## Leather Features and Benefits

- Leather is Organoleptic-this means that leather appeals to more than one of our senses-leather is appealing to the eye, touch and smell.
- Leather outlasts any other upholstery covering
  - Fabric sofas are expected to have a useful life of seven years
  - Leather sofas have a useful life of 12 years
- Leather is stronger than other upholstery material
- Leather is inherently fire resistant, emits no toxic fumes, even when exposed to intense heat
- Leather breathes and adjusts to your body temperature in 30 seconds
- Leather is a practical material ideal for busy lifestyles and homes with children and pets
  - Education is paramount in selling the consumer the proper leather type for their home