



Woodstock Marketing

Who Chair Cushions



BLACK



OFF-WHITE



BROWN



RED

Woodstock Marketing, LLC PO Box 5711 Williamsburg, VA 23188 Ph 203-304-2380 Fax 203-304-2548

www.woodstockmarketing.com

 @woodstockmarketing

Who Chair

The leather that we use on the seating surfaces is called ECO Leather. It is a combination of natural leather and manmade material.

Chair and car manufactures receive leather in the form of a hide. This is irregular shaped. Generally, only the center of the hide is used and the balance is thrown away.

We take these extra parts and put them through a process that creates leather paste. This paste is colored and spread on to a structural backing. It is put through rollers to both compress and put texture on the surface. Then we cure the leather. The leather comes to us in rolls not hides. This makes our usage of the recycled product, on a laser cutting machine, very efficient.

There are 2 major reasons we use ECO Leather.

First, cows are the biggest contributor of CO2 gases, so by using recycled material we cut down the number of hides needed to make our chairs.

Second, our chairs are actually a sling suspension. We take the metal frames of chair and rivet the upholstery to it. We then take hydraulic jacks and separate the metal frames to create the sling. When we release the hydraulic jacks after the handle and frame are attached there is tremendous pressure on the upholstery. If we were to make the chair with leather straight from the hide, over time the leather would stretch and there would be a puddle in the seat. Our ECO-Leather besides being environmentally friendly is much stronger than natural leather.

Care Instructions

ECO leather is leather and can be cleaned with products that are meant to clean leather.

Most automotive leather cleaners will work.

Pre-test an inconspicuous area before proceeding.

Do not over wet.

Do not use solvents to spot clean.

Be aware that blue dye from jeans is extremely hard to clean as it gets in the pores of the leather.

Woodstock Marketing, LLC PO Box 5711 Williamsburg, VA 23188 Ph 203-304-2380 Fax 203-304-2548

www.woodstockmarketing.com

 @woodstockmarketing

Sept. 2020