-the-line, mitered, five piece construction, full overlay, solid maple cabinets featuring superior frame profiling– SERENITY and SEDONA.</p>
<p>Fade out Sedona, Serenity to center screen Add text: Maple, Pillow Edge, Flat Panel, 2” Mitered Frame, More Detail for Less Cost</p> <p>Direct comparison to competition – split</p>	<p>SERENITY is a maple full overlay pillow edge door, with a flat center panel and 2” mitered frame. These cabinets deliver much more detail and style for less cost than the competition. And the best value at this price point is adding glaze to these</p>

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screen DIZ TO detail of Serenity shaping with Glaze Add text: Best Value	cabinets.
SERENITY highlight listing Visual of SERENITY cabinet on left, text listing on right	
Fade out Serenity, Sedona to center screen Add text: Maple, Solid Raised Panel, 2 7/8” Mitered Doorframe, 2” Drawer Frame, Rope Inlay Molding, 9 Piece Construction Direct comparison to competition – split screen DIZ TO detail of Sedona rope inlay with Glaze Add text: Glaze on Rope Inlay	SEDONA is our most decorative cabinet and designed to make a statement in any kitchen. It’s a full overlay, solid piece raised center panel door with 2 7/8” doorframe and 2” drawer frame. Both feature rope inlay molding. That’s nine-piece construction, and nothing looks better in glaze than rope inlay doors.
SEDONA highlight listing Visual of SEDONA cabinet on right, text listing on left	
	Music transition
Assorted shots of kitchens with new glaze finish cabinets	
Split screen with SERENITY Pillow Edge and SEDONA Rope Inlay DIZ TO SERENITY Pillow Edge with Glaze and SEDONA Rope Inlay with glaze Add text: Enhance, Beauty Color patches along bottom of screen w/text below - Natural Brown Glaze, Toffee Brown Glaze, Tahoe Brown Glaze, and the new Mocha Brown Glaze, new Café Brown Glaze Direct comparison to competition – split screen	ANNC: Glaze finish treatments have revolutionized the cabinet industry, bringing home fashion into the kitchen. Glazes enhance and improve the beauty of the wood, the shaping, and the color. And Armstrong’s accenuated glaze treatments contrast with the original lustrous finish to add even more drama to these elegant new doors.
	Our glaze is applied and hand-rubbed,

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	adding another 2 steps to Armstrong’s usual 17 step finishing process.
Detail view of hinge Add text: 6 Way Adjustable Hinge, Standard, Adjust doors up/down, left/right, in/out.	One more Armstrong difference is the 6-way adjustable hinge, standard on all these new cabinets, and now, our entire product line.
Hinge highlights listing Visual of HINGE on left, text listing on right	
	Music transition
Assorted shots of kitchens with new varied depth cabinets	
Detail view of varied depth cabinets Add text: Add Visual Interest, Wall Cabinet Depths of 15”, 18”, Available in 12”, 15”, 18”, 24”, 30”, 36” & 42” high cabinets, base cabinets available in 18” and 21” depth, as well as the standard 24”, 256 Altered Depth SKUs, Add Drama & Flexibility	ANNC: We can help you add visual interest to your kitchen by offering cabinetry in different depths. Armstrong carries 256 new altered depth SKUs as standard offering. The altered depth adds drama and tremendous flexibility with hard-to-fit spaces.
Altered Depth highlights listing Visual of ALTERED DEPTH cabinets on right, text listing on left	
Armstrong logo over quad split of cabinet details Add text: Style, Value, Fashion, Detail Top and bottom split of cabinet depth and glaze finish Add text: Custom Look Without Custom Prices Three way split of cabinet details Add text: Market is Asking, We’re Listening, Proud to Deliver	Armstrong delivers it all – style, value, fashion, and detail. Get a custom look, without custom prices. This is what the market is asking for, we’ve been listening, and we’re proud to deliver.
Armstrong logo zooming forward to full screen	That’s the reason Armstrong’s the most recognized name in building products.
	Music crescendo

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Assorted shots of kitchens with new cabinets	
	Music rings out
8 way split of cabinet details with centered Armstrong logo Add text: We Built Them for You.	ANNC: Be a part of the Biggest Product Launch in Armstrong History. New cabinets from Armstrong. We built them for you.
	Music transition and epilogue
Visual listing all product by new color Mocha Maple – Cherry New - Existing	
Café Maple – Cherry New - Existing	
Wheat Oak - Existing	
Crystal Oak - Existing	
SUMMARY highlight listing Visuals of all cabinets alternate on left, text listing on right	