

Crypton Announces Its New Vice President, Marketing

Elise Gabrielson to Guide Crypton's Brand Strategy



Bloomfield Hills, MI, May 2022-- Crypton, leading makers of performance fabric for the contract and residential markets, has announced the promotion of **Elise Gabrielson** to the post of **Vice President, Marketing**. Crypton CEO **Lance Keziah** made the announcement, saying that Gabrielson, "Possesses the right skill set to align our brand with our company goals."

Keziah first brought Gabrielson on in 2015 to launch consumer-facing brand marketing for its then-new residential line, Crypton Home Fabrics. "In a remarkably short period, her single-minded focus resulted in significant benchmarks for the residential brand," says Keziah. In less than three years, her ingenuity coupled with Crypton's substantial history, brand equity and esteem in the contract arena helped to place Crypton among the most-recognized performance home fabric brands. Crypton Home's current leadership status in the residential furniture manufacturing market, residential design trade and at retail is due in part to recent initiatives by Gabrielson along with the firm's sales, outreach and product design and development teams. These include comprehensive pull-through content marketing campaigns; imaginative, immersive brand experiences, relationship-building events and the highly successful launch and promotion of Crypton's innovative Performance Recycled Cottons.

In the post of Vice President, Marketing, Gabrielson will oversee everything from strategic planning and brand platform strategies to partnership marketing. She is charged with crafting programs that speak with a singular brand voice to all audiences across the residential and commercial channels of Crypton. Her scope will be international, encompassing domestic marketing of Crypton contract and Crypton Home fabrics as well as Crypton Europe and the Crypton Nanotex brand. Additionally, she will helm internal communications and lead Crypton's advertising, brand strategy, PR, digital and graphic design internal teams and external agencies.

Among the first forays in her new post, Gabrielson will travel the country to key trade shows and events. For Crypton Home, she will join the sales and design teams to meet with furniture trade partners at **ITA Interwoven**, a trade show May 22 - 25 for furniture manufacturers at Crypton's showroom in High Point, North Carolina. In June, events in Arhaus stores in Atlanta, Nashville, Houston and Los Angeles, dubbed **Designer Insiders Nights** will provide high level access for residential designers to meet with RUE magazine's editors and enjoy a master class on how to get published. For Crypton Fabric, the firm's flagship brand, she will lend marketing support to exhibiting brand partners of Crypton's performance textiles for contract and commercial use at **Neocon 2022** in Chicago, June 13 - 15. For many executives this extensive traveling road show in the first month at a new post might be daunting. But among industry colleagues Gabrielson is known for both her passion and energy. "Elise's positive, forward-thinking vision works particularly well at a company like Crypton, known first and foremost for innovation," notes Crypton Senior Vice President Jack Eger.

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Gabrielson sits on the Board of Directors of the International Textile Alliance and was named among *Home Furnishings Business Magazine's* "Top 40 Under 40" in 2018. Prior to joining Crypton, she was a Product Merchandising and Marketing Manager at Arden Companies where she launched the Bombay Outdoors furniture brand. At the Team Detroit advertising agency, she did design project management for brands including Ford Motor Company and Lincoln. She lives in the Detroit area not far from where Crypton is headquartered. Hers is a household of pets and pet lovers. Besides a dog, Sugar Ann, and cats Calvin and Littles, the family also occasionally foster rescued pets on their way to a forever-home. "Yes, we have a lot of Crypton in our house. Of course we do!" she says with a smile.

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About the Crypton Companies

With a philosophy focused on thoughtfulness through performance and sustainability, Crypton is committed to fabric innovation and is widely considered the benchmark for indoor performance upholstery. An elegant blend of design and technology capabilities allows Crypton to offer an intelligent, integrated family of high-performance textiles for the contract, home and apparel design markets.

Since its 1993 launch, the firm's flagship product, **Crypton Fabric**, has revolutionized the use of woven fabrics in the healthcare, hospitality, government, education and contract design segments. **Crypton Home®** is a leader in the residential markets and is proudly offered by hundreds of national retailers. Inspired by its auspicious origins in nanotechnology, **Crypton Nanotex®** offers flexible solutions for textiles used in the apparel and contract markets. The most recent Crypton product innovations include home and contract performance fabrics for Europe that meet the continent's strict Fire Rating codes; advanced IMO technology for marine applications; Crypton Epure, the world's first solvent-free environmental polyurethane and Crypton Performance Cotton, the first performance fabrics made with 50-70% recycled cotton.

Steadfast in its support of the American textile industry, Crypton is headquartered in Bloomfield Hills, Michigan and has facilities in North Carolina with research and development in Kings Mountain, weaving at The Crypton Mills at Broad River in Cliffside and a trade-only showroom in High Point. Crypton products are sustainably made and third-party GREENGUARD Gold certified. More information: crypton.com