



CTL LEATHER INC

Leather 101 – Overview

SELLING TECHNIQUES

Leather is the oldest, most durable materials known to man. It's extremely strong because of its 3-dimensional fiber weave structure; it takes more than 200 pounds of pressure to puncture leather-covered furniture and is resistant to tearing as well.

Most experts give leather an average life four times than that of textile products.

By its nature, leather is not flammable.

Leather is the only material that meets the high standards required by the FAA for airline seating, without the addition of further flame-resistant products.

Leather does not cause allergies. All dust particles can be eliminated from leather, so it is perfect for people who are allergic to dust.

Leather is a natural substance, leather breathes.

Good quality leather contains from 10 to 15 percent of its weight in water. It absorbs and evacuates moisture that never stays on its surface. Leather is a lot like our skin; it maintains the temperature of the room and is porous. Air moves through leather freely while vinyl and synthetic back fabrics can trap air.

Leather molds to a form, but will not stretch out of shape. Like a favorite pair of jeans, it conforms to the body shape and becomes more comfortable with each use. Only leather ages so gracefully, becoming more supple and beautiful throughout its years of use.

Leather is the easiest type of furniture to care for. It needs only occasional dusting/vacuuming or for a more thorough cleaning.

You should clean every 3-4 months.





LEATHER DISCLAIMER

Leather is a natural product produced as a byproduct of animal hides (mostly cows, steer, and water buffalo). Due to the life- style of the animals, leather will always have natural markings such as brands, insect bites, scars, fat wrinkles, stretch marks, abrasions, and burns. These natural markings are not considered defects but rather are indications of true full top grain leather.

Some natural markings may be less evident in leathers that have had the top grain altered via sanding processes and then covered up with pigments. These leathers tend to be more uniform in color and texture but sacrifice the natural softness and raw beauty of the product.

Most high quality leathers are only stained with translucent dyes that allow all the natural

beauty of the leather to show

Including the markings mentioned above. In addition to these distinct characteristics, the leather may also vary (some-times excessively) in dye lot coloration, much like the staining of wood products. Some leathers such as “pull-ups” (leather with waxes and oils pressed into the surface) are created to enhance this dye variation and will become extreme as the leather is pulled over upholstered frames.

Natural markings and dye lot variations are in no way considered defects. It is a common policy to accept no returns on product for any reason where the cause is due to the nature of this product.

SOME PRINCIPALS



Aniline Leather, Pores completely visible, no extra labour on grain side

Semi aniline leather, Surface is covered with resin and pigment

Grained leather, Surface is covered with resin and pigment and then embossed with a small grain plate, this will give a uniform grain appearance

Corrected grain leather, natural grain is completely removed. Surface is pigmented heavily with resin and pigment and embossed with a coarse grain plate, this will give also a uniform but artificial grain appearance



Full Anilines (Sauvage):

- Most attractive, natural, soft, and expensive leathers
- Best hide selection used
- Dyed –through with no colour coating to surface
- Shows ALL natural characteristics, as there is no corrections done to the leather.
- More susceptible to liquid absorption due to natural porosity
- Breathes easiest & cooler to sit on

Pull Up (Wax & Oil Pull-ups):

- Aniline leather with extra top treatment of oil and/or wax
- Designed to be come “distressed” looking over time
- Similar properties to anilines but will become lighter in areas of heavy use, or when Upholstering.
- Products available to ‘help’ restore look and feel

Semi-Anilines:

- Have been dyed-through & have thin finishing layer on surface
- Dyeing process with thin top-coating provides very even colouration
- Provide softness & feel of anilines w/ protective benefits of a surface finish
- Leather remains softer and protected, due to thin top-coat
- Similar properties as an aniline, with slight coverage, to protect the leather.



