



# AMERICAN LEATHER®

2023

LEATHER  
TRAINING

# AMERICAN LEATHER®

## Protected Leathers: Bali and Capri

- Top Grain – Corrected Leather
- Pigmented surface treatment
- Heavily Protected
- 9 colors of Bali
- 8 colors Capri
- Hides Sourced from Italy
- Manufactured in Italy
- Grade D

These are our least expensive leathers because we start with the most abundantly available hides with considerable natural markings. They have so many markings that the hides would be aesthetically unacceptable if they weren't "corrected". Although markings have no impact on the quality, or durability of the leather, they do affect the cost of the hides.

These are TOP GRAIN hides that have the surface lightly buffed or sanded to remove the scars, bites, brands and other objectionable marking removed. They are fully aniline dyed and then an additional layer of pigmented finish is added to give complete and consistent coloring. The pigment also hides any traces of the original marks. Because pigment is used, we are able to extend the color range to include a true white color.

A beautiful smooth texture is embossed into the hide of our Bali leather and a more pebbled texture is given to the Capri leathers.

A final topcoat of polyurethane is applied to give maximum protection to this leather.

In the past, corrected leathers have been stiff or "boardy". This was the result of the layering of finish on the hide and the compression of the hide during the embossing process. Capri and Bali have incredible suppleness not found in typical Corrected Leathers.

Bali and Capri are a great choice not only for a customer looking for an exceptional value leather, but also for customers whose lifestyle puts an emphasis on the easy to live features of this leather. Bali and Capri provide maximum cleanability, the predictable look of an unblemished surface, the consistency of pigmented color and the durability of a finished leather.

# AMERICAN LEATHER®

## Essential-Core Leather: **Dolce and Bison**

- Top Grain – Corrected Leather
- micro-pigmentation
- Medium Protection
- 7 Colors of Dolce
- 17 Colors of Bison
- Hides Sourced from Italy, Denmark, Sweden and Northern Germany
- Manufactured in Italy
- Grade F

The Essential Leathers are the perfect combination of luxury and performance. Midpriced, the hides are sourced from the top 10% of all hides processed.

These are Full Grain, Top Grain Leathers. They are double dyed to not only assure a rich and deeply penetrating color, but also to create a satisfying suppleness that result from the process. The color appears to be slightly opaque, with a micro pigment layer over the transparent dyes in the crust. This creates a dimension to the finish that is not possible with heavier pigment layers. It also allows any natural characteristics in the hide to show, while at the same time making it less prone to visible scratching.

Bison and Dolce are great choices for the customer that appreciates the natural beauty of leather, but also wants leather that is easy to live with. The light protective polyurethane coating gives these leathers a moderate level of resistance to spills and stains. Lovers of these leathers are able to make the perfect balance between cleanability, comfort and fashion.

# AMERICAN LEATHER®

## Artisanal Leather: Mont Blanc and Haven

- Top Grain & Full Grain Leather
- Semi-Aniline Dyed
- Specialty Wax and Oil Finish applied
- Light Protection
- 5 Colors of Haven Heritage
- 20 Colors of Mont Blanc
- Hides Sourced from England (Mont Blanc) and US (Haven)
- Manufactured in Italy (Mont Blanc) and Thailand (Haven)
- Grade H

True lovers of leather find themselves naturally drawn to our Specialty Leathers. These leathers have a classic, aged look. The dyes accentuate the natural beauty of the leather. The color bursts and distinctive hand are features found only in the finest leathers. It's not for everyone, but for the discerning customer, these one-of-a-kind leathers are the obvious choice.

The leather is infused with aniline dye that is "floating" in an oil or wax mix. This means the dye is not bound to the leather. Rather it can move inside the hide, showing areas of color loss when stretched, scratched or scuffed. The pigment tends to concentrate in the natural marking and scars. That can't be understated, and the effect may not be for everyone.

