



CTL LEATHER INC

**COMMON INDUSTRY PRACTICES FOR:
Aniline/Wax/Oil Pull Up Leathers**

SIX BASIC STEPS TO SELLING/ PICKING THE RIGHT LEATHER

Step 1: Qualify Lifestyle and usage.

Assess who, how, and where.

Is it for commercial use, residential use, high Traffic/Low?

Step 2: Quiz customers knowledge of leather.

Assess customers understanding and expectations.

Do you want the leather to look aged and rustic, natural, consistent?

Step 3: Educate the customer.

Add whatever knowledge is necessary to correct or broaden a customers understanding of leather.

Explain to them what they will see in a finished product so that there are no surprises.

Step 4: Direct the customer.

Demonstrate the correct leather usage.

Step 5: Build Excitement.

Highlight the value of leather and durability.

Highlight the fantastic colours, textures, natural markings (if applies)

Step 6:

It is best to find an experienced upholsterer/cutter that specifically cuts leather (especially with anilines).

Get the Upholsterer and the supplier involved if they are not familiar with cutting leather.



FULL OR PURE ANILINE LEATHER:



Usually made from premium-quality hides, referring to the finest open grain, top-grain leather hides that have been immersed in aniline dye only, whereas the dye is absorbed naturally through the skin. (the surface of a full-grain hide has not been mechanically altered), not buffed, embossed or corrected in any way.

Susceptible to fading and stains. Sensitive to light and heat.

The natural surface markings are not concealed, but accentuated for charm and uniqueness, bringing out all the natural markings, or rather LIFE of the cow. Will feature a noticeable natural grain pattern, range marks, barbed wire scars, wrinkles and scratches.

The softest most luxurious and natural-looking leather un-retouched, resulting in subtle color and shading differences from hide to hide, lot to lot and even within the 1 skin alone.

Generally more expensive than other types of leather, specifically the European cow.

WAX AND OIL PULL UP LEATHERS:

Refers to full top grain leathers that derives color from dyes, waxes and oils used in tanning.

Oil pull up leathers can, by design, become lighter in shade and tone around pulled corners and edges after upholstering, or use of the finished product.

The pulled upholstered areas immediately take on a beautiful aged look that should have taken years to create.

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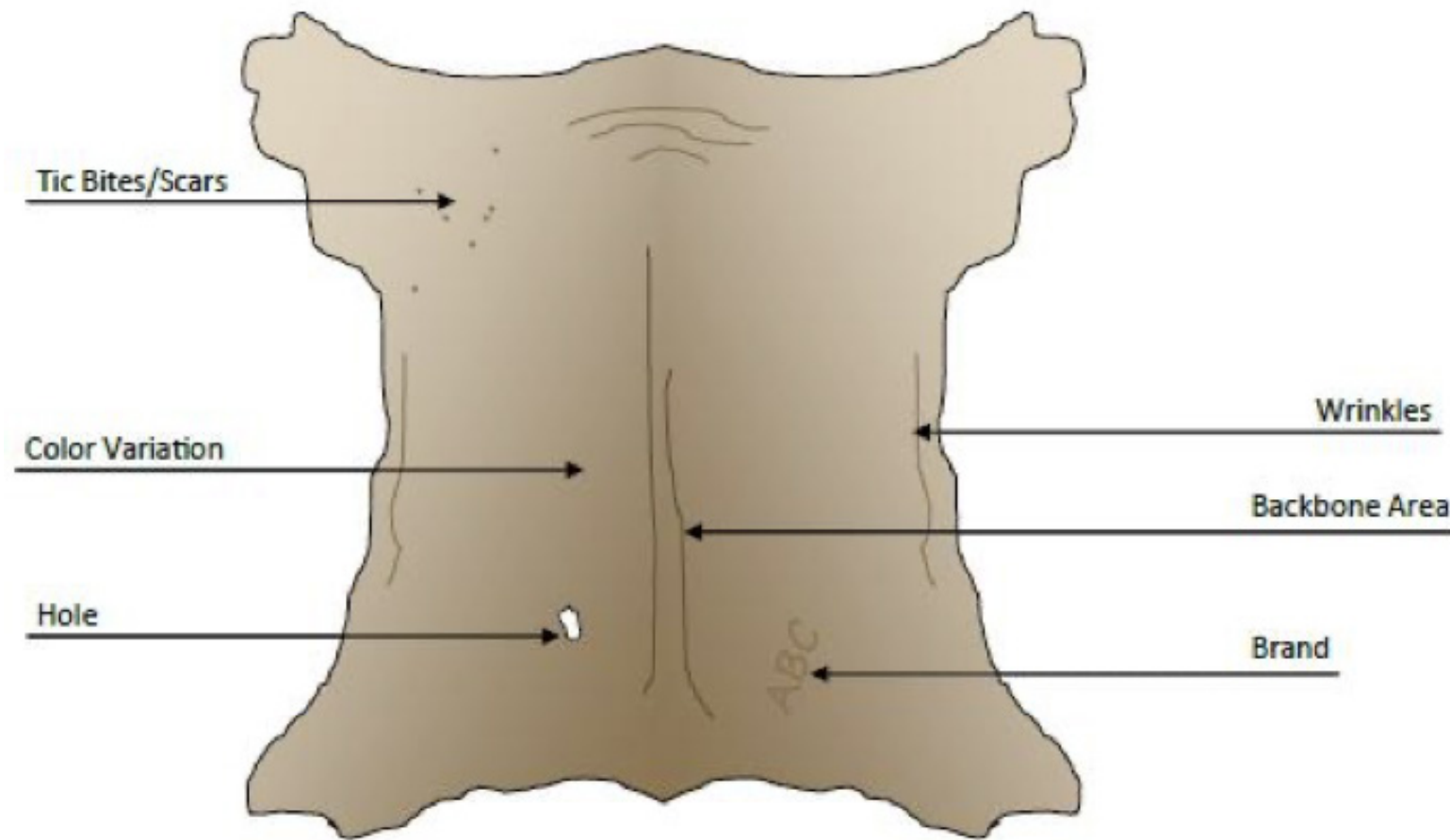
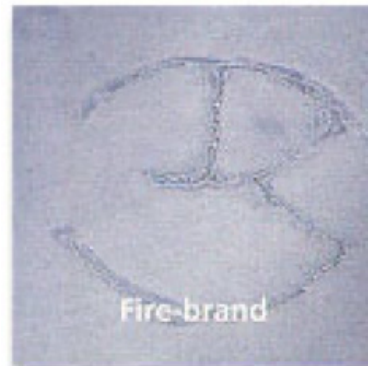
HIDE CHARACTERISTICS OF ANILINES/WAX-OIL PULLS:

