Furniture Discounters East Introduces PlayProof Performance Fabric Collection for Pet-Friendly Indianapolis Homes

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INDIANAPOLIS, IN - July 01, 2026 -
Furniture Discounters East has introduced PlayProof Performance Fabric, a new furniture collection designed to meet the growing demand for pet-friendly and family-resistant home furnishings. The collection addresses the needs of more than 70 percent of American households that own pets and seek durable furniture solutions that maintain style and comfort.

The PlayProof collection combines advanced fabric technology with contemporary design aesthetics to create furniture pieces that withstand the challenges of everyday living. The performance fabric resists stains, scratches, and wear while maintaining the soft texture and visual appeal that homeowners expect from quality furniture.

"The introduction of PlayProof represents our commitment to providing furniture solutions that align with how our customers actually live," said Fred Isaac of Furniture Discounters East. "With pets being integral members of most families today, we recognized the need for furniture that doesn't force customers to choose between durability and design. PlayProof delivers both, allowing families to enjoy their living spaces without

constant worry about damage or wear."

The timing of this launch coincides with increased consumer awareness about furniture durability and the practical challenges of maintaining pristine living spaces with active households. Recent industry data shows that pet owners spend significantly more on furniture replacement and repair than non-pet households, creating demand for more resilient options.

Furniture Discounters East has developed comprehensive support materials to help customers understand the benefits of PlayProof technology. The collection includes various sofa groups and seating options, each featuring the specialized fabric that undergoes rigorous testing for durability, cleanability, and color retention.

The PlayProof fabric technology addresses common furniture concerns including liquid spills, pet hair accumulation, claw marks, and general wear from daily use. The fabric's construction allows for easy cleaning while maintaining its structural integrity over extended periods of use.

As part of the launch, the company has created educational resources that explain the technology behind PlayProof and demonstrate its performance capabilities. These materials help customers make informed decisions about their furniture investments, particularly those seeking long-term value in their purchases.

The introduction of PlayProof also reflects broader trends in the furniture industry toward performance-oriented materials that accommodate modern lifestyles. As remote work continues to influence how people use their living spaces, furniture that can handle increased daily use has become increasingly important to consumers.

Furniture Discounters East specializes in providing quality furniture at competitive prices throughout the Indianapolis metropolitan area. The company offers a wide selection of living room, bedroom, and dining room furniture from leading manufacturers. Known for its commitment to customer service and value, Furniture Discounters East has served Indianapolis families for years, helping them create comfortable and stylish homes. The company maintains a comprehensive inventory of Discount Furniture Indianapolis residents rely on for both everyday needs and special occasions.

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For more information about Furniture Discounters East, contact the company here:Furniture Discounters EastFred Isaac13178908555info@shopurbanstyles.com10012 E Washington St, Indianapolis, IN 46229

Furniture Discounters East

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