The look and feel of the leather is intended to be distressed which works beautifully in rustic or natural settings, rapidly developing a well-worn look. The distressing effect helps to conceal stains. These leathers will fade, often rather quickly on certain colors. It's part of the character that is so unique and authentic. But care should be taken when placing these in areas with abundant sunlight or a heat source.

Mont Blanc is a "pull up" leather, finished on a vacuum table. This creates a very flat, smooth hide which shows "color bursts" when pulled or stretched.

Haven Heritage is a waxed and oiled leather, but not a pull up. It has a pebbled grain, and no color burst appears.

Great care should be given when matching this leather with a consumer's expectations and lifestyle. The customer who selects this leather needs to "get it"! Wrinkles, scars and other natural markings are enhanced in these leathers. Color variations will occur from hide to hide. Despite the light finish, these leathers can absorb body oils. They can scratch easily. But just as many consumers love wearing linen, despite the fact that it wrinkles, many consumers love the distinctive look and feel of these premium leathers.

# AMERICAN LEATHER®

## Specialty Leather: **Elmo Soft**

- Top Grain Corrected Leather
- Semi-Aniline Dyed with pigment topcoat
- Heavy Protection
- 70 Colors
- Hides Sourced from Scandinavia
- Manufactured in Sweden
- Grade G

ELMOSOFT is chrome free, soft and pliable Semi-Aniline leather. Created as CONTRACT GRADE leather, it exceeds in every level of leather classification (fade resistance, rub resistance, permeability, tear strength and surface feel).

The hides are sourced from herds that are specially pampered to enhance the quality of their hides. The cows are washed once a week to help keep their hides free of bugs and other irritants.

Outstanding comfort combined with excellent durability and an extensive shade card, makes it very suitable for the public environment. Visible insect bites and scars from healed wounds add to the elegant quality of the leather.

With an evolving pallet of 70 of today's most popular fashion colors, ElmoSoft matches high-end fashion with luxury in an extremely soft, yet protected leather. Made on lightweight hides, ElmoSoft offers a supple touch that drapes well, making it perfect for almost any style of furniture. It is sturdy enough for public environments, yet soft enough to make any seat in your house more comfortable.

# AMERICAN LEATHER®

## Couture Leathers: Satori

- Top Grain & Full Grain
- Aniline Dyed
- Light Protection
- 5 Colors
- Hides Sourced from Italy
- Manufactured in Italy
- Grade H

The ultimate statement in luxury, these premium leathers excel in every detail. Like the four C's of the diamond industry, these leathers top out in the 4 S's of leather, Softness, Surface grain, Special effects and Serviceability.

Softness is the essential and defining character of leather. The exquisite hand of these leathers is an unmatched sensory experience. The overall comfort level and cost of your leather is directly linked to the softness quotient.

Surface grain mirrors the softness category. The more intact the surface grain is, the more natural and softer the leather is. The finer the surface grain, the more expensive the hide.

Special effects add cost in direct relationship to the expertise, effort and degree of difficulty required to achieve the look and feel.

# AMERICAN LEATHER®

## Couture Leather: Ellis

- Top Grain & Full Grain Leather
- Aniline Dyed
- Light Protection
- 5 Colors
- Hides Sourced from Italy
- Manufactured in Italy
- Grade H

Ellis is a full body leather that has a distinctive look. It exudes lusciousness and hardy elegance, like a pair of perfectly broken in boots. No hide is the same as this is a truly authentic leather. The waxing affect allows various dimensions of the rich colors to peek through as the leather is pulled onto a frame providing different depths that enhance the visual appeal.

What is the difference between Mont Blanc and Ellis?

Ellis is a much thicker hide and uses less wax that gives a more matt finish. Mont Blanc is dried on a vacuum table whereas Ellis dries at a more natural rate giving it a thicker, plumper feel. Mont Blanc is a high sheen leather with a glossy look. Sometimes the jewel tone color options available in Mont Blanc will mask the imperfections of the leather. Because Ellis has more natural color options, it will showcase the inherent characteristics of each hide.

