

# enviroleather™

by LDI 

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FOR IMMEDIATE RELEASE

## EnviroLeather™ Expands Print Offerings and Color Choices

**Portsmouth, NH: January 23, 2017:** EnviroLeather™ by LDI, a leader in PVC-free faux leather upholstery, announces expanded color choices and the launch of “Linen”.

### The Linen Collection

One of the oldest textiles in the world, linen represents light, purity and wealth. The subtle textural design of the fabric makes it a sophisticated stand-alone classic or a quintessential coordinate. The organic pattern is featured in 9 subtle colorways, suitable for a wide range of environments.

“Clients have shown us several coated fabrics with a textile appearance produced through traditional manufacturing processes that have failed prematurely. With our proprietary process we address those durability issues with “Linen” while retaining the benefits of being PVC-free.” Said Joshua Dame President of EnviroLeather™ by LDI.

### Ink-Gard™ Plus Color Expansion

As demand for ink resistant material has grown, the initial success of our Ink-Gard™ Plus Collection has led us to add 14 new colors to the collection. Ink-Gard™ Plus is now comprised of 30 different colorways that touch each part of the color wheel, giving you more options than ever.

EnviroLeather™ developed this collection with technology that provides enhanced stain resistance to ball point pen for an easy to maintain, flawless appearance. The material creates an invisible barrier to indigo dye, and delays ink as well as other difficult stains from setting, allowing for excellent cleanability up to a full week after contact.

### About EnviroLeather™ by LDI

EnviroLeather™ by LDI is a pioneer in PVC-Free faux leather. The company was founded in 2004 by plastics and textile engineers with the goal of developing products that are more sustainable, less toxic, and safer - without sacrificing performance. Utilizing our industry first, hybrid digital print process we offer an extensive collection of PVC-Free print patterns to complement a package of solid and textured leather grains in over 100 color choices. By combining innovative design, outstanding durability, and a soft, luxurious feel we have redefined the way the industry views faux leather. Visit [www.enviroleather.com](http://www.enviroleather.com) or call 866-332-0700 for more information.