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

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INDIANAPOLIS, IN - July 01, 2026 -
Furniture Discounters West has introduced PlayProof Performance Fabric, a new collection designed to meet the growing demand for pet-friendly and family-resistant furniture solutions. The collection addresses the needs of more than 70 percent of U.S. households that own pets and seek furniture capable of withstanding daily wear and tear.

The PlayProof collection combines durability, comfort, and style into furniture pieces engineered to resist stains, scratches, and everyday accidents common in homes with children and pets. The introduction comes as consumers increasingly prioritize furniture that maintains its appearance and functionality despite the challenges of active household environments.

"The launch of PlayProof represents our response to what customers have been asking for ? furniture that doesn't force them to choose between style and practicality," said Fred Isaac of Furniture Discounters West. "With pet ownership at an all-time high and families spending more time at home, the demand for performance fabrics has become a defining factor in furniture purchasing decisions."

The PlayProof fabric technology underwent extensive testing to ensure it meets the demands of modern living. The collection features enhanced stain resistance, increased durability against scratching and tearing, and easy-clean properties that allow for simple maintenance without compromising the fabric's texture or appearance.

As a leading furniture store Indianapolis residents have relied on for quality home furnishings, Furniture Discounters West has positioned the PlayProof collection as a solution for customers who previously had to replace furniture frequently due to pet damage or heavy family use. The performance fabric maintains its aesthetic appeal while providing the practical benefits that contemporary households require.

The introduction of PlayProof aligns with broader industry trends showing increased consumer investment in home furnishings that offer longevity and versatility. Market research indicates that pet owners spend significantly more on furniture replacement than non-pet households, creating demand for more resilient options.

"We're seeing customers become more educated about fabric technology and performance features," added Isaac. "PlayProof allows them to invest in furniture with confidence, knowing it will maintain its quality and appearance through years of real-world use."

The PlayProof collection encompasses multiple sofa groups and seating options, providing variety in style while maintaining consistent performance standards across the line. Each piece in the collection carries the same protective properties, ensuring customers can coordinate their living spaces without sacrificing durability in any area.

Furniture Discounters West operates as a comprehensive home furnishing destination, offering a wide selection of living room, bedroom, and dining room furniture. The company focuses on providing quality furniture solutions that meet diverse customer needs while maintaining competitive pricing. With the addition of the PlayProof Performance Fabric collection, the retailer continues to expand its offerings to address evolving consumer preferences and lifestyle requirements.

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Furniture Discounters West

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