



MEDIA ALERT

EVENT: Crypton Pooch Pop-Up: A Comforting Canine Takeover

LOCATION: Universal Furniture Showroom, Main Floor, 101 South Hamilton Street, Highpoint, NC

TIME: Saturday, April 22 and Sunday, April 23, 2017, 2 pm – 5 pm

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ABOUT THE EVENT:

High Point NC (April 3, 2017) - A peaceful pack of comfort dogs and their human friends will be on hand at the **CRYPTON POOCH POP UP** to meet and greet weary trade show-goers in The Steelyard Designer's Lounge at Universal Furniture. High Point's first-ever Pooch Pop Up is a free event, open to all High Point attendees and is sponsored by @CryptonFabric, @SteelyardAccess, @UniversalFurn.

Guests will enjoy a comforting canine canoodle and snap a selfie to benefit the therapy dogs of Winston-Salem-based Fostering Friendship on Saturday, April 22 and Sunday, April 23 from 2 – 5 pm. These darling dogs with their pack leader, Nanook, a fluffy white Samoyed, will be on hand at the **CRYPTON POOCH POP UP** in The Steelyard Designer's Lounge at Universal. Crypton will donate \$5 to Fostering Friendship for those who post a photo with one of these sweet pups using hashtag #PoochPopUp and tag @CryptonFabric.

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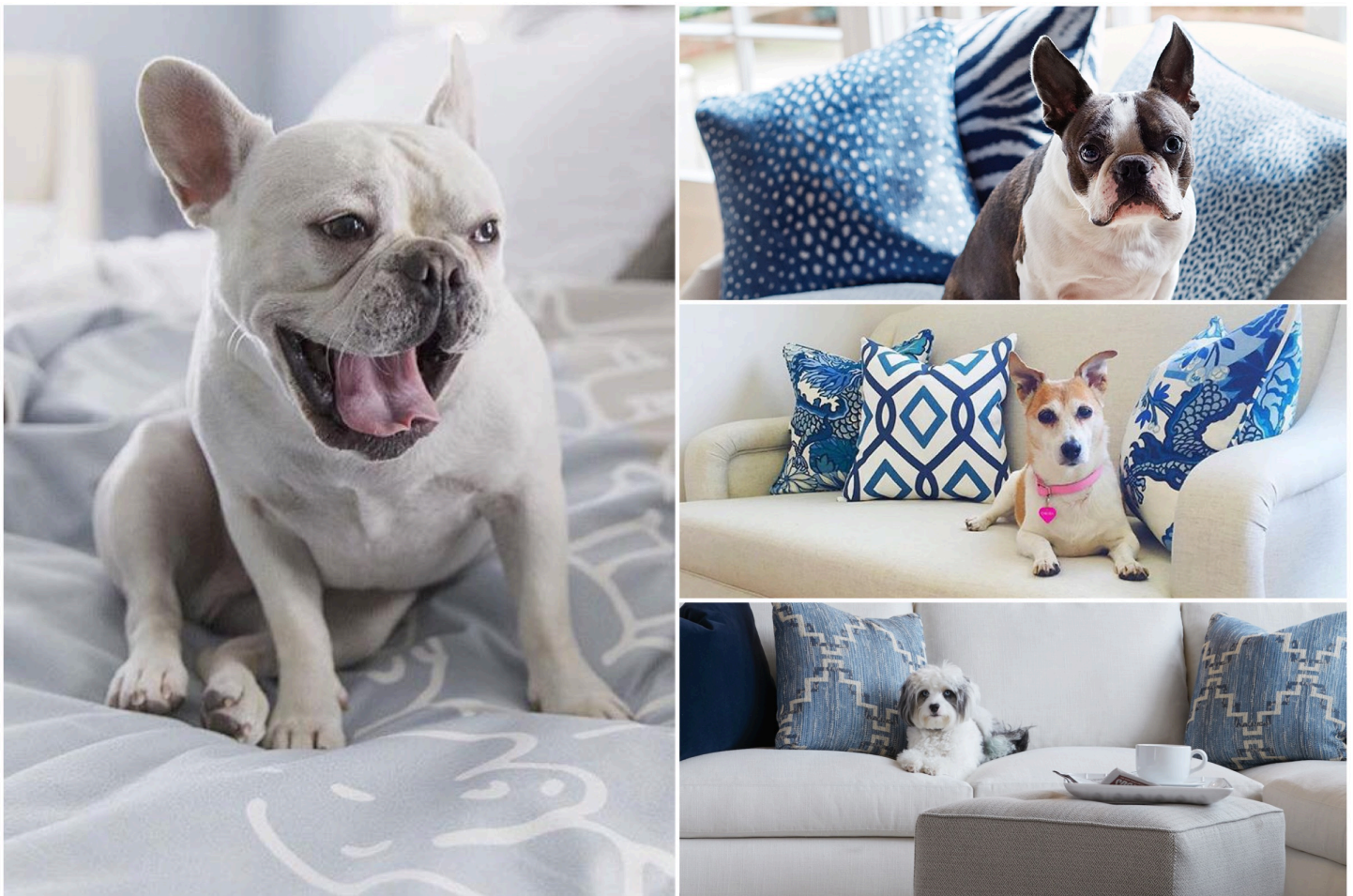
“We’re thrilled to give people a few moments of peace and calm that only a happy dog and a comfy chair can offer. Supporting the Fostering Friendship Therapy Dog teams is an added bonus,” adds Randy Rubin, dog enthusiast and Crypton Founder and Vice Chairman.

