

Milliken Specialty Interiors Expands Online Presence with New Social Channels

Social media seeks to engage directly with customers, prospects, end-users

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SPARTANBURG, S.C. - Milliken & Company, a leading global textile technology company, has launched new social media channels for its Specialty Interiors business. These new channels, which include [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) are designed to engage directly with customers, designers, and prospects in the home, office, healthcare, hospitality and special events markets served by Milliken Specialty Interiors.

Milliken Specialty Interiors social media content will focus on the group's business, people, products, and processes, allowing the Specialty Interiors group to highlight key messages and applications through more visual and interactive outlets. Content, including videos and tips, will be updated several times a week. Using the hashtag #startclean, Milliken Specialty Interiors will offer cleaning tips and information on how to keep fabric and furniture looking great. The [Twitter](#) feed, (@MillikenSpecInt) will provide timely news updates and more technical and trade-specific information, while the [Facebook](#) page (Milliken Specialty Interiors) will include more customer and end-user friendly information. [Instagram](#) will offer a visual showcase for designers and consumers, as well as a forum for highlighting our unique products. The [LinkedIn](#) page, will provide trade-specific updates and allow for better business-to-business outreach and networking, a major advantage for the group's many well-respected industry veterans.

"We created these social channels to enhance the connection and interaction between our business and the wide range of interiors markets we serve," said LeAnne Flack, marketing manager, Milliken Specialty Interiors. "By offering a way to encourage two-way communication, we believe our social presence will allow us to be even more effective in responding to changing market dynamics and addressing issues of concern. We encourage anyone interested in learning more, from prospects to peers to publications, to like and follow us."

The new social media presence compliments the group's recently created website, www.millikenspecialtyinteriors.com.

About Milliken's Specialty Interiors Business

Milliken Specialty Interiors, a business in the Performance & Protective Textiles division, boasts a rich history of developing, designing and manufacturing fabrics for home and office furniture, vertical panels, privacy curtains, window treatments, theatrical curtains, top-of-bed applications and more. Through our unrivaled knowledge and unmatched service, we provide our customers with forward-thinking solutions that enhance their products in a variety of markets, including commercial, residential and hospitality. For more information, please visit www.millikenspecialtyinteriors.com.

About Milliken

For over 150 years, Milliken has been innovating with the purpose to explore, discover and create ways to enhance people's lives. Our community of innovators has developed one of the larger collections of United States patents held by a private U.S. company. With expertise across a breadth of disciplines, including specialty chemical, floor covering and performance materials, we work around the world every day to add true value to people's lives, improve health and safety, and help make the world more sustainable. For more information, visit www.milliken.com and join us on [Twitter](#) and [Facebook](#).

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