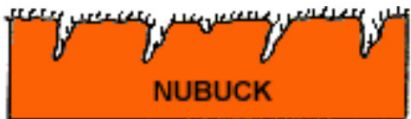
Pigmented:

- Leather may be buffed (corrected) to reduce heavy natural scarring & blemishes, concealing some natural markings
- Leather is coloured with coating containing opaque pigments
- Leather is embossed with grain pattern to ensure uniformity of colour & resistance to fading



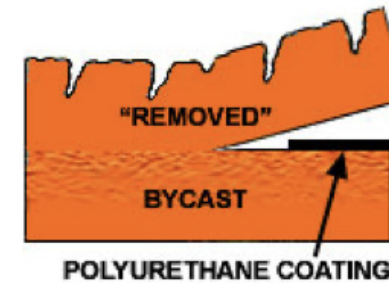
Nubuck (Chaps, Suede):

- Aniline leathers with brushed surface to create 'velvet' texture
 - Suede is 'flesh' side of piece of leather
 - Nubuck is an 'effect' on grain side of leather
- Brushing breaks surface and opens leather to make it incredibly soft
- Brushing makes leather even more absorbent than aniline leathers



Bycast Leather:

- Lower split leather with glued on film of coloured polyurethane
- Typically produced in darker colours and lightens when stretched
- Scratches easily
- Relatively new to furniture market (used in handbags & belts for some time)
- Product varies in quality

