



always inspired

High End Leather Processing

Tim Amos January 2012

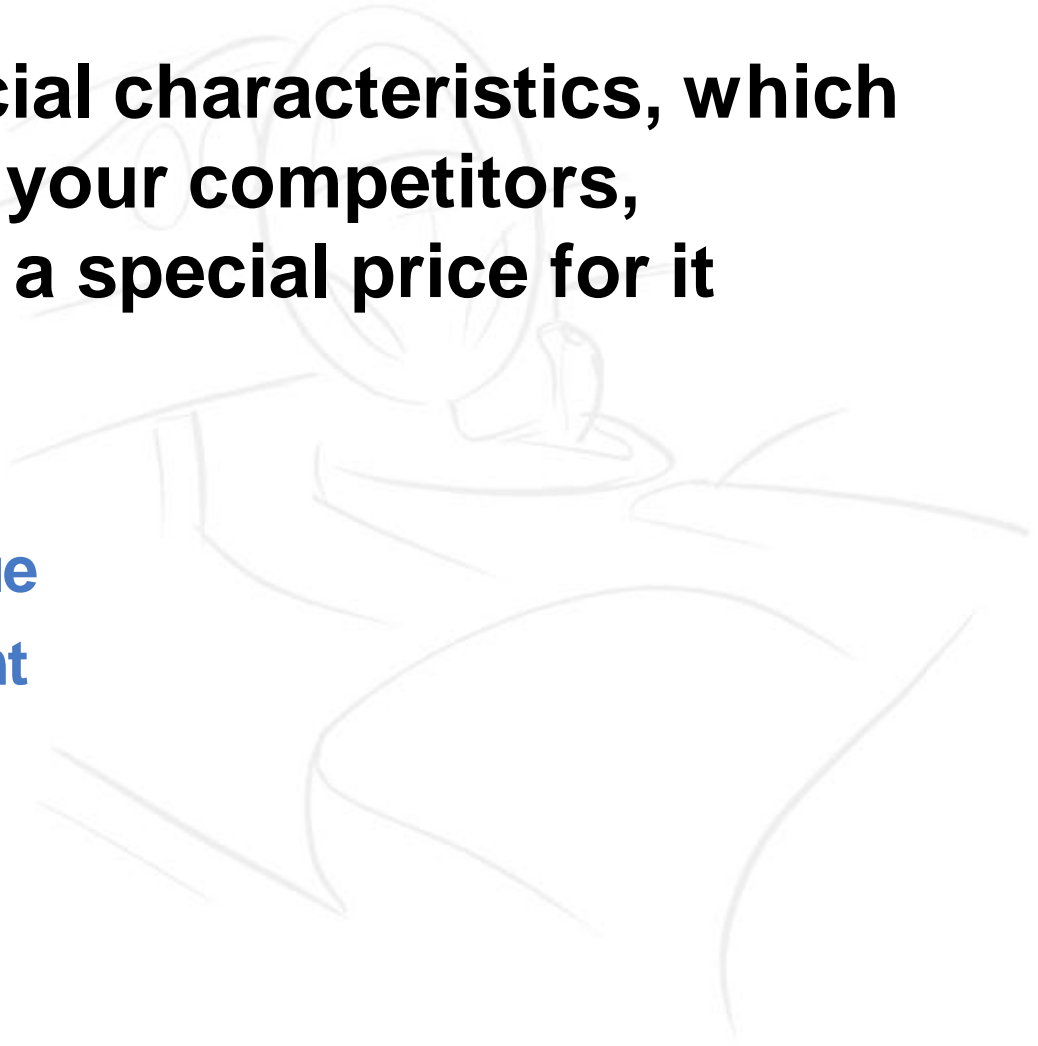


What is “High End” leather?

- Is it an Automotive leather for a luxury vehicle?
- Is it a leather made for a luxury brand?
- Is it a leather made using some new machine or high tech process?
- Is it a leather for a top fashion house?
- The answer could be all of these

A High End Leather is -

- **one which has special characteristics, which differentiate it from your competitors, allowing you to ask a special price for it**
- **Physical Properties**
- **An Upgrading technique**
- **Adding Fashion content**



High Performance Leathers

- **Automotive leather**
- **Application techniques**
- **Leather for Aircraft / Boats**
- **Quality Leather goods**
- **High Performance lining**

Fashion

- **Needs a strategy**
- **Sales and Marketing**
- **Fashion advice and information**
- **Needs a consistent approach**

Upgrading

Hide the defects in Colour or Grain quality

- **Mechanical**
 - Embossing
 - Buffing
 - Texture
- **Chemical**
 - Cationic
 - Non ionic – Beauty Maker
 - Oils and Waxes - Mirage



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**Thank You for your
attention**

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