How will my furniture wear over time?

This answer can vary for every single person. But it mostly depends on how frequently it will be used and where the furniture is living. High touch areas will patina from natural oils in our skin. Direct sunlight (or even light/heat from a fireplace) can lighten the color of the leather.

This leather WILL scratch very easily. It is not a matter of will, but a matter of when. That being said, this leather also repairs itself very easily! Scratches are the separation of wax/oils that live in the leather. Most surface scratches will wear in and go away naturally. But you can speed up this process by applying friction with your fingers and rubbing the scratch out.

Less is more with this leather. It wears IN – not out. The leather will take on a unique character over time and begin to patina telling the story of the family that has it.

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## Nubuck Leather: Cottswald

- Top Grain & Corrected Nubuck Leather
- Aniline Dyed
- Light Protection
- 5 Colors
- Hides Sourced from Italy
- Manufactured in Italy
- Grade H

Cottswald is a rich Nubuck leather from Italy that captures the essence of the luxury of touch. The thick cut of Cottswald leather is gorgeous when tailored. It produces a velvety like appearance that begs to be touched. The soft hand and lavish tracking effect of this leather exude subtle sophistication and elegance. When upholstered, the luxurious nap draws in light and creates a soft glow.

Most nubuck leathers are naked or unfinished leathers that have no protective film on its surface, making it susceptible to soiling and staining. Cottswald, Moore and Giles nubuck leather, has a treatment applied during the tanning process to impart water repellency properties. Regular cleaning of nubuck/suede can best be done using a vacuum cleaner, following by brushing the nap back up with a soft nylon brush. When spills do occur, blot liquid immediately with a clean white absorbent cloth. If necessary, use clear lukewarm water and a clean cloth that is well wrung and gently wipe the spill dry using a blow dryer.

Light soiling, dry stains and marks can sometimes be removed by using a pencil eraser or a dry-cleaning pad to gently rub the affected area. Finish by vacuuming and brushing the nap with a nylon brush. Butter, oil and grease are real problems for Nubuck. First wipe off excess butter, oil or grease using a clean, white, dry cloth. Do not apply water to these types of stains because it usually pushes the stain in deeper. After wiping up the excess, leave it alone as the spot should dissipate into the leather in a short period of time. If the spot does not dissipate in several days, try sprinkling the area with baby powder, then cover it with a damp towel. Allow this to set for about one hour. Remove the damp cloth, dry with a blow dryer, vacuum up the flour and brush the nap back up using a soft nylon brush. Repeat this procedure until the spot is removed.

Ink stains can sometimes be removed by using a pen eraser or a dry-cleaning pad. In most cases, this lightens up the mark, but will not remove it completely.

**Do not use cleaning chemicals on nubuck or suede.**



# AMERICAN LEATHER®

## Nubuck Leather: Axel

- Top Grain & Corrected Nubuck Leather
- Semi-Aniline Dyed
- Light Protection
- 4 Colors
- Hides Sourced from Italy
- Manufactured in Italy
- Grade G

Axel is a distressed Nubuck leather from Italy that evokes a masculine spirit. The thick cut of Axel leather is gorgeous when tailored. There is a light wax applied to the surface that is hand buffed to create a two-toned appearance that begs to be touched. This detail helps to camouflage light stains and future scratches.

Most nubuck leathers are naked or unfinished leathers that have no protective film on its surface, making it susceptible to soiling and staining. Regular cleaning of nubuck/suede can best be done using a vacuum cleaner, following by brushing the nap back up with a soft nylon brush. When spills do occur, blot liquid immediately with a clean white absorbent cloth. If necessary, use clear lukewarm water and a clean cloth that is well wrung and gently wipe the spill dry using a blow dryer.

