



Highpoint Market Spring 2017: Covered in Crypton Home 70 top fabric and furniture brands will feature Crypton offerings

HIGHPOINT, NC, April 2017 -- Crypton, innovator in performance indoor fabric technologies, will be featured in 70 showrooms at the Spring 2017 Highpoint Market. The company's Crypton Home Fabric brand, created especially for residential use, is the choice of many of America's leading fabric houses and furniture manufacturers. **Massoud, MT Company, Huntington House, Joybird, Rowe, Thayer Coggin and Vanguard** are among the furniture brands showcasing Crypton for Spring 2017. Residential trade-only textile brands that offer Crypton Home in their lines include **Thibaut, Kravet** and **Robert Allen Durable Group**.

Universal Furniture will unveil its new collection by fashion designer **Alexander Julian** featuring Crypton throughout. Crypton's performance suede stars on a standout Alexander Julian signature upholstered cocktail table, while a range of Crypton upholstery will be shown on sofas. Another highlight will be the **Crypton Pooch Pop Up** weekend events in the **Steelyard Designer Lounge at Universal**. A section of the lounge will be outfitted with a suite of Universal seating upholstered in the fabrics, which are soft, elegant and designed for the most stylish residential interiors. They also hold up to even the biggest, fluffiest, most cuddly dogs, like the ones that will be on hand to comfort weary show-goers in the Pooch Pop Up space from 2 – 5 pm on Saturday and Sunday of Highpoint Market. Crypton will donate \$5 to the Fostering Friendship Therapy Dog teams for each social media post tagged @CryptonFabric #poochpopup.



Crypton performance suede covers this cocktail table from the new Alexander Julian collection for Universal Furniture.

Crypton's Founder and Vice Chairman Randy Rubin founded the Crypton companies more than 20 years ago to provide cutting-edge technologies for contract performance textiles. The Crypton Companies now encompass not only the contract business with 150 million yards specified on contract projects globally, but also the home fabric business and the Nanotex brand, which specializes in performance technologies for apparel and consumer goods.

- more -

Crypton Home Fabric at Highpoint Market Fall 2016 – 2-2-2



L: Crypton Home Fabric on *Ludlow* sofa at Maiden Home. Top R: On *Twiggy* chairs at Thayer Coggin. Bottom R: On Huntington House furnishings.

In the three years since they launched the residential performance technology, Crypton has joined the offerings of many highly esteemed brands in home fashion, with more coming on board each season. The technology imparts stain, moisture and odor resistance, while allowing for a very high level of design and a broad range of fabrics, which include leather, suede, velvet and linen. Many Crypton fabrics include natural fibers and all are GREENGUARD Certified and made in the USA. Crypton performance is achieved at the molecular level so it will never wash or wear off. For more information visit cryptonhomefabric.com or crypton.com.

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High res images: <https://www.dropbox.com/sh/ijapkvjgac4kuje/AADQcvQzJeWCAwqbwJMWROISa?dl=0>

