

## **For Immediate Release**

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## **Green Hides Leather Studio Expands Presence at NBAA Conference**

Allowing clients to experience the first phase of their brand evolution

**Greensboro, NC (October 2012)** – Green Hides Leather Studio will be adding to the energy and excitement of the NBAA Conference with the introduction of an expanded tradeshow booth. The new space will highlight Green Hides unique contribution to the leather community along with giving aviation clients a first look at their Brand evolution.

Their new booth has been designed to focus full attention on the leather. The architectural envelope is clean and minimal, providing the perfect backdrop to present luxurious **aviation** leathers. Staying true to their name and company philosophy, Green Hides adorned the space with reclaimed furniture, acting on their mission of living in harmony with the environment. The centerpiece of the booth will be a ten foot long studio table that fosters an effortless interaction with the leather.

The trade show booth redesign is the first phase of a much larger Brand evolution for Green Hides Leather Studio. The second and third phases will be rolled out over the next 18 months and will involve a complete renovation to their Chicago Flagship Showroom and the introduction of an interactive and resource rich website.

### **About Green Hides:**

Founded in 2003, Green Hides Leather Studio offers a complete selection of high-quality, environmentally-conscious Italian leathers. 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. In 2010 the new Aviation leather program was launched featuring the Aeronautica leather. Long time industry professional and Green Hides Vice President Keith Hill incorporated his 20+ years of expertise to develop one of the most sophisticated, luxurious and technically sound aviation leathers currently available. 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 Aviation leathers, Green Hides also offers a wide selection of hospitality, contract, 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.



Green Hides Leather Studio - 2012 NBAA Conference

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