

SIFTM TECHNOLOGY

Defining Leather Through Design

FOR IMMEDIATE RELEASE:

Customizing Interiors. Creative Possibilities Abound With New Technology From Digital Leather.

Sarasota, FL. December 8, 2009. There are no limitations when it comes to designing with leather these days, thanks to ground-breaking technology from Digital Leather. Forget the basic brown leather couch. Instead create a luxurious work of art on the ultimate leather canvas. Imagine an elegant floral print for your formal dining room chairs. How about a distinctive geometric pattern to add some pop to the sundeck of your private yacht? Choose a fun retro print to upholster bar stools or even create a focal point wall in your game room. Digital Leather offers consumers creative freedom and the ability to produce a lasting object of beauty that is uniquely their own.

The options available to leather connoisseurs have nearly endless possibilities. Choose from hundreds of existing patterns, including traditional damasks and organic-inspired leaf motifs, or create a design of your own. Incorporate a monogram, family crest, or symbol that holds special personal meaning. Digital Leather can infuse the design and color palette of your choice onto leather handbags, luggage, footwear, headboards, rugs, furnishings, auto upholstery and even boat and airplane interiors.

Quality is never sacrificed in the creative process here. All products are made from high quality leather with the luxurious look, feel and aroma that you would expect. Using a new patented digital print media (SmartFilmTM by SIF Technology), Digital Leather can fuse any design onto and into the leather grain while still meeting International Performance Standards for genuine leather. The images and colors are clean and crisp, even accurate with Pantone[®] colors. The design becomes a permanent part of the leather grain with all the suppleness and durability inherent of premium leather.

Digital Leather can produce custom designs in an extensive range of sizes within a surprisingly short turn-around time of just days. From a single spectacular sofa to a collection of luggage, Digital Leather can meet a wide spectrum of design needs. If you can imagine it, they can reproduce it on beautiful leather.



Get Inspired! Digital Leather offers the versatility to create any color, design or image in leather.

CONTACT

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About SIF Technology

SIF Technology is a company comprised of engineers, designers, developers and marketers of digital print media created for the most well known digital imaging brands in the world. SIF Technology has developed a unique printable laminate to permanently fuse high resolution aniline and semi-aniline colors, as well as full color photos and graphic images onto and into the surface of genuine leather and leather components.

The company has two products: Digital Leather and SmartFilm™. Digital Leather is a product that has been specifically developed for the purpose of accepting Smart Imaging Film (SIF) which carries the printed image to the leather. SmartFilm™ is a printable laminate which, when fused to the Base Leather using low temperature and pressure fuses the two products to become one resulting in Digital Leather. The development of the patented digital print media SmartFilm™ marks the dawning of a new era in the design and beautification of leather. Any color, texture, design or image can be fused naturally onto and into the leather grain while still meeting International Performance Standards and retaining the feel, smell, and look of genuine leather.

For more information, please call 941-362-1000, or visit the website at www.DigitalLeather.com.

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