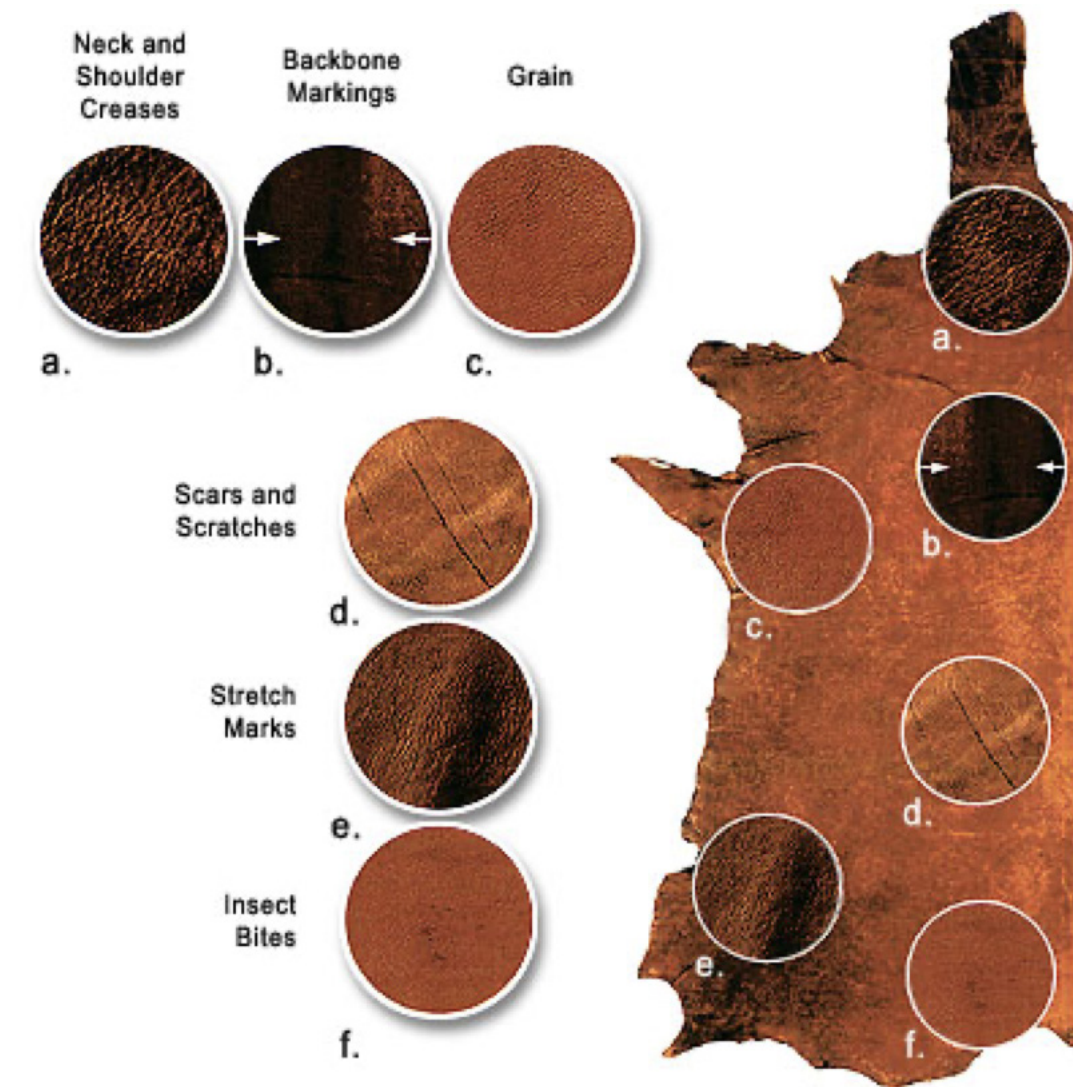


Bonded Leather:

- Polyurethane product with leather shavings glued to backside
- Not "technically" leather at all

When choosing leather, consider that it is a natural material and nature's signatures will be incorporated into it. These signatures may be in the form of healed scars, blemishes or other markings that should be considered natural beauty marks. The finest natural leathers exhibit various surface markings and texture variations. These variations are ALSO caused by factors including climate, location and age. Variations within the leather are not flaws and will not affect durability and strength.

Colour variations also occur in some leathers (aniline leathers), during the dyeing process, since pigments are not used. Each hide absorbs the dye in varying amounts, much like wood varies when stained. An arm of a sofa may have a slightly different shade than the cushion or back of a sofa, because both pieces were cut from different parts of the hide, this is not a material defect, but evidence that it is natural leather.



A swatch or sample cutting represents the colour, texture and feel of the leather. However it will likely not be an exact match to the hides the customer receives. Variations are due to the fact that leather is a natural product with unique characteristics that differ from hide to hide (like a person to person).



HIGH TRAFFIC AREA LEATHERS

Madras, Santiago, Bull, Valencia, Dublin, Barolo, Meridian, Preston,
Paradiso, Mardi Gras ("Green" Option)
Madras, Meridian, Preston have been used in a lot of many Air Canada
lounges and hotels



MID TRAFFIC AREA LEATHERS

Dublin, Cowboy, Heritage, Barolo, Siena, Preston, Epic, Mardi Gras

— Anything in the High Traffic area can also be used here.

— Have been used in a lot of local Toronto restaurants and bars.



RESIDENTIAL/HANDBAG LEATHERS

Siena, Dakota, Dallas, Roxy, Caress, Stagecoach, Classic, Tuscania, Seide, Mustang, Queensland, Palma

- Anything in the High traffic and Mid can also be used here.
- These are aniline and wax pull-up leathers that are recommended to not be used in high-traffic areas.



FULL ANILINES

(Caress, Dallas, Roxy, Stagecoach, Dakota, Cowboy, Seide, Mustang, Queensland, Dartmoor, Soho)



Most attractive, natural, soft and costly leathers. The result of this particular tanning process is exceptionally soft leather in its most natural state.

Best hide selection used. Usually of European Origin.

Dyed with no colour coating to surface. Color pigments or protective top coats are never added to full aniline leathers.

More susceptible to liquid absorption, due to natural porosity.

Direct exposure to ultra violet sun rays will cause fading and/or dis-colouration.

Soaks up color (dye) during the dyeing process and this may create subtle shading variations within the hide, due to the thickness and location (also within the same production lot, hides will vary).

Natural, subtle variations in color and grain, much like wood varies when stained, no covering up any natural markings, scars, scratches, wrinkles, stretch marks and other natural characteristics. These are unique characteristics and will be incorporated into upholstered furniture.

An arm of a sofa may have a slightly different shade than the cushion or back of a sofa, because both pieces were cut from different parts of the hide, this is not a material defect, but evidence that it is natural leather.

Hides can vary (hide to hide, lot to lot and within a hide - sides to middle), due to the nature of the leather.

