



*Da Vinci*  
COLLECTION

- EXCEPTIONAL HIDE QUALITY
- FINE PEBBLE TEXTURE
- TRADITIONAL COLOR PALETTE
- MEDIUM SOFTNESS
- HAND TIPPED ANTIQUE

DLC  
DEMAR LEATHER COMPANY



## *Place*

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Pamplona, the capital of the Northern Spanish province of Navarre, was founded by the Roman general Pompey. It is best known for the Running of the Bulls and La Rioja wine, and is a major stop along the Camino de Santiago medieval-era pilgrimage route. It is also home to a lesser known, but still magnificent tannery whose ancient heritage has merged with computer automation and chemical know-how to produce our Da Vinci leather style. Processes that were once done by hand have been taken over by machines, all in an effort to improve the performance and consistency of the finished leather.

The facility also uses the latest in wastewater treatment and the most modern techniques to protect against environmental impact. The water that is used to produce our Da Vinci leather is as clean when it leaves our facility as it was upon arrival. Water produced during the tanning process is always disposed of in an environmentally-safe fashion.

The workers here take tremendous pride in handling the rawhides, which arrive fresh to the tannery, preserved only with coarse salt and temperature-controlled trucks. We repeat the same process hundreds of times a day to ensure that our leather can be produced at a high quantity without sacrificing quality. The lush hills of Pamplona serve as the perfect inspiration for the majestic leathers they produce.

# Production

Leather is natural animal hide that has undergone treatment during the tanning process to halt decomposition. It's a challenging endeavor that is one part science, one part art.

Hides arrive at the tannery directly from a meat packer with the hair intact and usually preserved with coarse salt.

## The tanning process includes:

**Curing** – Rawhides are preserved using salt, cold temperature, and/or biocides.

**Soaking** – Rawhides are soaked in water to remove salts, dirt, and restore moisture content.

**Liming** – Hair is removed and the fibers of the hide are opened in order to allow better penetration of tanning chemicals.

**Fleshing** – The excess flesh on the backside of the hide is mechanically removed.

**Bating** – The process of gradually neutralizing the hide so that debris is removed and the hide is chemically brought to a relaxed state so the hide lays out more smoothly.

**Pickling** – A weak acid is introduced to the hide so that the tanning chemicals can begin the tanning process.

**Degreasing** – Excess grease is removed from the hide.

**Tanning** - Materials such as plant extracts, chromium, oils, and aldehyde are used to treat the skin so it will not putrefy and, after processing, be suitable for use. Tanning chemicals form crosslinks in the collagen structure to stabilize the hide against the effects of water, heat, acids and bacteria.

**Splitting** – A machine using a band knife slices the leather into two parts (grain and suede) to ensure a desired uniform thickness.

**Dyeing** – Leather is colored in drums.

**Fat Liquoring** – Oils are introduced to the leather fibers to create the desired flexibility and softness.

**Samming** – The process of mechanically squeezing out water to begin the drying process.

**Setting Out** – The leather is stretched to ensure a smooth surface and to reduce the moisture content.

**Staking and Dry Drumming** – Processes where leather is hammered and tumbled to achieve softness.

**Buffing** – Grain surface is removed in a similar manner to gently sanding wood in order to take away unwanted surface defects.

**Finishing** – Topical treatments, including dyes, pigments, oils, and waxes, are applied to the surface of the leather to achieve the desired aesthetics.

**Packing and Sorting** – Leather is graded and then packed in a manner that protects it during transport.



# Product

Da Vinci is produced using Spanish Bull, perhaps the NAVY finest hide in the world. It is known for its superior size, strength, suppleness, and near-flawless grain. Spanish Bull has no brand marks, tick bites, or scratch marks from fences, because the cattle in Northern Spain are allowed to roam free.

The hides are transported from abattoir to tannery via temperature-controlled trucks in order to preserve freshness. Great care is taken to ensure that the hides are protected throughout the tanning process. The Da Vinci style is full-grain and just a small amount of pigment is introduced to the surface. It is then embossed with a custom plate and undergoes a hand-coloring process that adds color to only the tips of the hide texture and leaves the deeper valleys untouched. A final clear top coat is then sprayed on the surface to provide added layers of protection against wear and to create a spectacular feel.

Da Vinci passes CA 117 and NFPA 260 fire tests and we at Demar Leather offer further treatments should higher flame standards be required. We also offer anti-soil treatments on all our leathers.



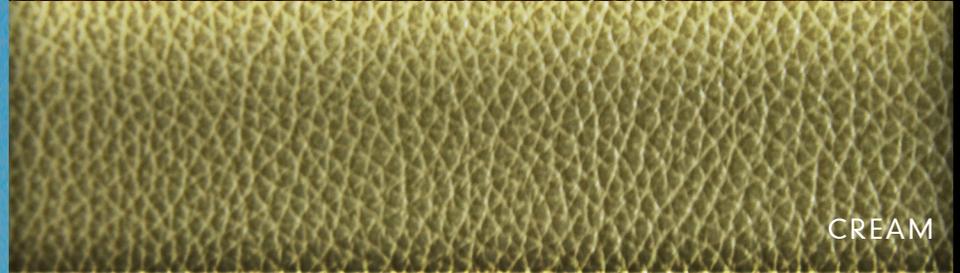
NAVY



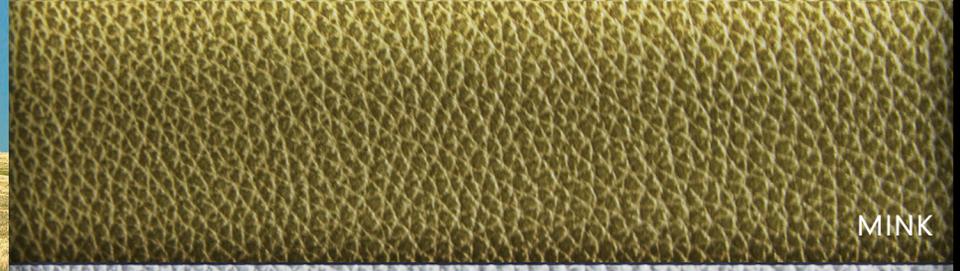
MERLOT



HARNESS



CREAM



MINK



LIGHT GREY



## *Possibilities*

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If quality and luxury are what your setting requires, Da Vinci is a perfect match. We've chosen a palette of traditional colors including navy, burgundy, brandy, and mildew green. Added to that are lighter grays and creams, which work extremely well in a contemporary room.

Come to NYC's latest Ian Schrager property, Edition Hotel NYC, right off Madison Square Park in the Flatiron District. There you can view our Da Vinci light gray leather in every guest room. When the iconic Ritz Carlton in Philadelphia was recently remodeled, Da Vinci was the leather picked to adorn many of the public areas. This versatile leather was even specified for the Monterey Bay Aquarium in our nature-inspired Mildew color. Da Vinci is simply the perfect leather for a high traffic area that requires sophistication and luxury.

