

# enviroleather™

by LDI 

Contact: Chris Rogers  
Tel: 866-332-0700  
Email: crogers@ldisolutions.com

**FOR IMMEDIATE RELEASE**

## EnviroLeather™ Launches New Print Technology with Designs from Jhane Barnes

**Portsmouth, NH: December 1, 2013** - EnviroLeather™ by LDI announces the launch of a new line of PVC-Free faux leather featuring inspiring design patterns from renowned New York fashion and interior product designer Jhane Barnes. This new EnviroLeather™ upholstery is made with a unique, patent-pending, hybrid digital printing process

This breakthrough EnviroLeather™ design technology allows for dozens of colors and subtle color gradients within each pattern. This type of variety and vibrancy on a faux-leather has historically been very hard to achieve with traditional printing. These new looks will give interior designers some fresh, high-end print options to help them create innovative design spaces.

The Jhane Barnes Collection features fresh and innovative patterns inspired by clean, modern geometry and computer technology. “Box Study” and “Brainstorm” layer and juxtapose squares and rectangles in a pleasing, creative array of hues. “Flora” and “Ivy League” have a more organic feel and are contemporary versions of florals with Jhane’s signature touch.

In keeping with its goal to design products with sustainable and health safety benefits, the new print technology developed by LDI uses a more environment friendly process with much lower energy consumption and waste. It also uses more eco-friendly materials by incorporating water based systems to replace solvents.

EnviroLeather™ has gained recognition as a PVC-Free Faux Leather that combines outstanding durability, superior chemical resistance and a soft, luxurious feel with environmental benefits. EnviroLeather™ contains no PVC, no plasticizers, no halogens, and no heavy metals. It also passes the stringent California 01350 indoor air quality test and contains renewable material and post-consumer recycled content. With this new print technology, EnviroLeather™ now offers innovative, fresh new looks and designs as well.

Jhane Barnes ran her own award-winning men’s fashion company, starting in 1976 and pioneered digital printing in menswear in the 1990s. Her textile innovations in fashion opened the doors to designing textiles for contract interiors. She has also used her math and technology-driven approach to make innovative, efficient designs that change the way modular floor tiles are installed. Her creative design approach has led to collaboration with LDI on EnviroLeather™ upholstery. Jhane states: “My interest in design innovations and concerns for the environment make it a natural fit to work with LDI, who is a leader in those two areas”.

“There is no reason to use outdated product technologies that are damaging to the environment or pose a health threat to people,” says Josh Dame, President of LDI “We offer innovative technology to provide more sustainable alternatives that offer superior performance and lower cost.”

### About EnviroLeather™ by LDI

Recognized with a reputation for excellence, EnviroLeather™ by LDI is committed to designing PVC-Free faux leathers that combine environmental benefits with outstanding durability, superior chemical resistance, and a soft, luxurious feel. Visit [www.enviroleather.com](http://www.enviroleather.com) or call 866-332-0700 for more information.

Headquartered in Portsmouth, New Hampshire, LDI Corporation was founded in 2004 by plastics and textile engineers who possess a unique understanding of material chemistry and performance characteristics. The company quickly became known for producing eco-friendly, faux leathers that meet the highest levels of health and safety criteria, without sacrificing performance.

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