



## Authentic

L'autenticità è qualcosa che riguarda la vera essenza delle cose, potremmo anche definirla come una melodia interiore, come una sorta di imprinting dell'anima che rappresenta la parte più vera di ogni individuo.

Essere autentici vuol dire esprimere la propria vera essenza nel modo più spontaneo e naturale possibile ed è proprio da questo desiderio espressivo che nasce la nostra collezione "AUTHENTIC".

I nuovi articoli che vi proponiamo raccontano la PELLE, che torna protagonista nelle sue varie declinazioni. Partendo dalla tradizione italiana della lavorazione del cuoio e grazie alle nuove tecnologie applicate, la materia si esprime al meglio con tatti caldi, setosi, mani morbide, rifiniture naturali.

Troverete lavorazioni artigianali negli articoli asportati o tamponati a mano, così come grane naturali che raccontano la pelle, la sua storia.

Authentic è una collezione VERA, che spazia da articoli classici a transitional e contemporary e vi offre un'ampia gamma di prodotti che esprimono il nostro profondo rispetto per la materia che lavoriamo, senza mai perdere di vista la sostenibilità, pilastro fondamentale su cui da anni basiamo lo sviluppo delle nostre collezioni.

Authenticity is something that concerns the true essence of things, we could also define it as an inner melody, as a kind of soul imprinting that represents the truest part of everyone. Being authentic means expressing one's true essence in the most spontaneous and natural way possible and it is precisely from this expressive desire that our "AUTHENTIC" collection was born.

The new articles we offer tell the story of LEATHER, which returns as the protagonist in its various declinations. Starting from the Italian tradition of leather processing and thanks to

new applied technologies, the material is expressed at its best with warm, silky touches, soft and spongy hands, natural finishings.

You will find craftsmanship in the rub-off or hand stained items, as well as natural grains that tell the story of leather.

Authentic is a GENUINE collection, ranging from classic to transitional and contemporary items and offering you a wide range of products that express our deep respect for the material we work with, without ever losing sight of sustainability, a fundamental pillar on which we have based the development of our collections for years.

## Article Newbuck

A prima vista è chiaro che "Newbuck" è un articolo unico, espressione della tecnologia abbinata alle più tradizionali tecniche della lavorazione delle pelli.

Ed è proprio la sinergia tra tecnologia e tradizione che ci ha consentito di sviluppare questo articolo d'eccellenza, dal tatto e dal look unici nel suo genere.

Ci sono voluti due anni di studi e ricerche per ottenere questo pellame pura anilina che si inserisce nel top di gamma della Conceria Priante e vuole essere l'evoluzione e modernizzazione dei pellami tipo "nubuck" presenti da tempo sul mercato.

Prodotto su grezzi di altissima qualità, "Newbuck" si distingue per la sua morbidezza, il tatto "caldo" e l'uniformità dei colori, che evidenziano ulteriormente la naturalezza del materiale. Con questo pellame Vi offriamo un'esperienza unica, un viaggio sensoriale che vi conduce ai massimi vertici della qualità.

At first glance, it is clear that "Newbuck" is a unique article, an expression of technology combined with the most traditional techniques of leather processing.

And it is precisely the synergy between technology and tradition that has allowed us to develop this article of excellence, with a unique touch and look of its kind.

It took two years of study and research to obtain this pure aniline leather, which is part of the top range items of Conceria Priante and aims to be the evolution and modernization of the "nubuck" leathers that have long been on the market.

Produced on the highest raw material quality, "Newbuck" is distinguished by its softness, "warm" touch and uniformity of colors that further highlight the naturalness of the material. With this leather we offer you a unique experience, a sensory journey that takes you to the quality highest levels.



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Technical Data Sheet  
*Authentic Collection*  
**NEWBUCK**

<b>GENERAL DETAILS</b>	
Application	FURNITURE
Raw material	BOVINE
Origin	EUROPEAN HIDES
Tanning type	CHROME TANNING
Avarage size m <sup>2</sup>	5
Thickness	1,0 – 1,2
Finishing	aniline
Colour checking	D65 DAYLIGHT
Apparence	CONFORM TO THE MASTER
Hump	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Fire Marks	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRODUCT QUALITY GUARANTEED	80 % - 3/4 panels - 60x70 18 % - 2 panels – 60x70 2% - 1 panel – 60x70

<b>CHARACTERISTIC</b>	<b>TEST METHOD</b>	<b>M.U.</b>	<b>PERFORMANCE</b>
Thickness	ISO 2589	mm	1,0 – 1,2
Dry Rub Fastness	EN ISO 11640	Grey scale	Dry 50 cycles ≥ 3
Wet Rub Fastness	EN ISO 11640	Grey scale	Wet 20 cycles ≥ 3
Perspiration Rub Fastness	EN ISO 11640	Grey scale	Perspiration 20 cycles ≥ 3
Flexing Endurance	EN ISO 5402	Visual	20000 cycles (no crack)
Colour Fastness to Light	EN ISO 105-B02	Blue scale	≥ 3
Tear Strength – single edge	EN ISO 3377-1	N	≥ 20
Tensile Strenght	EN ISO 3376	N/mm <sup>2</sup>	≥ 10
Abrasion Resistance (taber CS-10 1kg)	BS EN ISO 5470-1	Grey scale	≥ 3
Colour fastness to Water Spotting	EN ISO 15700	Grey scale	≥ 3
pH and Δ pH	EN ISO 4045	Min 3,2 - if pH ≤ 4 Δ pH ≤ 0,7	Pass
Burning Behaviour to cigarette and match flame	BS 5852:1979	BS 5852:1979	Pass
Chemical Characteristic	Article processed in conformity with Reach regulation		

#### **LEATHER FEATURES AND CARE**

Characteristics not presented in this document are not applicable or not defined by producer. Additional requirements have to be specified by Customer before purchasing order. Results of tested characteristics are an average of results found on standard productions. Eco and Environmental safety conformity to CE 1907/2006 REACH is assured till shipment. In case of further chemical treatments, it is customer responsibility verify chemical compatibility and that used chemicals would not impact on conformity of the leather. Conceria Priante srl will not respond legally in case of missed indications checking.

Hides have to be worked maintaining an internal humidity of 10-12% and using process temperature not higher than 60°C/140°F to avoid changing on their mechanical properties and aspect. Do not put over weights on hides during stock, same goes for finished furniture. Stock hides in dry ambient with temperature 15/40°C - 59/104°F. Avoid to use any solvent or lotion because they could weaken finishing adhesion. Heat guns, shrink wrapping and any other source of heat must be avoided. Nature/growth features, colour/structure differences are indications of genuineness (visible/clearly visible). Cuts and seam patterns differing from material processing are normal. The initial leather smell is typical of the material. Colour and structure differences compared with the sample furniture and leather specimens are possible. To maintain the initial characteristics of goods produced with our articles, it is recommended to follow these instructions: keep them in dry ambient at room temperature. Keep leather away from direct sunlight and from any sources of heat to avoid colour change and darkening. Use only recommended leather cleaner and protector products. Totally avoid multi-purpose cleaning products. Before using cleaning product, try it on a hidden surface. Clean stains as fast as possible; beverage stains could be removed dabbing with blotting paper without rubbing, then pass gently a white wet cloth on the stain, from external to internal side. After drying, polish it with a soft dry cloth. Fully clean and re-protect your leather furniture every six months.