Light soiling, dry stains and marks can sometimes be removed by using a pencil eraser or a dry-cleaning pad to gently rub the affected area. Finish by vacuuming and brushing the nap with a nylon brush. Butter, oil and grease are real problems for Nubuck. First wipe off excess butter, oil or grease using a clean, white, dry cloth. Do not apply water to these types of stains because it usually pushes the stain in deeper. After wiping up the excess, leave it alone as the spot should dissipate into the leather in a short period of time. If the spot does not dissipate in several days, try sprinkling the area with baby powder, then cover it with a damp towel. Allow this to set for about one hour. Remove the damp cloth, dry with a blow dryer, vacuum up the flour and brush the nap back up using a soft nylon brush. Repeat this procedure until the spot is removed.

Ink stains can sometimes be removed by using a pen eraser or a dry-cleaning pad. In most cases, this lightens up the mark, but will not remove it completely.

**Do not use cleaning chemicals on nubuck or suede.**

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## Nubuck Leather: Mojave

- Top Grain & Corrected Nubuck Leather
- Aniline Dyed
- Light Protection
- 6 Colors
- Hides Sourced from Italy
- Manufactured in Italy
- Grade F

Most nubuck leathers are naked or unfinished leathers that have no protective film on its surface, making it susceptible to soiling and staining. Regular cleaning of nubuck/suede can best be done using a vacuum cleaner, following by brushing the nap back up with a soft nylon brush. When spills do occur, blot liquid immediately with a clean white absorbent cloth. If necessary, use clear lukewarm water and a clean cloth that is well wrung and gently wipe the spill dry using a blow dryer.

Light soiling, dry stains and marks can sometimes be removed by using a pencil eraser or a dry-cleaning pad to gently rub the affected area. Finish by vacuuming and brushing the nap with a nylon brush. Butter, oil and grease are real problems for Nubuck. First wipe off excess butter, oil or grease using a clean, white, dry cloth. Do not apply water to these types of stains because it usually pushes the stain in deeper. After wiping up the excess, leave it alone as the spot should dissipate into the leather in a short period of time. If the spot does not dissipate in several days, try sprinkling the area with baby powder, then cover it with a damp towel. Allow this to set for about one hour. Remove the damp cloth, dry with a blow dryer, vacuum up the flour and brush the nap back up using a soft nylon brush. Repeat this procedure until the spot is removed.

Ink stains can sometimes be removed by using a pen eraser or a dry-cleaning pad. In most cases, this lightens up the mark, but will not remove it completely.

