

## „Oh no, the leather has a defect!“

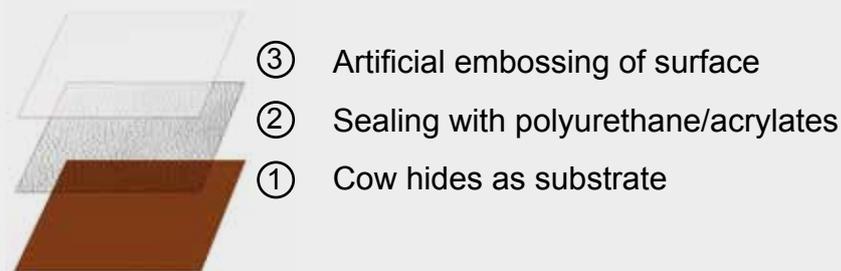
Again and again we hear this sentence – or variations of it – from customers finding natural characteristics in naturally produced leather. They expect a totally clean leather surface and are surprised when they find natural marks on **ecopell**. This position is based on a lack of knowledge about the product. Customers often evaluate naturally processed leathers using the same criteria they use to evaluate leather from traditional industrial production...leather made quite differently than **ecopell**!



**ecopell** includes all natural characteristics and marks. Such features are typical to naturally produced leather, like branches and veins belong to a natural wood surface. In the case of naturally produced leather such as **ecopell**, these individual characteristics are not buffed away, corrected or covered with a top layer of PU. The natural features remain visible and celebrated.

Most leathers on the market are sealed with health harming chemicals and a new, artificial surface is often recreated via embossing. The technical values of these materials refer primarily to the characteristics of the artificial surface (polyurethane, acrylates, butadiene, etc.) than to the actual leather, which has become nothing more than a support or substrate. Funny enough, such materials are allowed to be called real leather. Regrettably, most people do not know or understand the difference.

### Leather from mass production



**Whoever knows the facts and understands them, is able to appreciate that we are proud that the quality of our leather can be visible on the naturally treated surface, thus achieving a unique personality.**

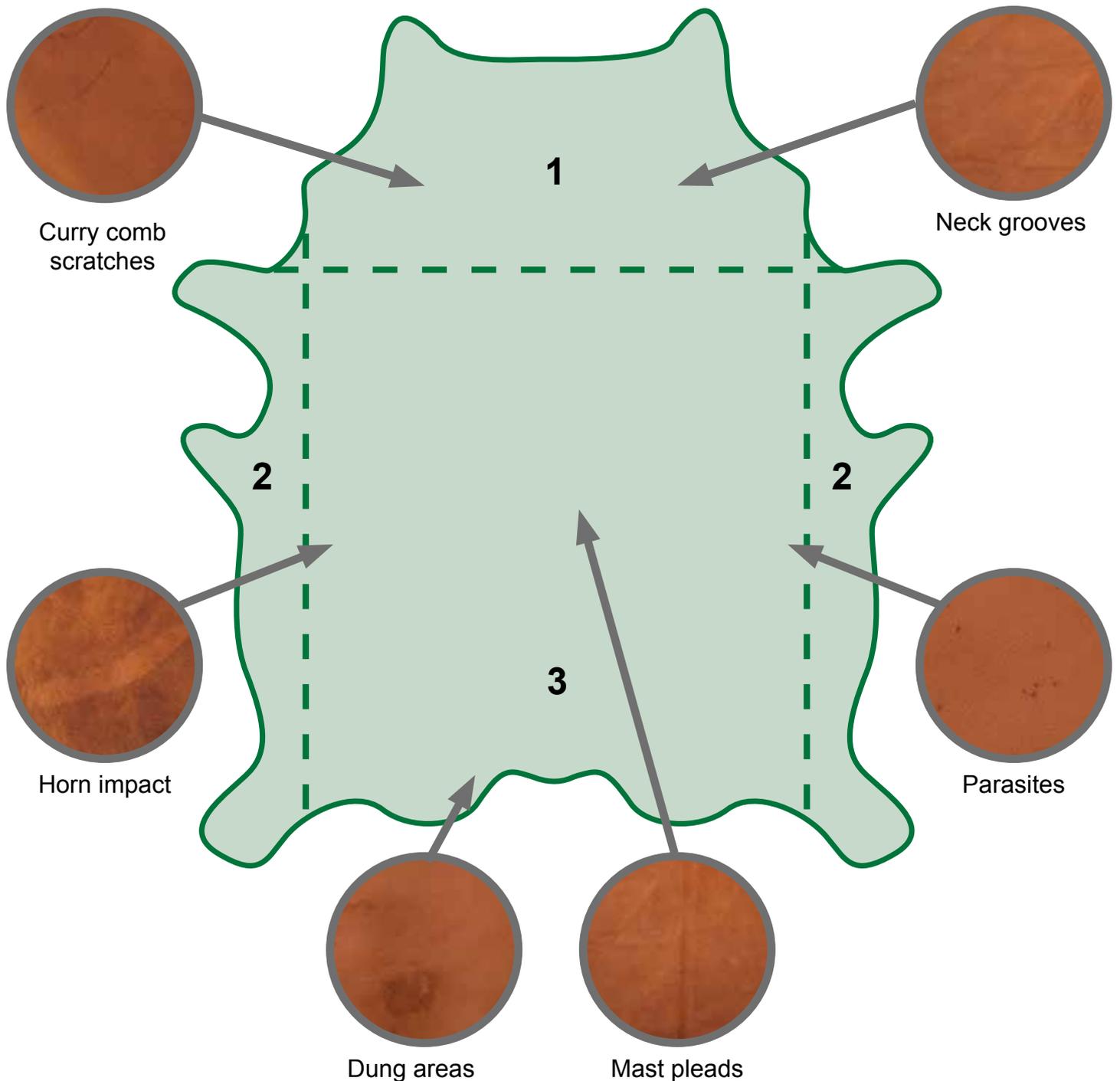
**Whoever does not know these facts, can set wrong standards for leather.**

### Leather of eco-certified production



The unsealed surface is breathable, feels warm and supple and is free of carcinogenic or allergenic chemicals. The substances used in the production process carry a very low pollutant burden. Every hide is a naturally unique.

## Classification of a cow hide in zones



- 1 neck with visible grooves
- 2 flanks, rough skin structure (dewlap)
- 3 **core piece**, tightest skin structure

**In contrast to PU treated leather the open surface of ecopell is more sensitive in terms of moisture, dirt and discoloration by light.**

**You however get an authentic natural product with outstanding comfort and beauty, and without risks to your health. Furthermore, the process of producing the natural leather does not damage the environment.**

These natural characteristics can occur on a hide and are no reason for complaint but a guarantee that what you have is an undistorted natural product.