

FOR IMMEDIATE RELEASE:



*The Pantone®-Inspired Lounge Chair
produced by KERU Leather*

What Pantone® Color Are You?

The Pantone®-Inspired Color Chair by KERU Leather

Sarasota, FL. May 5, 2009. SIF Technology's Digital Leather is defining leather through design and raising the bar on creativity in the contract market. SIF Technology's digital image processing means that for the first time ever, an unlimited Pantone® palette of colors and images are now available for use on real leather.

Whatever design, color, or image you can create can now come to life in genuine leather and then upholstered onto the furniture piece of your choice.

Any color, texture, design, image or special effect can now be fused naturally onto and into the genuine leather grain while still maintaining the rich look, feel and smell of real leather....because Digital Leather is genuine leather.

With features including genuine leather, high quality digital imagery, on-demand custom orders and Pantone® color matching Digital Leather allows you to define your leather. For those looking for the ultimate in customized leather upholstery design, we present Digital Leather an innovation in textiles incorporating genuine leather and the latest digital imaging technology.

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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