**Do not use cleaning chemicals on nubuck or suede.**

AMERICAN LEATHER® 2022 LEATHER COLLECTION

LEATHER (grade)	CHARACTERISTICS	LIFESTYLE	COLORS	Country of Origin	PROCESS / TEXTURE	PROCESS & FINISH	FEATURES & BENEFITS
BALID	<ul style="list-style-type: none"> <li>Heavy Protection</li> <li>Natural markings are concealed</li> <li>Surface is less likely to scratch</li> <li>Heavily pigmented</li> <li>Finish coat serves as barrier to stains</li> <li>Easy to clean and care for</li> </ul>	<ul style="list-style-type: none"> <li>Modern aesthetic</li> <li>High-style and performance</li> <li>Extremely active household (children/pets)</li> <li>Very low-maintenance solution</li> <li>High color saturation &amp; consistency</li> <li>Craftsmanship and high quality</li> </ul>	9	Italy	Semi-Aniline Smooth	<ul style="list-style-type: none"> <li>Top-grain hides</li> <li>Slightly buffed/sanded surface</li> <li>Smooth texture /no embossed pattern</li> <li>Aniline-dyed w/ add'l layer of pigment</li> <li>Predictable + consistent coloring</li> </ul>	<ul style="list-style-type: none"> <li>Wide range of colors including a true white</li> <li>Very consistent color from hide-to-hide</li> <li>Highly protected leather w/ soft hand</li> </ul>
CAPRID			8	Italy	Semi-Aniline Pebbled	<ul style="list-style-type: none"> <li>Top-grain hides</li> <li>Corrected: sanding/buffing</li> <li>Surface scars removed</li> <li>Embossed w/pebbled grain &amp; texture</li> <li>Aniline-dyed w/ add'l layer of pigment</li> <li>Predictable + consistent coloring</li> </ul>	<ul style="list-style-type: none"> <li>Wide range of colors including a true white</li> <li>Stain-resistant, low-maintenance solution</li> <li>Color and grain consistent from hide-to-hide</li> </ul>
BISON F	<ul style="list-style-type: none"> <li>Medium Protection</li> <li>Natural markings visible, but subtle</li> <li>Less prone to visible scratching</li> </ul>	<ul style="list-style-type: none"> <li>Classic aesthetic</li> <li>Hides offer both luxury &amp; durability</li> <li>Moderately active household</li> <li>Low-maintenance solution</li> <li>Craftsmanship and high quality</li> </ul>	17	Italy	Full-Aniline Pebbled	<ul style="list-style-type: none"> <li>Top-grain hides / Uncorrected</li> <li>Dyes are transparent</li> <li>Natural characteristics highlighted</li> <li>Fairly uniform color</li> <li>Complete "through-dye" color penetration</li> <li>Less prone to visible scratching</li> </ul>	<ul style="list-style-type: none"> <li>Selection of finest hides, w/ fewest flaws</li> <li>Uncorrected natural grain</li> <li>Soft sheen/ exquisite hand</li> <li>Thick-cut / extensively milled</li> <li>Supple, plump grain structure</li> </ul>
DOLCE F			7	Italy	Full-Aniline Smooth	<ul style="list-style-type: none"> <li>Top-grain hides / Uncorrected</li> <li>Sourced from premium raw materials</li> <li>Complete "through-dye" color penetration</li> <li>Incredibly supple + soft hand</li> <li>Smooth texture / expert processing</li> </ul>	<ul style="list-style-type: none"> <li>Selection of finest hides w/ fewest flaws</li> <li>All natural characteristics of hide remains</li> </ul>
