

SIFTM TECHNOLOGY

Defining Leather Through Design



Digital Leather offers a variety of designer collections.

FOR IMMEDIATE RELEASE:

Oh the Possibilities! Digital Leather Offers Designer Collections To Inspire The Creative Spirit

Sarasota, FL. January 12, 2010. Imagine a world without design limitations. SIF Technology's Digital Leather has opened a door to that colorful world through its innovative work in leather design. Thanks to their ground-breaking technology, leather has become a literal blank canvas. If you can imagine a pattern or color combination, they can re-create it on durable, high-quality leather that can be used to form distinctive home furnishings, handbags, footwear, luggage and even upholstery for automobiles, airplanes and boats.

Being faced with so many design options can be somewhat overwhelming. To help inspire their customers and showcase their own limitless capabilities, Digital Leather has partnered with Kim Designs, an international design house, to offer a stunning collection of more than 500 designer patterns. From traditional damask prints to bold geometric motifs, the patterns created by Kim Designs offer something for every design style and color palette.

"Working with Digital Leather was a unique experience for my design team," said Kim Craig, founder of Kim Designs. "Usually our clients will give us guidelines on the numbers of colors we can use or the type of patterns. This was the first time that we were allowed to create without limitations. We had a really good time with that kind of freedom."

To prepare for the project, Kim and her team studied the latest international trends in the art and print worlds. They then translated those trends into a stunning collection of prints, including floral and leaf designs, colorful plaids and stripes, and textural images inspired by nature. The finished result is a widely varied parade of patterns – some soft and subtle, others bright and eye-catching. All offer inspiration for Digital Leather customers who want to create their own one-of-a-kind sofa, handbag or headboard.

Quality is always a key component at Digital Leather. All products are made from high quality leather with the luxurious look, feel and aroma that connoisseurs of fine leather would expect. Using a new patented digital print media (SmartFilm™ 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.

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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 boutique collection of limited edition chairs, Digital Leather can meet a wide spectrum of design needs.

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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