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Crypton® Wins Best in Innovation Award at the International Textiles Alliance Awards Gala at SHOWTIME™

Bloomfield Hills, Michigan – December 8, 2016 – The Crypton Companies, a leading provider of performance fabrics in the contract, home furnishings and apparel markets, today announced that Crypton Home® won the Best in Innovation Award at the International Textiles Alliance (ITA) Awards Gala at SHOWTIME™.

The Awards Gala (previously called the ITMA Awards Gala) took place on December 5th at High Point Country Club in High Point, NC and benefited the ITA Educational Foundation. Showtime, High Point's Semi-Annual Fabric Market, is produced by and for the members of the ITA twice a year (December and June), and brings all segments of the home furnishings industry together. For more information on SHOWTIME – [click here](#).

“Being recognized by the ITA for ‘Best in Innovation’ for our performance technology is an honor, and the credit goes to our wonderful team of scientists, researchers and business development teams” said, Randy Rubin, Crypton chairman and co-founder. “We applied Crypton’s more than 20+ years of experience in producing performance fabrics into developing a product line for the home that would stand out and stand up to the true test – the consumer.” Rubin, who founded The Crypton Companies more than 20 years ago to provide cutting-edge technologies for contract performance textiles, oversees not only the Crypton Home business, but also the contract business, Crypton® Fabric, which has sold over 150 million yards globally, and the Nanotex® brand, which specializes in performance technologies for apparel and consumer goods.

Positioned at the center of the textile, leather and trimmings industries, ITA is focused on providing resources and opportunities to its membership that promote industry advancement through education, awareness, advocacy and technology. While the Showtime event is a key benefit of membership, the organization provides a variety of leadership, networking and educational opportunities designed to support individual member businesses, as well as advance the industry.

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About The Crypton Companies

The Crypton Companies have patented and branded environmentally responsible textile performance solutions since 1993. The company’s flagship product, CRYPTON® Fabric,

revolutionized the use of fabrics in the healthcare, hospitality, government, education and contract segments. Crypton Home® fabric is a leading provider of fabrics for the home furnishing industry and available at national retailers. In 2014, Crypton acquired Nanotex®, which was among the first to market nanotechnology solutions for textiles. Since that time, Nanotex technology has been significantly enhanced, and is being re-launched to the apparel markets through a new integrated marketing and promotion campaign. For more information on The Crypton Companies, please visit www.crypton.com and for Nanotex, please visit www.nanotex.com.