Unprotected Leathers such as this, require special handling. Leather care products are recommended for their protection and cleaning (Use a professional Leather Cleaning Service.)

SEMI ANILINES

(Dublin, Siena, Barolo, Heritage, Mardi Gras, Epic, Preston)

The tanning process of semi-aniline begins in the same way as an Aniline, however, have the addition of color pigments applied to the surface.

A very light pigment coat is sprayed or rolled onto the hide surface, generally it is just enough to aid in offering a uniform colour.

The light pigment also provides a degree of protection from fading and helps to control SOME shade variations from hide to hide.

Semi-aniline (and Aniline) leathers are ‘full grain’, meaning that typically no alterations have been made to the surface of the leather.

More susceptible to liquid absorption due to natural porosity.

Natural, subtle variations in color and grain, much like wood varies when stained, no covering up any natural markings, scars, scratches, wrinkles, stretch marks and other natural characteristics. These are unique characteristics and will be incorporated into upholstered furniture.

Slightly different shade variations can still occur (less than an aniline), as pieces are cut from different parts of the hide, this is not a material defect, but evidence that it is natural leather.

Unprotected Leathers such as this, require special handling. Leather care products are recommended for their protection and cleaning (Use a professional Leather Cleaning Service.)



PULL UP (WAX AND OIL PULL-UPS)

Cowboy, Dakota, Dallas, Mustang, Queensland, Roxy, Palma, Tuscania, Classic, Soho)

Oil and wax pull-up leathers are basically aniline leathers that are coated with a certain wax or oil on the surface of the leather to produce a finish that gives a unique feel and response to wear.

The natural lines in the leather are distinctly lighter than the rest of the surface of the leather, sometimes almost appearing like slight cracks.

Surface scratches are more pronounced but can be removed by rubbing them with your fingertips. The warmth of your hand releases the natural oils, blending away the marks. The leather takes on a beautiful aged look that should take years to create.

Wax pull-ups also have a distinctive look to them, designed to become “distressed” looking over time,

becoming lighter in areas with use, or even with upholstery.

When pulled tight around corners and edges or with consumer use, produces a brilliant burst and change of colour. Pull-ups are full aniline leathers that have received an oil and/or wax application. When the leather is pulled, the oil and/or wax separates, causing the colour to become lighter.

More susceptible to liquid absorption due to natural porosity.

Natural, subtle variations in color and grain, much like wood varies when stained, no covering up any natural markings, scars, scratches, wrinkles, stretch marks and other natural characteristics. These are unique characteristics and will be incorporated into upholstered furniture.

Shade variations can still occur, because pieces are cut from different parts of the hide, this is not a material defect, but evidence that it is natural leather.

Unprotected Leathers such as this, require special handling. (Use a professional Leather prod.)



PIGMENTED

(Bombay, Meridian, Valencia, Bull, Santiago, Elegance, Madras)

Leather may be buffed (corrected) to reduce and conceal heavy natural scarring & blemishes.

Leather is coloured with coating containing opaque pigments. Coated with clear sealant to enhance stain resistance. Degrees of topcoat pigmentation (protection) varies in this category from light to heavy.

The pigments actually create a film on top of the leather hide, and depending on the heaviness of the application, the pigments may actually cover the actual surface and camouflage excessive scarring or “defects.” However, the lighter the coating of pigment, the softer the feel, but the more natural scarring will show.

Leather is embossed with grain pattern to ensure uniformity of colour & resistance to fading, creating

a highly uniform and consistent texture.

Referred to as ‘protected leathers’, most common leathers for many consumers and the most practical. Least likely top-grain leather to fade or stain.

Excellent durability with minimal maintenance. Top coated leather is very durable and will provide excellent wear characteristics if maintained properly.

Very little natural leather markings can be seen through the coated surface because a pigmented “non-penetrating” dye is used to “paint” the leather’s surface.

Water will not stain this leather nor does it scratch easily.

There are some natural defects (such as brands, tics, holes) to cut around for the Upholsterer, but due to the pigmentations, corrections & embossment, the yield is very good

