

# Prima

## Product Specifications

| Test                               | Normative   | Unit           | Value                   |
|------------------------------------|-------------|----------------|-------------------------|
| THICKNESS                          | ISO2589     | mm             | 1.2/1.4mm               |
| TEAR STRENGTH                      | ISO3377-2   | N/mm           | 50N min                 |
| ADHESION                           | ISO 11644   | N/cm           | 3.5 N/cm min            |
| COLOUR FASTNESS – ARTIFICIAL LIGHT | ISO 105-B02 | 72 hr          | 5 min<br>(Blue Scale)   |
| FLEX RESISTANCE                    | ISO 5402    | 20000 cycles   | No Cracks               |
| COLOUR FASTNESS TO RUBBING         | ISO 11640   | 500 cycles dry | 4 min<br>(Grey Scale)   |
|                                    |             | 50 cycles wet  | 4 min<br>(Grey Scale)   |
| COLOUR FASTNESS TO WATER           | ISO 105-E01 |                | 4/5 min<br>(Grey Scale) |
| COLOUR FASTNESS TO WATER SPOTTING  | ISO 105-E07 |                | 4/5 min<br>(Grey Scale) |

## Product Information

Type: Aniline  
Source: Italy  
Average Hide Size: 4.6 – 4.8m<sup>2</sup>  
Thickness: 1.2 – 1.4mm

Prima is a unique, pure aniline leather, produced on premium European hides. The tanning process utilises extracts from olive leaves, recycled from the olive oil industry. This remarkably stable tanning agent represents a revolution in leather tanning technology and Prima sits at the pinnacle of product quality, handle and overall appeal. Prima celebrates the wonderful natural characteristics of leather, with makrs, scars and colour variation a hallmark of distinction in this product.

Prima has a timeless appeal, catering to the most sophisticated furnishing applications and providing a lifetime of comfort and enjoyment.

All colours are in stock in our European warehouse and available for immediate off-the-shelf delivery.

Custom colours are available on request.

## Tannery Environmental Notes

Prima is produced by an ISO 14001 certified company. This ISO Standard recognises organisations that are committed to environmental management and operate in an environmentally sustainable manner.

The tannery also carries the ISO 9001 Quality Certification, which recognises its quality and management systems. Their commitment to environmentally responsible production has led to partnership programs with many of Europe's leading green companies in the fields of automotive, aircraft, marine, garment, footwear and upholstery leather production.

Prima's utilisation of olive leaf extract as the key tanning agent, combined with the sustainable sourcing of hides as a by-product of the food industry makes it one of the world's most sustainable and low-impact leathers.

The tannery utilises some of the most advanced waste management techniques in the industry, with all tannery wastage (liquid, gas and solid) treated to European Standards on-site and again at a shared off-site facility.

The tannery is a Gold rated member of the Leather Working Group which is the leading industry organisation focused on sustainable and responsible leather production.

# Care Instructions

Prima will require care and maintenance to continually offer the lasting beauty and comfort that only leather can provide.

Protect from direct sunlight, as prolonged exposure may cause the leather to fade over time.

Protect leather from direct heat sources and heating vents.

Vacuum regularly using soft brush attachments to remove dust & grit.

Remove spills by blotting with a soft & absorbent colourfast cloth.

We recommend the use of *Leather Master* products for aniline leathers to spot clean and to revitalise your leather.

Do not use detergents, solvents or abrasive cleaners. Do not dry clean or machine wash.

Deterioration arising from incorrect or inadequate maintenance are not considered faults in the leather and will void any warranty.