- See complete Highpoint showroom list and lots more images on next pages -

Crypton Home Fabric at Highpoint Market Fall 2016 – 3-3-3



FIND US AT THESE SHOWROOMS

Alan White	101 - FURNITURE PLAZA, FLOOR 1
Ambella Home	310 N. HAMILTON STREET HAMILTON COURT S-110, FLOOR 1
American Leather	5000 - SHOWPLACE, FLOOR 5
Artistic Leather	310 N. HAMILTON STREET HAMILTON COURT S-210, FLOOR 2
A.R.T. Furniture	200 - PLAZA SUITES
Barrymore	THE FACTORY, FLOOR 3
Bernhardt	D601 - IHFC, DESIGN CENTER, FLOOR 6
Big House	253 - MARKET SQUARE, FLOOR 2
Bradington - Young	C1058 - IHFC, COMMERCE, FLOOR 10
Brentwood Classics	8I, 8K - COMMERCE & DESIGN, FLOOR 8
Burton James	310 N. HAMILTON STREET HAMILTON COURT S-101, FLOOR 1
Capris Furniture	243 S. MAIN STREET, FLOOR 3
Century	500, 417 - MARKET SQUARE, FLOOR 5
Chaddock	300 E. GREEN DRIVE
Charleston Forge	110A - MARKET SQUARE, FLOOR 1
Comfort Design	101 N. HAMILTON STREET
Cox Mfg Co Inc	136 - 200 STEELE, FLOOR 1
Joybird	3417 - SHOWPLACE, FLOOR 3
King Hickory	100 E. GREEN DRIVE - OLD POST OFFICE
Kravet	217 - MARKET SQUARE, FLOOR 2
LaCrosse Furniture	207 - CENTER POINT ON HAMILTON, LEVEL 2
Lazar	IHFC SPACE D817
Lee Industries	100 S. LINDSAY STREET
Lexington Home Brands	1300 NATIONAL HIGHWAY, THOMASVILLE, NC 27360
Lloyd's of Chatham	301 MARKET ON GREEN, FLOOR 3
Marge Carson	121 N. HAMILTON STREET
Massoud	310 N. HAMILTON STREET HAMILTON COURT S-104, FLOOR 1
Masterfield	200 E. MARTIN LUTHER KING JR. DRIVE
McCreary Modern	311 RICHARDSON STREET
Michael Thomas	311 N. HAMILTON STREET
Moss Studio	CODARUS H220 - IHFC, HAMILTON, FLOOR 2
Norwalk	M108 - IHFC, MAIN, FLOOR 1
Paladin Furniture	320 N. HAMILTON STREET, FLOOR 1
Paul Robert Chair	401 WEST ENGLISH ROAD
Pearson	300 - MARKET SQUARE, FLOOR 3
Precedent	310 FRED ALEXANDER PLACE

CR Laine	310 N. HAMILTON STREET HAMILTON COURT S-204, FLOOR 2
Décor-Rest	208 JACOBS PLACE
Designmaster	201 S. MAIN STREET
Duralee	630 - MARKET SQUARE TOWER, FLOOR 6
EJ Victor	116 S. LINDSAY STREET
Fairfield Chair	100 E. GREEN DRIVE
Four Hands	4101 - SHOWPLACE, FLOOR 4
Four Seasons	119 E. GREEN DRIVE
Hallagan	300 - CENTER POINT ON RUSSELL, FLOOR 1
Hancock & Moore	200 STEELE, FLOOR 3
Harden	200 STEELE, FLOOR 1
Hickory Chair	324 - MARKET SQUARE, FLOOR 3
Highland House	142, 243 - MARKET SQUARE, FLOOR 1
Huntington House	610 W. GREEN DRIVE
J. Henry	100 E. GREEN DRIVE
Jackson Furniture	300 - PLAZA SUITES, FLOOR 2
Jessica Charles	200 STEELE, FLOOR 3

CONTINUED»

RC Furniture	E201 - UNION SQUARE, FLOOR 2
Robert Allen	780 - MARKET SQUARE TOWER, FLOOR 7
Rowe	1100 - SHOWPLACE, FLOOR 1
Sherrill	SHERATON PLACE, SUITE 100, 315 FRED ALEXANDER PLACE
Simplicity Sofa	1711 PREFERRED WAY
Southern	205 MODEL FARM ROAD
Stanford Furniture	333 N. HAMILTON STREET
Taylor King	200 STEELE, FLOOR 3
Temple Furniture	310 N. HAMILTON STREET HAMILTON COURT S-301, FLOOR 1
Thayer Coggin	230 SOUTH ROAD HIGH POINT
Theodore Alexander	229 W. RUSSELL AVENUE
Thibaut	260 - MARKET SQUARE, FLOOR 2
Thomasville	C603 - IHFC, COMMERCE, FLOOR 6
Vanguard	301 N. HAMILTON STREET
Verellen	515 S. HAMILTON STREET
Wesley Hall	310 N. HAMILTON STREET HAMILTON COURT S-106, FLOOR 1
Younger	214 - 220 ELM, LEVEL 2

Also at: Universal Furniture, 101 S. HAMILTON STREET and Reual James Showroom, 135 – 200 STEELE FL. 1

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Crypton Home Fabric at Highpoint Market Fall 2016 – 4-4-4



ABOVE: Lively woven patterns adorn Crypton fabrics by Dana Gibson for Stroheim, seen here on pillows. Just 5 of the dozens of rich colors of soft, luxurious and impervious Crypton performance velvets that are offered through furniture manufacturers and fabric showrooms. BELOW: Crypton fabrics are a great choice for seating. Miles Talbott's lounge chair, L, and Thibaut's Bailey dining chair, R.