Universal Furniture, Steelyard Access and Crypton have found an inventive way to let the design community put their hectic day on “paws,” sink into some soft, sophisticated Universal Furniture upholstered in pooch-friendly Crypton upholstery and enjoy a dirty Bark-tini or a sweet “Pom-eranian” pomegranate cocktail. Other highlights include dog-bone shaped “human treats,” and a chance to test Crypton’s mettle at an interactive stain-station where guests can muck up various Crypton upholstery fabrics with everything from black coffee to red wine, even crayons, and watch as the soft, sophisticated fabric repels all of it. Quips Rubin, “People tell us the test station is the most fun part of our events, almost like a magic show. But we’re pretty sure the dogs will be a hit, too.”

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Press dropbox of high res images of dogs being adorable on Crypton fabrics:

<https://www.dropbox.com/sh/qk4jek1lunftv0u/AABCBEQOsXzeZS1C8haIT5uqa?dl=0>



Pooches popping up on Crypton clockwise from top R: Dozer the dog on Crypton Fabrics by Thibaut, Stacie Edwards of Switch Studios designed a dog-friendly room with multiple Crypton fabrics, Crypton upholstery on a sectional by Huntington House, a pup relaxes on a Crypton “Throver” blanket designed by artist William Wegman. These and more full size images in press dropbox, link above.

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About The Sponsors

Crypton Home Fabric <http://www.cryptonhome.com> @CryptonFabric

Crypton is a breakthrough performance fabric technology that is built into every fiber, so its superior stain resistance, easy stain release and odor resistance won't ever wear away. Crypton Home fabric is a leading provider of fabrics for the home furnishings industry and is available at 60+ furniture manufacturers including Universal, Vanguard, Rowe, Huntington House, Lee Industries and Wesley Hall. Crypton Home Fabric is also offered through fabric distributor brands such as Kravet, Thibaut, Robert Allen, Duralee, Stroheim, JF Fabrics, and United Fabrics and at retailers including Pottery Barn, Joybird, and Calico Corners.

Fostering Friendship <http://www.elitecanine.net>

A therapy dog group based in Winston-Salem, they currently boast a membership roll of 15 teams, twelve humans and fifteen dogs. Elite Canine trainer Geralyn Kelly tests the dogs in a variety of conditions to ensure they have the proper temperament, behavior, and personality to act as part of a therapy team.

Universal Furniture <http://www.universalfurniture.com> @UniversalFurn

Universal are the makers of quality furniture with inspired designs for the whole home with a focus on function and lifestyle. At Universal good design celebrates styling that has an enduring appeal. It is always on-trend but never fad-focused and flighty. Affordable design understands that family budgets define ideal price points for furniture and also require us to deliver real value at those price points.

Steelyard Access www.steelyardaccess.com @SteelyardAccess

For twenty years, Steelyard has supported the interior design industry with an innovative online service that provides trade professionals with the inspiration and information they need to deliver exceptional residential and commercial projects to their clients. Providing detailed design research on over 100,000 products from hundreds of top designer-focused manufacturers, Steelyard is the largest specification platform catering exclusively to the professional design community. With the ability to engage a registered user base of 30K interior designers and architects, Steelyard helps manufacturers promote and measure real market demand for their products.