



Contact: Jordan Blackman
Tel: 866-332-0700
Email: jblackman@enviroleather.com

FOR IMMEDIATE RELEASE

EnviroLeather™ Launches Ink-Gard – Stain resistant faux leather

Portsmouth, NH: May 21, 2015: EnviroLeather™ by LDI, a leader in PVC-free faux leather, launches “InkGard™ Plus” – a classic, rugged leather grain with enhanced stain resistance built into the polymer allowing difficult stains, including ink, to be easily removed. The collection is comprised of 16 different colors suitable for corporate, healthcare, hospitality and education environments.

InkGard Plus was created in line with EnviroLeather’s goal of developing products that are more sustainable, less toxic and safer, without sacrificing performance - It is an eco-friendly solution that actually works. It contains no PVC, plasticizers, halogens, or heavy metals, and unlike many other stain resistant materials, InkGard Plus contains no perfluorochemicals (PFC’s). PFC’s are widely used to make everyday products more resistant to stains, but they are toxic and they bio accumulate in the food chain, eventually reaching our bodies. PFC’s may impair child development and are suspected carcinogens.

EnviroLeather™ has 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. InkGard Plus will withstand repeated cleanings with harsh chemical cleaners such as bleach, isopropyl alcohol, quaternary ammonia, accelerated hydrogen peroxide and many other chemical cleaners.

“This collection reduces environmental pollution. It also gives designers and specifiers assurance that they are receiving a functional product that provides enhanced stain resistance and is free from harmful substances.”, states EnviroLeather by LDI Director of Sales Chris Rogers.

This new collection is manufactured using EnviroLeather’s proprietary TPE (thermoplastic elastomer) formulation. The exclusive formulation gives InkGard Plus outstanding durability (500,000 Wyzenbeek double rubs) and allows it to resist sagging when upholstered tightly on furniture (over 98% recovery when stretched).

About EnviroLeather™ by LDI

EnviroLeather™ by LDI is a pioneer in eco-friendly, PVC-Free faux leather; combining innovative design, outstanding durability, superior chemical resistance, and a soft luxurious feel. Headquartered in Portsmouth, New Hampshire, LDI Corporation was founded in 2004 by plastics and textile engineers committed to producing commercial faux leather upholstery that meets the highest environmental and health standards. Visit www.enviroleather.com or call 866-332-0700 for more information