MONT BLANC G	<ul style="list-style-type: none"> <li>Light Protection</li> <li>Natural markings are prominent</li> <li>Slight color variations highlighted</li> <li>Develops a patina over time</li> <li>Shows scratches more visibly</li> </ul>	<ul style="list-style-type: none"> <li>Style-conscious aesthetic</li> <li>Quality and Distinctive hides</li> <li>Less active household</li> <li>Moderate maintenance</li> <li>One-of-a-kind hides</li> <li>Exceptional craftsmanship &amp; quality</li> </ul>	20	Italy	Full-Aniline Smooth	<ul style="list-style-type: none"> <li>Top-grain hides / Uncorrected</li> <li>Vacuum dried for smoothest hand</li> <li>Wax and oils applied to surface</li> <li>Bright color will lighten (color burst) when upholstered</li> </ul>	<ul style="list-style-type: none"> <li>Wax application w/ high sheen finish</li> <li>Will patina/absorb body oils &amp; scratch easily</li> <li>One-of-a-kind, bespoke appeal</li> <li>Wrinkles, scarring &amp; natural markings evident</li> <li>Color variations from hide-to-hide + within a single hide</li> </ul>
HAVEN HERITAGE H			5	Thailand	Full-Aniline Pebbled	<ul style="list-style-type: none"> <li>Top-grain hides / Uncorrected</li> <li>Wax &amp; oils applied during finishing process</li> <li>5th generation artisan color-work</li> <li>Inherent suppleness and sheen</li> </ul>	<ul style="list-style-type: none"> <li>Distinct character (similar to vintage pieces)</li> <li>Waxy leather w/ noticeable grain pattern</li> <li>NO color bursting</li> <li>Wrinkles, scarring &amp; natural markings evident</li> <li>Color variations from hide-to-hide + within a single hide</li> </ul>
ELMO SOFT G	<ul style="list-style-type: none"> <li>Heavy Protection</li> <li>Natural markings are concealed</li> <li>Less likely to show scratches</li> <li>Heavily pigmented / Easiest to clean</li> <li>Finish coat serves as barrier to stains</li> <li>Soft hand / smooth finish</li> <li>Chrome-free /Enviro friendly</li> </ul>	<ul style="list-style-type: none"> <li>Modern aesthetic</li> <li>Eco-friendly, chrome-free hides</li> <li>High-traffic use</li> <li>Extremely active household (children/pets)</li> <li>Very low-maintenance solution</li> <li>Fade &amp; stretch resistant</li> <li>Craftsmanship and high quality</li> </ul>	70	Sweden	Semi-Aniline Smooth	<ul style="list-style-type: none"> <li>Top-grain hides / Uncorrected</li> <li>Most ecologically friendly tanning processes</li> <li>Water-based and chrome- free dyes</li> </ul>	<ul style="list-style-type: none"> <li>Most pristine hides avail.</li> <li>Contract grade protective finish</li> <li>Industrial strength &amp; durability</li> <li>Fade resistant</li> <li>Outstanding comfort w/ soft hand</li> <li>Very consistent color from hide-to-hide</li> </ul>
SATORI H	<ul style="list-style-type: none"> <li>Light Protection</li> <li>Natural markings evident</li> <li>Slight color variation</li> <li>Develops beautiful patina over time</li> </ul>	<ul style="list-style-type: none"> <li>Fashion-forward aesthetic</li> <li>Natural markings &amp; color variations</li> <li>Less active household</li> <li>Moderate maintenance</li> <li>Unparalleled craftsmanship &amp; quality</li> </ul>	5	Italy	Full-Aniline Pebbled	<ul style="list-style-type: none"> <li>Top-grain hides / Uncorrected</li> <li>Hand-selected, most elite of all hides world-wide</li> <li>Light-protective finish</li> <li>Full-bodied, plump grain surface</li> </ul>	<ul style="list-style-type: none"> <li>Soft patina develops over time</li> <li>Original top surface preserved by craftsmen</li> <li>Natural markings or "beauty marks" highlighted</li> <li>Slight color variations</li> <li>Unprocessed beauty improves w/ age</li> </ul>
