

**News Release**  
**FOR IMMEDIATE RELEASE**

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**NEW Armstrong Carpet & Linoleum Co. Diamond Certified Company Report SUMMARY UPDATE**

*Celebrates 79th anniversary, new projects completed, new survey responses posted*

Petaluma, CA, November 4, 2025 – Diamond Certified Resource has published a new Company Report Summary Update on [Armstrong Carpet & Linoleum Co.](https://www.armstrongcarpet.com) This newly researched report for quality-seeking Bay Area consumers adds to Armstrong Carpet & Linoleum's deep info company report on [diamondcertified.org](https://www.diamondcertified.org), which includes in-depth ratings, researched articles, verified real customer ratings, verbatim survey responses, videos, photos, a capabilities table and more.

Armstrong Carpet & Linoleum Co. has earned Diamond Certified for 17 consecutive years, with 442 verified customers surveyed and a customer loyalty rate of 97%. The company provides and installs all types of flooring for residential and commercial clients throughout the Bay Area.



**President Liam Caldwell, Diamond Certified Expert Contributor**

Liam Caldwell is a veteran of the flooring and window treatment industries who has contributed his expertise to help Bay Area residents improve their flooring and window treatment projects. He is available to provide his unique insights on all types of flooring and window treatment topics. Reach him directly for interviews at [floors@armstrongcarpet.com](mailto:floors@armstrongcarpet.com) or (415) 754-3955.



Liam's expert tips and additional information about Armstrong Carpet & Linoleum Co. can be found below.

## [Armstrong Carpet & Linoleum Co. Diamond Certified Company Report + New SUMMARY UPDATE](#)

### **Armstrong Carpet & Linoleum Co. Diamond Certified Video Reports**

[Company Profile](#)

[Company Story](#)

[5 Useful Answers](#)

[Expert Contributions](#)

### **President Liam Caldwell's Diamond Certified Expert Contributions**

[Liam Caldwell Profile](#)

[Liam Caldwell Expert Tip: Window Coverings That Optimize Light Control](#)

[Liam Caldwell Expert Video: A Crucial Aspect of Window Covering Selection](#)

“Armstrong Carpet & Linoleum Co. has earned Diamond Certified for nearly two decades, and we’re proud to add even more deep research about them in this new Summary Update,” says Greg Louie, founder and CEO of American Ratings Corporation, creator of Diamond Certified Resource. “When you read their survey responses and see photos of their jobs, they really stand out as a tremendous flooring and window treatment company.”

Only companies that score Highest in Quality and Helpful Expertise earn Diamond Certified. What really separates Diamond Certified ratings from the star score averages at review sites is that a large, random sample of each company’s customers are surveyed by phone to get the most accurate ratings and verify only *real* customers are responding. By surveying from a company’s entire customer base, each company’s research results truly represent its customer satisfaction level. Most companies can’t pass the rating.

#### **About Armstrong Carpet & Linoleum Co.**

Since 1946, [Armstrong Carpet & Linoleum Co.](#) has been furnishing and/or installing carpets; area rugs; runners; and vinyl, laminate, linoleum, resilient tile, hardwood, bamboo, cork, and rubber floors for residential and commercial clients throughout the Bay Area. This family-owned and operated showroom is curated to provide tailored flooring guidance and expertise where customers can touch, feel, and see thousands of options. It carries products from all top manufacturers, including Marmoleum, Amtico, Mirage and Fabrica, as well as a complete line of window treatments.

Liam Caldwell is president of Armstrong Carpet & Linoleum Co., a Diamond Certified flooring and window treatment company. He can be contacted at [floors@armstrongcarpet.com](mailto:floors@armstrongcarpet.com) or (415) 754-3955.

#### **About American Ratings Corporation**

American Ratings Corporation (ARC), the creator of [Diamond Certified Resource](#), the source for consumers who love quality local companies, rates local companies by surveying only their verified real customers to produce the country’s most accurate ratings of local companies. It also creates deeply researched company reports and consumer

guides that give consumers the best companies plus the best advice for choosing a local Auto, Home, Health or Personal service type of company.

Only companies rated Highest in Quality and Helpful Expertise® earn Diamond Certified and are backed by their Performance Guarantee. All their deeply researched reports and guides are available for free at [diamondcertified.org](http://diamondcertified.org). They also produce an annual, full-color, printed Diamond Certified Directory with 840,000 copies published in 9 geographic zones in the Greater San Francisco Bay Area. Each April, these are mailed for free to their 182,000 Diamond Certified Preferred Members and selected homeowners and companies.

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