

FOR IMMEDIATE RELEASE:



The New Louis Chair

Lucky in Leather! Defining Leather Through Design

(Sarasota, FL. May 5, 2009) What has never been possible before is now a reality. Your vision. Your product. Our technology. Where creativity has no boundaries. Images, text and special effects become an integral part of the grain of genuine leather. Any color, texture, design or image can be fused naturally onto and into the leather grain. SIF Technology's digital image process means that for the first time ever an unlimited Pantone® palette of colors and images are now available for use on real leather.

The New Louis Chair, shown with King of Clubs graphic, is part of a custom poker table set designed by Matthew Rowlands of Wish Interiors for a private European client.

Your creative design and SIF Digital Leather are a winning combination! With features such as genuine leather, high quality digital imagery, on-demand custom orders and Pantone® color matching, SIF's Digital Leather is defining leather through design. Digitally imaged leather upholstery starts at \$19 per square foot.

SIF Technology is comprised of engineers, designers, developers and marketers of digital print media created for the most well known digital imaging Brands in the world. With the invention of SmartFilm™, we have gathered a core team of our professionals dedicated to bringing to the interior design, architectural and fashion design industry a beautification capability sought for decades.

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.

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SIFTM TECHNOLOGY

Defining Leather Through Design

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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