ELLIS J	<ul style="list-style-type: none"> <li>Light Protection</li> <li>Natural markings evident</li> <li>Distinct aesthetic / rich and rugged</li> <li>Slight color variation</li> <li>Develops beautiful patina over time</li> </ul>	<ul style="list-style-type: none"> <li>Fashion-forward aesthetic</li> <li>Natural markings &amp; color variations</li> <li>Less active household</li> <li>Moderate maintenance</li> <li>Unparalleled craftsmanship &amp; quality</li> </ul>	5	Italy	Full-Aniline Pebbled	<ul style="list-style-type: none"> <li>Top-grain hides / Uncorrected</li> <li>Hand-selected, most elite of all hides world-wide</li> <li>Light-protective finish</li> <li>Full-bodied, plump grain surface</li> </ul>	<ul style="list-style-type: none"> <li>Soft patina develops over time</li> <li>Original top surface preserved by craftsmen</li> <li>Natural markings or "beauty marks" highlighted</li> <li>Slight color variations</li> <li>Unprocessed beauty improves w/ age</li> </ul>
MOJAVE F	<ul style="list-style-type: none"> <li>Light Protection</li> <li>Natural markings evident</li> <li>Distinct aesthetic / rich and rugged</li> <li>Slight color variation</li> <li>Develops beautiful patina over time</li> </ul>	<ul style="list-style-type: none"> <li>Fashion-forward aesthetic</li> <li>Natural markings &amp; color variations</li> <li>Less active household</li> <li>Moderate maintenance</li> <li>Unparalleled craftsmanship &amp; quality</li> </ul>	6	Italy	Full-Aniline Smooth/ Nubuck	<ul style="list-style-type: none"> <li>Top-grain nubuck: lightly sanded to raise leather fibers</li> <li>Smooth and velvet-like texture</li> <li>Hand-selected, most elite of all hides world-wide</li> <li>Light-protective finish with water repellency properties</li> </ul>	<ul style="list-style-type: none"> <li>Unique velvety surface and luxurious nap</li> <li>Slight color variations</li> <li>Soft patina develops over time</li> </ul>
AXEL G	<ul style="list-style-type: none"> <li>Light Protection</li> <li>Natural markings evident</li> <li>Distinct aesthetic / rich and rugged</li> <li>Slight color variation</li> <li>Develops beautiful patina over time"</li> </ul>	<ul style="list-style-type: none"> <li>Fashion-forward aesthetic</li> <li>Natural markings &amp; color variations</li> <li>Less active household</li> <li>Moderate maintenance</li> <li>Unparalleled craftsmanship &amp; quality</li> </ul>	4	Italy	Full-Aniline Pebbled/ Nubuck	<ul style="list-style-type: none"> <li>Top-grain nubuck: lightly sanded to raise leather fibers</li> <li>Smooth and velvet-like texture</li> <li>Hand-selected, most elite of all hides world-wide</li> <li>Light-protective finish with water repellency properties</li> </ul>	<ul style="list-style-type: none"> <li>Unique velvety surface and luxurious nap</li> <li>Slight color variations</li> <li>Soft patina develops over time</li> </ul>
COTTSWALD J	<ul style="list-style-type: none"> <li>Light Protection</li> <li>Natural markings evident</li> <li>Distinct aesthetic / rich and rugged</li> <li>Slight color variation</li> <li>Develops beautiful patina over time"</li> </ul>	<ul style="list-style-type: none"> <li>Fashion-forward aesthetic</li> <li>Natural markings &amp; color variations</li> <li>Less active household</li> <li>Moderate maintenance</li> <li>Unparalleled craftsmanship &amp; quality</li> </ul>	3	Italy	Full-Aniline Smooth/ Nubuck	<ul style="list-style-type: none"> <li>Top-grain nubuck: lightly sanded to raise leather fibers</li> <li>Smooth and velvet-like texture</li> <li>Hand-selected, most elite of all hides world-wide</li> <li>Light-protective finish with water repellency properties</li> </ul>	<ul style="list-style-type: none"> <li>Unique velvety surface and luxurious nap</li> <li>Slight color variations</li> <li>Soft patina develops over time</li> </ul>