These natural furrows appear along the backbone of the hide. These marks are the hallmark of fine natural leather.

Neck and shoulders wrinkles and belly wrinkles. Deep folds in the neck and shoulder area of the hide create these marks. These natural wrinkles are generally associated with the finer more expensive grades of leather. Softness category.

The more true surface grain present, the more natural and soft the leather. When surface grains are covered, the cost is lowered and may lose

softness. Full Grain or Full Top Grain – Keyword here is “full top grain”, meaning 100% natural hide, nothing has been removed or altered from the top grain surface. Typically the most expensive leather. Supple and fabulous to the touch. Multiple Effects – Defined by more than two special effects, such as hand-rubbing or oils/waxes and dyes that create an upscale look and price. Active Effects – Injection of oil or wax to create a color-burst when stretched during the upholstering process. Often referred to as “Pull-Up” leather. Beautiful in its own, but does need proper care.



FULL HIDE : NATURAL MARKINGS

All these natural markings should be displayed on the finished goods, an experience cutter (manufacturer, who cuts leather) should know how and were to use these natural characteristics correctly.





RECEIVING AND CUTTING PRACTICE

Wax/Oil Pull Up: Should come rolled to eliminate fold marks. When opening up the rolls, put them on a flat service and gently open them up to unroll, as opposed to shaking them out.

Once the goods are open, check the general condition, this is a natural leather, so all natural markings will be present and should be cut, unless it is an open wound.

Lay them out on the table and match them up before cutting so that you can have a consistent colour within the piece of furniture. This is not a fool proof system, but allows you do to a better job with each piece. This leather is natural and

will vary within the hide, hide to hide and lot to lot.

When you are doing this practice, it is important to try and match light to light, dark to dark and colour to colour, so that your finished product is as consistent as can be. For this sort of leather it is VERY common to have back or seat or outer panels that are different shades, but TRY and make them as close as possible.

