

SIFTM TECHNOLOGY

Defining Leather Through Design

FOR IMMEDIATE RELEASE:

Unleash Your Creativity. Design in Leather Without Limitations.

Sarasota, FL. September 14, 2009. The development of a new patented digital print media (SmartFilmTM by SIF Technology) marks the dawning of a new era in the design and beautification of leather. Introducing Digital Leather.

The hottest trend in home design is leather. And now 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. So designers and consumers now have no limitations when it comes to designing in leather. With Digital Leather - if you can dream it they can print it. What has never been possible before is finally a reality. The Digital Leather is permanently infused with whatever design, art, texture, or image you choose, even accurate Pantone[®] colors. The color and images are meticulously crafted with an innovative digital-imaging process that becomes an integral part of the leather and preserves the exquisite suppleness, grain, and aroma of the leather. This is real leather!

After the leather has been beautified with your design, it is ready to be upholstered onto the furniture piece of your choice. A chair, a couch, and bar stools are the obvious. But with Digital Leather you can think outside the box – use the leather to cover a door, create a custom rug, table runners and placemats. The only limitation is your imagination. The Digital Leather can be produced in extensive range of sizes and turn around times in just a matter of days. Digital Leather can supply decorated leather for one spectacular custom sofa, a boutique collection of limited-edition chairs, or thousands of other items used in homes, restaurants, hotels, offices, aircraft, yachts, apparel, and accessories.



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



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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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