# The 4S's of Leather

## SOFTNESS

Softness is the essential and defining characteristic of leather. The overall comfort level and cost of your leather are directly linked to the softness factor. There are many special processing techniques used to enhance softness

1. **Natural**  
The rarest and most expensive leathers.
2. **Technical**  
Suppleness created through technology.
3. **Mechanical**  
Enhanced through mechanical action
4. **Firm**  
Unadulterated and inexpensive

## SURFACE

Surface grain mirrors the softness category. The more intact the original surface grain, the more natural and softer the leather. Alteration of a leather's surface grain can relate to the cost of the leather. The cost is reduced in proportion to the level of grain removal.

1. **Full Grain**  
100% natural grain. Typically, the most expensive leathers.
2. **Top Grain**  
A full grain leather that has been lightly sanded. Alteration is subtle and barely noticeable.
3. **Corrected & Embossed**  
A top grain leather that has been thoroughly sanded and then embossed with a natural looking, uniform grain pattern.
4. **Split**  
The second layer split from a full grain hide.

## SPECIAL EFFECTS

Special effects provide the opportunity to create countless varieties of leather looks. The complexity of the looks relates to the cost of the leather.

1. **Multiple Effects**  
More than 2 special effects such as hand rubbing, heavyweight texture or metallic finishes to create an upscale look and price.
2. **Active Effects**  
Injection of oil or wax to create a color burst when stretched. Often referred to as "pull up" leather.
3. **Mechanical Effects**  
Color or surface effects created using mechanical techniques like 2 toned sauvage, wiped, retille embossed, nubuck and distressed.
4. **Uniform Color**  
Pigmentation coating is sprayed on the surface to create a uniform color throughout.

## SERVICABILITY

It is important to match your lifestyle to the serviceability of a leather. Options range from easy to live with leathers with high resistance to those focused on fashion and style

1. **Minimal resistance**  
Expensive and luxurious; typically, a nubuck or suede. Designed for fashion and style.
2. **Natural Resistance**  
The most expensive and elegant of all leathers; typically, pure or naked. Will gain a patina over time.
3. **Standard resistance**  
Impervious to spills and stains and easy to clean; best for the average home.
4. **Maximum Resistance**  
Impervious to spills and stains and very easily cleaned; best for frequent use and high traffic environments.

# AMERICAN LEATHER®

## Cleaning and Protection

Finally, it is important to match your lifestyle to the serviceability that is built into the leather that you select. Leather is a versatile material that offers many distinct choices. In serviceability, it can range from easy care leathers with high resistance to those focused on fashion and style.

Heavy Protection: suitable for a young/active family with kids, pets, grandchildren, etc., Possibly going into a man cave where they'll be drinking beer and eating pizza, or in a contract application. Care-free.

Medium Protection: falls somewhere in-between... maybe a young family but they know how to take care of furniture. The best trade off of serviceability, softness and fashion.

Light Protection: attractive to empty nesters or people who tread lightly. Perfect for a consumer that is willing to trade off the exceptional look and feel against the possibility that the piece may need to be replaced after heavy use.

Under normal usage and conditions, regular dry-cloth dusting and vacuum cleaning in crevices and along the bottom are all that is necessary to clean your leather furniture. Dust is the enemy! Dust absorbs moisture and will cause your leather to dry out and crack. Protect your furniture from sun and direct light. Like any upholstery material, leather can fade if exposed to the sun.

Beyond regular maintenance, we recommend applying a good leather conditioner every six to 12 months. This will help your leather piece maintain its own natural oils, keeping it soft and supple for many years. Some of the brands we suggest are Leather Masters, Mohawk and Leather Magic.

DO NOT USE: saddle soap, cleaning solvents, furniture polish, oils, varnish, abrasive cleaners, detergent soaps or ammonia water!

Always try any cleaning method in a hidden area first to verify the results. For minor or slight scratches on the surface, use a soft cloth or clean fingers to gently buff the scratch. If needed, moisten lightly with distilled water to work scratches out.

FOR MINOR SPOTS AND SPILLS: Wipe any excess liquid up immediately with a clean absorbent cloth or sponge. If necessary, use a lightly moistened soft cloth with distilled water and let air-dry naturally. Do not dry with hair dryers, etc. Do not use soap or soak the stain heavily with water. This may cause more damage than the stain itself. If the stain persists, we recommend that a professional leather specialist clean the leather.

FOR STUBBORN STAINS: Moisten a soft cloth or sponge with a mild non-detergent soap and lukewarm water. Apply gently to all soiled portions of the leather surface. Remove soap lather by wiping with a clean damp cloth. Blot dry with another soft cloth, and then let air dry naturally. Do not use hair dryers, etc. If the stain persists, it is recommended that the leather be cleaned by a professional leather specialist to avoid any potential damage.

FOR BUTTER, OIL, OR GREASE: Blot excess butter, oil or grease off the leather with a clean dry cloth, then leave it alone. The spot should dissipate into the leather after a short period of time. Do not apply water or try to wash a butter, oil or grease spot. We also recommend the use of Leather Degreaser by Unifers.com to remove butter, oil or grease stains.