Urban Underpriced Introduces PlayProof Performance Fabric for Pet-Friendly Furniture Solutions

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INDIANAPOLIS, IN - July 01, 2026 -
Urban Underpriced has introduced PlayProof Performance Fabric, a new collection designed to meet the growing demand for durable, pet-friendly furniture solutions. The fabric collection addresses the needs of more than 70 percent of U.S. households that own pets and seek furniture capable of withstanding daily wear from both children and animals.

The PlayProof collection combines comfort, style, and durability into furniture pieces engineered to handle the challenges of everyday living. The introduction comes as consumers increasingly prioritize furniture that can maintain its appearance and functionality despite exposure to pets, children, and regular household activities.

"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 Urban Underpriced. "With pet ownership at an all-time high, families need furniture solutions that can handle real life without sacrificing the aesthetic appeal of their living spaces."

The new fabric technology features enhanced resistance to staining, scratching, and general wear that

typically affects household furniture. Urban Underpriced developed the collection after extensive research into the specific challenges faced by pet owners and families with young children.

As a leading furniture store Indianapolis residents have relied on for quality home furnishings, Urban Underpriced has positioned the PlayProof collection as a cornerstone of its pet-friendly furniture offerings. The fabric is available across multiple sofa groups and furniture styles, allowing customers to select pieces that match their existing décor while gaining the benefits of enhanced durability.

The company has also developed comprehensive marketing materials to help customers understand the benefits of PlayProof fabric. These resources include detailed product information, care instructions, and visual demonstrations of the fabric's performance characteristics.

In conjunction with the PlayProof launch, Urban Underpriced has prepared special promotional materials celebrating America's 250th Anniversary and Independence Day. These seasonal offerings complement the new fabric collection and provide customers with timely furniture options for summer entertaining and family gatherings.

The introduction of PlayProof aligns with broader industry trends showing increased consumer investment in home furnishings that offer long-term value and performance. Market research indicates that pet owners spend significantly more on furniture replacement and cleaning than households without pets, making durable fabric solutions increasingly important for both retailers and consumers.

Urban Underpriced operates as a comprehensive home furnishing destination, offering a wide selection of furniture for living rooms, bedrooms, dining areas, and home offices. The company focuses on providing quality furniture at accessible price points while maintaining a commitment to customer service and product innovation. The PlayProof collection represents the latest addition to Urban Underpriced's expanding portfolio of performance-oriented furniture solutions designed to meet the evolving needs of modern households.
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Urban Underpriced

Serving Indianapolis since 1993, Urban Underpriced is a family-owned furniture and mattress store. We offer over one million items from top brands like Ashley, blending luxury quality with discount prices. Enjoy flexible financing and

exceptional value.

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