

CRYPTON®
HOME FABRIC

Part Fabric.
Part Magic.



Hi I'm Elise...





Storytelling is the core
of the Crypton Brand

The indoor performance fabric brand trusted by millions.



THE RITZ-CARLTON



FOUR SEASONS



Memorial Sloan Kettering
Cancer Center



MAYO CLINIC
HEALTH SYSTEM

ManorCare 

 Cleveland Clinic

More than 30 years ago, we pioneered the performance industry, and our innovation continues every day. We design fabric of lasting quality for how people live today. Crypton Home fabrics are cozy, carefree and loaded with style-setting the industry standard. Luxury abounds with various textures, all designed with permanent protection from spills, stains and odors. Fabric designed to last.

Elegant, sustainable and trusted by top interior designers, Crypton Home can be found at leading furniture and fabric showrooms throughout the country.

We're trusted because of the company we keep.

CONTRACT PARTNERS

AMERICAN
LEATHER

ANZEN.



Arc|Com

Architex®

ARHAUS®

BERNHARDT | textiles

BRAYTON
PAUL BRAYTON DESIGNS

BRENTANO®

Burch

Carnegie

Charlotte
FABRICS



DERBY FABRICS

DESIGNTEX

DOUGLASS
FABRICS



FABRICUT
CONTRACT

HBF
TEXTILES



JUSTIN | DAVID
HOSPITALITY TEXTILES



Knoll Textiles

kravet inc.

LEBATEx.

LUNA

maharam

maternahsed

Maxwell

maxwellrogers/fabrics



MDC
INTERIOR SOLUTIONS



P/Kaufmann



richloomcontract



STANDARD
TEXTILE since 1940

Stinson®

unika vaev



Wolf Gordon

maharam

We're trusted because of the company we keep.

RESIDENTIAL PARTNERS

ARHAUS®

BALLARD DESIGNS

calico

CB2

Crate&Barrel



ETHAN ALLEN®

FLOYD

HIGH FASHION
HOME



LULU AND GEORGIA



Bassett®

Residential Fabric Partners

Charlotte Fabrics	Scalamandré
Fabricut	Stout Brothers
Greenhouse Fabrics	Stroheim
Heartland Fabrics	The Design Connection
J. Ennis Fabrics	Thibaut
JF Fabrics	United Fabrics
Kasmir Fabrics	
Kravet	
Maxwell Fabrics	
Norbar Fabrics	
Reid Witlin Ltd	

Residential Furniture Manufacturers

A.R.T. Furniture	Burton James	Fairfield Chair	Jackson Furniture	Lillian August	Precedent	Thayer Coggin
Alan White	Capris Furniture	Four Hands	Jessica Charles	Marge Carson	Reual James	Theodore Alexander
American Leather	Century	Four Seasons	John-Richard	Marshfield Furniture	Rene Cazares Furniture	Thibaut
Arteriors	Chaddock	Hallagan Furniture	Joybird	Massoud	Rowe	Tomlinson
Bauhaus	Charleston Forge	Halo	Kincaid	Masterfield Furniture Co.	Sam Moore	Universal Furniture
Barrymore	Cisco Brothers	Hancock & Moore	Kravet	McCreary Modern	Southern Furniture Co.	Vanguard Furniture
Bernhardt	Cox Manufacturing Co.	Hickory Chair	Kuka	The MT Company	Stanford Furniture	Wesley Hall
Bradington-Young	CR Laine	Hickory White	LaCrosse Furniture	Moss Studio	Stickley	Younger Furniture
Braxton Culler	Craftmaster	Highland House	Lazar	Norwalk Furniture	Swaim	
Brentwood Classics	Decor-Rest Furniture	Huntington House	Lee Industries	Palliser	Taylor King	
Brownstone Furniture	Designmaster Furniture	Interlude	Lexington Home Brands	Paul Robert	Temple Furniture	

Who are Crypton Home customers?

- Furniture Manufacturers
- Fabric Distributors
- Life Style Retailers
- Top 100 Retailers

Who we market too;

- Interior Designers
- Families
- Pet Owners
- Active lifestyle
- People who love to entertain
- Homeowners who have always dreamed of light colored furniture!



B2B Company
B2C Brand

What makes Crypton Home special?



Not limited to one fiber type (linen, cotton, etc.)

A wide range of color, patterns with a very soft hand designed to be durable

30+ years as the performance fabric leader

Luxury fabric specifically designed for the indoors

Built our business in the extremely demanding contract market (which means you can trust our residential fabric specs are ahead of the curve)

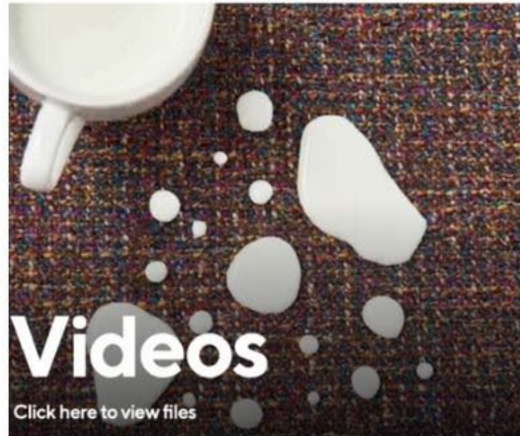
Nomad Snow is the #1 selling fabric in the USA!

How do we ensure that the Crypton story is consistent?

Our marketing team is your marketing team



Training/Tools



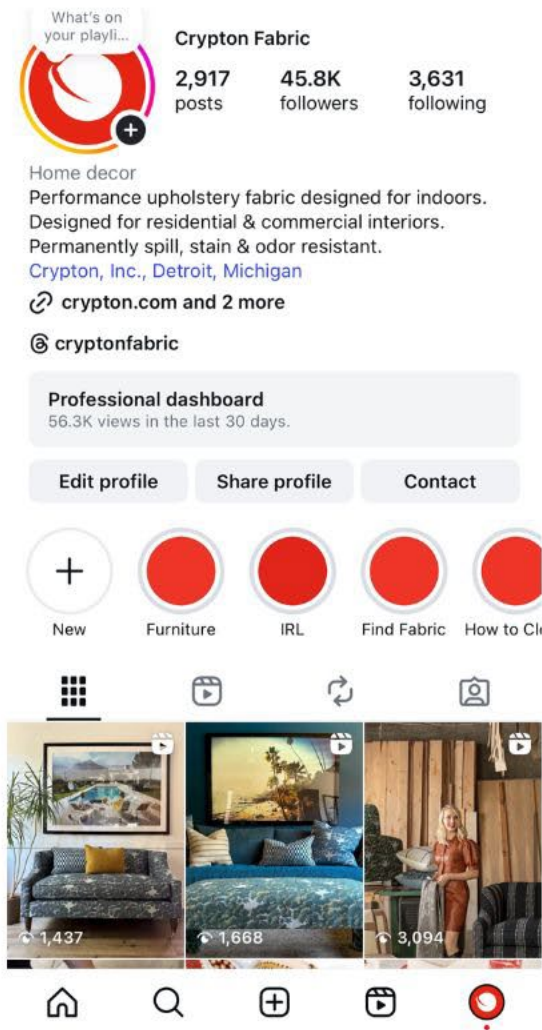
Turnkey Marketing Toolbox



Retail Point of Sale

Seeing is believing





Organic Social
Influencer Collabs
Crypton Blog Feature

What marketing channels does the Crypton marketing team focus on for brand story telling ?



Core Shelter Media;
Brand Specific & Co-Branded



Brand Activations