



### **For Immediate Release**

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### **Luxury for Everyone...*Not just the Manor House***

Green Hides Leather Studio introduces **Prince** – a two toned rich traditional leather.

**Greensboro, NC (April 2013)** – Only the finest European and New Zealand hides are selected for **Prince**. Bold full grain structure and hand applied two tone tipping, create a rich texture and traditional leather elegance. This royal leather isn't just for the manor house, the protective finish makes it suitable for both public and private environments.

**Prince** is processed using low emission mineral tanning formulas which are environmentally friendly. The hides are retanned in aged oak drums using vegetable agents, natural fat liquors and oils along with dyes that ensure the leather is properly through dyed. Complies with the strict regulations of the EU environmental normative CE2000/53. Waterbased 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.



*Prince – Huntsman 11056*

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