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Crypton, Inc. Background

West Bloomfield, MI – The premier source for better, cleaner and safer fabric solutions, Michigan-based Crypton, Inc.® is dedicated to cleaner living. A developer of high-performance technology for contract and residential interior and exterior textiles, carpeting and leather, Crypton was founded by Craig and Randy Rubin in 1993. The company also produces consumer products, home furnishings and cleaning products with the most environmentally intelligent processes that current technology and chemistry allow.

With more than 75 million yards of fabric installed worldwide, Crypton epitomizes American entrepreneurship and the spirit of ingenuity by quickly becoming the upholstery fabric of choice for the healthcare and hospitality markets, and by making great advances in the residential and consumer markets.

Crypton Fabric Technology

Crypton began as a problem-solving idea: creating fabric that was stain, moisture and bacteria resistant, yet soft and breathable. The only options before Crypton were sticky vinyls and hot, rough, unpleasant-to-touch treated fabrics. Armed with decades of experience in the textile industry as well as advice and assistance from researchers, chemists and textile engineers, the Rubins set to work on that clearly defined problem in the basement of their Michigan home. The eureka moment came with the development of Crypton Super Fabrics, which the Rubins protected with multiple global patents.

Crypton manufactures textiles through a process that transforms every woven fiber for permanent moisture, stain, bacteria and odor resistance. It also creates an integrated breathable barrier beneath those fibers, resulting in a perfect, impenetrable shield. As a result, Crypton Super Fabrics always perform as promised. They feel wonderful to the touch, and are available in an array of patterns, colors and textures for a wide variety of interior and exterior uses.

Crypton offers a range of consumer fabrics in textures such as woven, print, suede, leather and velvet, and products ranging from upholstery to furniture, pillows, Throwers, pet beds, aprons and more. The range of applications continues to grow, including Crypton Outdoor, an interior/exterior fabric; and INCASE Crypton Technology, which is a fabric treatment that offers the same stain and odor protection, but is used in applications where a barrier is not required.

Crypton's introduction and the Rubins' marketing savvy have generated an entirely new category of upholstery options, achieving unprecedented growth. Designers who use Crypton tend to be loyal customers, often giving Crypton the highest marks for fabric performance. According to a 2009 study conducted by Interior Design magazine, Crypton increased the brand's familiarity 28 percent in the contract fabric market and 31 percent in the residential fabric market from 2008 – 2009.

Crypton Care Cleaners

Now, with Crypton Care's complete line of upholstery cleaners, cleaning upholstery has never been easier. Non-toxic and pH-balanced, Crypton Care Upholstery and Vinyl & Leather Cleaners work on any water-cleanable fabric, leather and vinyl and remove almost any stain imaginable. They make short work of even the most stubborn stains – grease, wine, grass, crayon, marker – anything. Major hospitals, hotels, and restaurant chains across the country have implemented Crypton Care cleaners into their regular cleaning programs. Finally there is a safe, easy, and effective upholstery cleaning system that eliminates tough stains while also preventing the growth of germs and odor-causing bacteria.

Among the company's more recent advances are Crypton's environmentally -preferable chemistry and a ground-breaking EPA-approved Disinfectant & Deodorizer that is effective on Crypton barrier fabrics, as well as other non-porous surfaces.

In addition, in 2009, the company launched Crypton Manufactured Exclusively for Guardian Protection Products for furniture retailers to warranty their customers' furniture against greasy stains, beverage spills, bodily fluids and more. The technology for these eco-friendly cleaning and protection products is so advanced, Crypton and Guardian stand behind it with unprecedented warranties.

Signature Crypton Carpet

In 2009, Crypton joined forces with Signature Carpets to introduce Signature Crypton Carpet, a line of high-performance, high-fashion and highly sustainable carpets now available to the healthcare and hospitality markets. The carpeting offers many category firsts, including Crypton Technology that blocks fibers from stains, odors, mold and mildew. An ionic barrier allows the carpet to withstand the wear and frictional forces that often damage existing carpeting options. With the new pliable, integrated-barrier protection, combined with Signature's BioCel™ backing system, liquids stay on top of the carpeting, making for easier cleaning and eliminating the risk of resurfacing stains. All Signature Crypton Carpets are manufactured with up to 46 percent recycled content and require no special cleaners – stains are removed with hot water extraction or weak bleach solutions.

Crypton Consumer Products

Crypton made its way into the consumer market in 2008 with fabrics and products inspired by photographs by renowned artist William Wegman. Four new designs will be launched in Fall 2010, bringing the collection to 11 patterns in the William Wegman for Crypton Fabrics collection. Products showcasing the new collection will include fabric by the yard, pet beds, mess mats (placemats for dogs), aprons, pillows and bags. The new designs also will be featured on Crypton's exclusive Throver, which feels like a blanket but works like a tarp, perfect for throwing over a sofa or car seat for instant fashion and impenetrable protection. Crypton's consumer product lines and partnerships with brands such as Woodard Furniture, Kolcraft, American Leather, Simmons, Pride Mobility, Joann Fabrics and others, now account for 20 percent of the company's business.

Crypton Operations

With company headquarters in West Bloomfield, Michigan, and a 135,000 square-foot plant on 30 acres in Kings Mountain, N.C., Crypton also works with most major licensed American mills and continues to focus on research and development, emphasizing environmental awareness and ecological responsibility. Committed to the future of the textile industry, Crypton works with licensed textile mills in the United States, Germany, Israel and Thailand. It manufactures its own products domestically and develops new Crypton technologies for companies to apply toward improved or new products.

For more than 15 years, Crypton, Inc. has set the standard for eco-friendly performance fabrics with technology that transforms ordinary fabrics to do the impossible: fend off stains, eliminate odors and repel germs. No special powers are required in maintaining the uncompromising beauty and longevity of the fabric. It's no wonder that more than 75 million yards of Crypton Super Fabrics have been installed worldwide, from the White House to Buckingham Palace to your house. Crypton, Inc. gives people the power to Live Clean®.

For more information, visit www.cryptonfabric.com or call 1.800.CRYPTON.