# LEATHER CHARACTERISTICS & BENEFITS

#### 100% LEATHER

Top Grain is considered the premium in leather and is the most supple. durable, and easy-to-clean leather

Top Grain leather is used in high use areas combined with split hides on the outside arms and backs

Top Grain has visible natural markings



### **LEATHER MATCH**

Top Grain leather is used in high use areas combined with a skillfully matched "faux leather" like polyvinyl coating (PVC) or DuraBlend® fabric on the outside arms and backs

Using a "faux leather" instead of split hides, reduces the overall cost for consumers



## COMMON NATURAL MARKINGS



**BRANDING MARKS** 

Branding marks, or fire brands, are used as identification marks and are part of virtually every hide.



FAT WRINKLES

Fat wrinkles occur naturally in the loose skin around the neck and belly of all cows to allow the needed flexibility for grazing and growth.



GRAIN

Similar to a fingerprint, the grain is the hallmark of full leather hides. It is unique and can vary from hide to hide.



INSECT BITES

Insect bites can cause scars on the hides. Typically, these scars heal but leave visible markings.



**S**CARS

Scars can occur from barbwire and are evidence that the hide is indeed top grain, but the marks do not affect strength or durability.

## **BENEFITS OF LEATHER:**

- > Timeless look for style longevity
- ➤ Unique natural characteristics
- > Stretches and conforms for ultimate comfort
- > As it ages it becomes softer and more supple
- > Excellent temperature adaptation to room and body temperature
- > Strong, durable upholstery
- > High ripping resistance
- > Easy to care for and clean
- > Tight natural fibers prevent penetration of common allergens like dust and pet dander