



## For Immediate Release

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## Design Comes Together at NeoCon 2011

Green Hides and Tuohy debut partnership at summer trade fair

**Greensboro, NC (JUNE 2011)** – While it's been a long time in the works, it makes sense to announce a dynamic, new partnership between design companies at the NeoCon World's Trade Fair, which promotes itself as a place where design comes together. For 2011's show, leading quality leather producer Green Hides is pleased to announce their graded in program with Tuohy, a renowned high-design furniture manufacturer and recipient of a Best of NeoCon 2010 award.

Green Hides offers an expansive collection of upholstery leather that is ideal for Tuohy's line of sophisticated contract furniture. After careful examination, the companies have selected three of Green Hides products that are best suited for the applications required of Tuohy's elegant furniture.

**Lena** is a full-grain leather with even coloration that is made from a superior selection of cattle hides, offering a luxurious hand and smooth surface combined with a protective finish. **Sierra** is a top-grain leather with excellent coloration that has been gently buffed and grain enhanced to provide flawless grain structure throughout, as well as offering a clean surface that is ideal for high traffic interior applications. Lastly, **EcoLife** is an exceptionally eco-friendly, chromium free leather that provides outstanding quality with a particular focus on environmentally-minded manufacturing.

All of these options, along with Green Hides' range of over 300 stunning leather upholsteries, can be viewed at NeoCon in suite 11-114B.

### 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.

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