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Crypton® Grows Digital Team

Bloomfield Hills, Michigan – June 6, 2016 – The Crypton Companies, a leading provider of performance fabrics in the contract, home furnishings and apparel markets, today announced the expansion of its digital team. Paul Vuocolo has been hired as the Website Administrator and Digital Manager for Crypton. He will be based in the company's Bloomfield Hills office.

Vuocolo joins Crypton from Eastern Michigan University, where he was the Webmaster in the Communications Department. He was responsible for maintaining and updating multiple websites, as well as digital marketing campaigns and various web projects. Additionally, Vuocolo has held various marketing, production and design positions at Reprographics One, Inc. and Pfizer Inc.

“Having a strong online presence is critical to competing in today’s global marketplace,” said Randy Rubin, Chairman of Crypton. “Paul’s experience in running multiple websites, web project management and activating digital marketing campaigns makes him the perfect fit to our growing team.”

Vuocolo’s responsibilities at Crypton include administering the corporate website (www.crypton.com) and implementing and managing a new e-commerce solution. He will also be leading several special projects and initiatives related to Crypton’s communications and digital divisions.

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About The Crypton Companies

The Crypton Companies have patented and branded environmentally responsible textile performance solutions since 1993. The company’s flagship product, CRYPTON® Fabric, revolutionized the use of fabrics in the healthcare, hospitality, government, education and contract segments. Crypton Home® fabric is a leading provider of fabrics for the home furnishing industry and available at national retailers. In 2014, Crypton acquired Nanotex, which was among the first to market nanotechnology solutions for textiles. Since that time, Nanotex technology has been significantly enhanced, and is being re-launched to the apparel markets through a new integrated marketing and promotion campaign. For more information on The Crypton Companies, please visit www.crypton.com and for Nanotex, please visit www.nanotex.com.