



## For Immediate Release

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## This won't be your Mothers Leather Sofa!

Green Hides Leather Studio introduces Heavy Metal

**Greensboro, NC (February 2012) – Heavy Metal** is a full grain hand selected leather from the finest European hides. Using state of the art processes, a metallic foil effect is applied to the surface resulting in a fusion of an artisan soft hand with an ultra modern finish.

**Heavy Metal** is processed using environmentally friendly, low emission mineral tanning formulas. The hides are re-tanned in aged oak drums using vegetable agents, natural fat liquors and oils along with dyes that ensure the leather is properly through dyed. **Heavy Metal** complies with the strict regulations and EU Directives covering the use and presence of PCP, Chromo (VI) and Azo dyestuffs. Water based finishes are applied to provide an even coloration and protection to the leather.

### 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](http://greenhides.com) for more information.



Pattern: Heavy Metal

*A metallic foil effect is applied to the surface of **Heavy Metal** providing an ultra modern design with cutting edge appeal.*

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