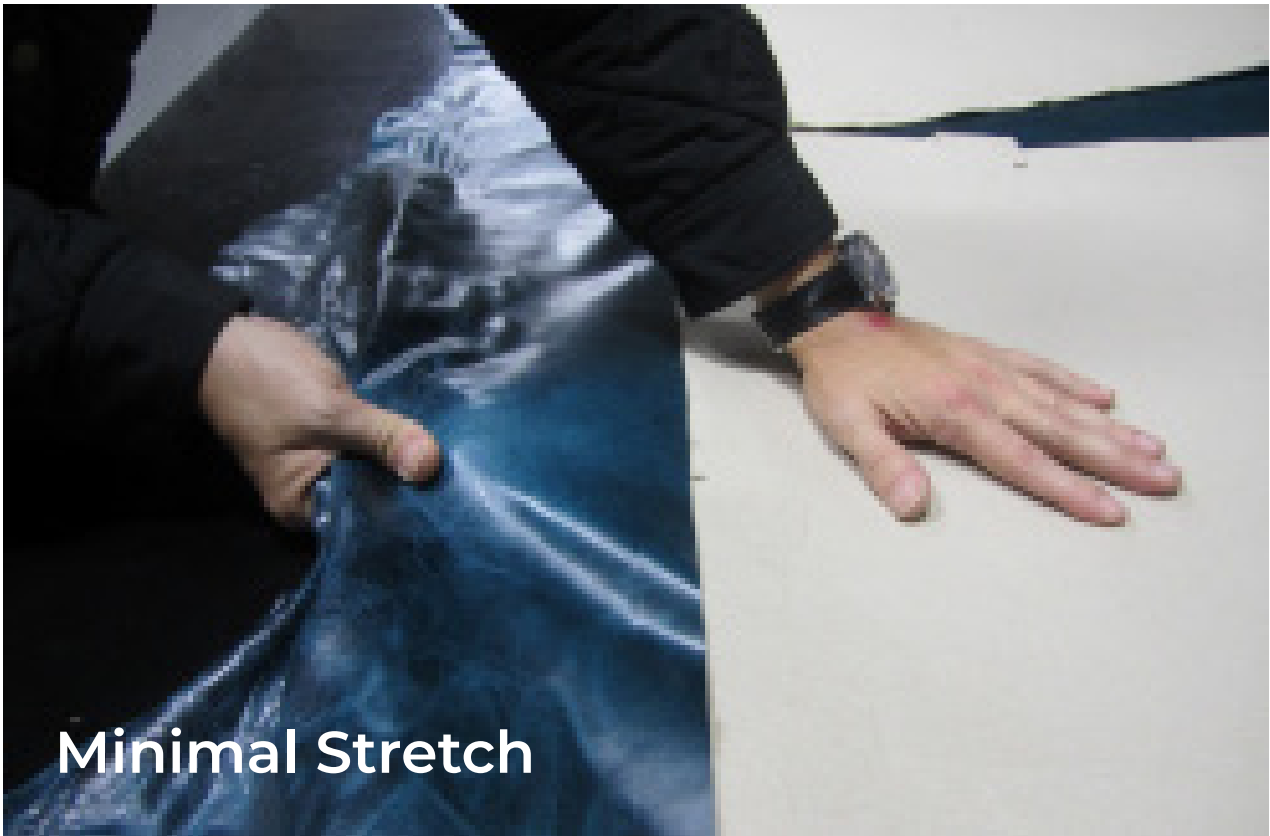
As a general rule, stretch the sides and see how stretchy the sides are, likely 2 inches in, it will be less stretchy, so don't use this area for prime seating surfaces, but rather side bands or hidden surfaces, where seat meets back, etc...

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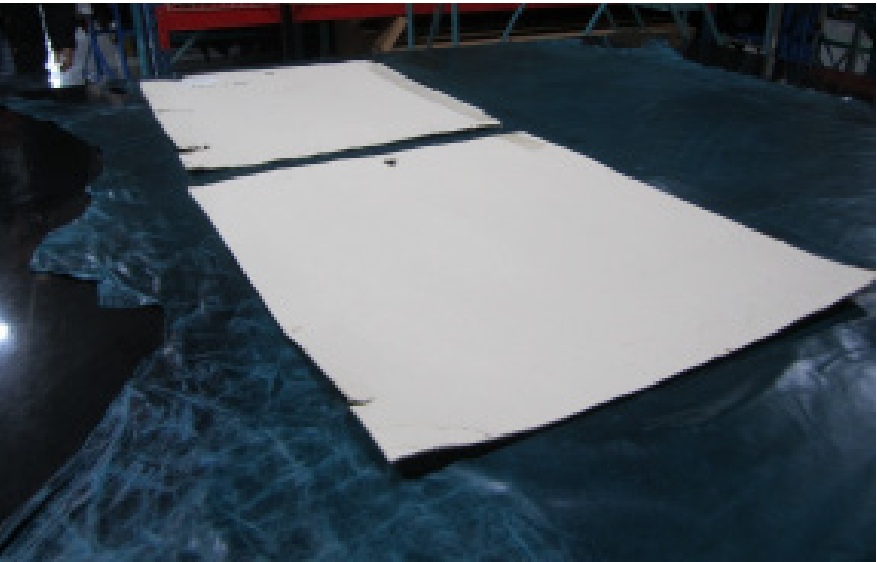
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Prime Stretch



Minimal Stretch



Side bands and hidden areas to be cut around sides of the hide and use natural markings.

Large panels should be cut within first.

FINISHED PIECES DISPLAYING NATURAL COLOURATION/MARKINGS

The diagram illustrates the various surface variations that can occur in a cow hide:

Neck hole is common for Brazilian/SA Raw material, as this particular cow has a HUMP on his neck, consequently this is the structure of the cow. Sometimes these holes are sewn shut. Because the hides are very large from this area, this should not affect the yield when cutting.

Scars and scratches in the butt could be caused by barbed wire fences, or other surfaces.

Small tics or holes can be found around the top section (neck portion) depending on the certain climate/country material comes from. This could be caused by rash, bug bites, etc... Certain seasons this will improve or be magnified.

Banded area (Butt), this is where the brands typically are, but it depends from what country the material comes from, there could be some central brands and can vary from 2-4 brands per hide, depending on material being purchased and how many times the cow is sold.





