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SIF Technology Introduces Digital Printing of Custom Images on Leather

With The Introduction Of Their New SmartFilmTM

Sarasota, FL. March 15, 2009. SIF Technology has developed Digital Leather, using its patented method for economically decorating leather that allows designers to create custom digital graphics and images of all kinds for leather goods, regardless of the print run required. Any type of leather product can be decorated with SIF Technology's SmartFilmTM to create what the company is calling Digital Leather, including action footwear, furniture, auto interiors, clothing, handbags, boots, and cell phone cases.

"For decades the leather industry has sought to beautify leather by adding durable full-color graphics cost-effectively," says Bob Mabbott, SIF Technology Corporation's Chief Technical Officer. "Now that our new patented technology has been fully tested to international standards for leather footwear and automobile interiors, we are able to offer anyone who designs leather goods the ability to seamlessly apply full-color graphics or colored leather to the exacting requirements of the Pantone[®] Matching System, which was previously unattainable in the leather decorating industry."

Stahl, a leading finish chemical supplier to the leather industry, has been actively supporting the development of SmartFilmTM and carrying out testing of Digital Leather on behalf of SIF Technology Corporation. Stahl reports that the product meets all performance standards required for leathers in a whole range of uses.

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Defining Leather Through Design

The ability to create Digital Leather provides designers with a means to create any type of graphic on leather goods, including photographic and fine art images. Once applied, graphics printed with SmartFilm™ become part of the leather for an image that's consistent and durable. With the advent of SmartFilm™ and the creation of Digital Leather, a design can be economically printed on one piece or a million pieces of leather.

"Graphics cut across all brands, fashions, and performance standards. Now that SIF Technology has tested and perfected Digital Leather to leather industry standards, we can individually customize leather products of all types using mass production methods," says William Peterson of E-West Designs, an industrial design and business management firm. "Designers will have the ability to create a connection to a leather product with an unlimited palette of images and forms, which was not commercially possible until now; a leather product that feels like leather, looks like leather and smells like leather.....because it is leather."

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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