



For Immediate Release

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Green Hides expands, recolors their hair on hide offering

The reimagined Cavalier finds strong demand in both Hospitality and Residential markets

Greensboro, NC (April 2014) – Green Hides Leather Studio, demonstrating their commitment to maintaining a current and fresh offering, reintroduced their **Cavalier** article this spring in an updated and expanded palette of 30 brights and neutrals.

“Curating a line is a constant process; products need to be reexamined and refined over time,” says Vice President Keith Hill. “Cavalier has been a staple of the Green Hides line for 10 years, and we anticipated a need for an updated palette and product.” Following the reintroduction, Green Hides has seen elevated interest in their hair on hide offering, specifically in the Hospitality and Residential markets.

Cavalier, a sophisticated collection of drum dyed solid coloration hair on hides, fuses Old World with Modern. Produced in Italy utilizing hand selected European hides, Cavalier offers endless design opportunities for upholstery, rugs, wall covering and other accents. Tanning and dyeing processes are formulated using the latest technology standards for high quality leather, and Cavalier complies with the strict regulations of the EU environmental normative CE2000/53.

About Green Hides:

Founded in 2003, Green Hides Leather Studio offers a complete selection of high-quality, environmentally-conscious Italian leathers for contract environments. President of Green Hides, Simone Lagnerini, has worked for nearly two decades in the Italian leather industry and has helped his company create the philosophy that leather can and should be produced in harmony with the environment. By working in direct collaboration with an Italian tannery and proprietor, they are able to ensure the environmental quality of products as well as eliminate many of the obstacles faced by other companies. Over 400 leathers are stocked in Greensboro, NC and are available for immediate delivery, including 28 colors of EcoLife, the leading chromium-free leather. In addition to offering an expansive range of fashionable and practical contract leathers, Green Hides also offers a wide selection of hospitality, aviation, and high-end residential leathers.

Green Hides is committed to improving the selection of eco-friendly interior design products, as well as growing business in an environmentally-minded manner. Please visit greenhides.com for more information.



Cavalier

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