

Why Buy Leather?

Leather is the Strongest Material Available

Perfect for Heavy Use Rooms

Great for Pets and Kids

Difficult to Rip or Tear

Motorcyclist Protection



Leather Lasts 4 Times as Long as Fabric

"Leather is Just Breaking In"

"When Fabric is Wearing Out"



Leather is Easy to Clean

Clear Coat Finish Protects/Seals

Pigment on the Leather

Keeps Out Stains

Similar to:

Hardwood Floors

Painted Walls

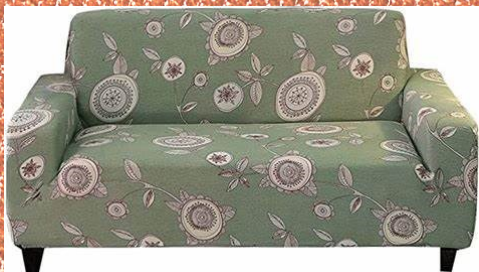


Leather is Timeless

Never Goes Out of Style

Fabric Styles Change Often

Leathers Do Not



Leather Costs Less to Own

Because it Lasts So Long

So Easy to Care For

Timeless Style

Leather is the Best Value



Buying is Emotional

Leather Taps into Emotions

Proud to Own Leather

Feel Better about Themselves

Leather is Non-Allergenic

Does NOT absorb Dust-Dirt or Odors

Leather is a Healthy Choice

Wipe away with a Damp Cloth

Question # 1

Leather Lasts how much Longer than Fabric?

A. Three Times as Long

B. Twice as Long

C. Four Times as Long

D. Five Times as Long

Question # 2

Leather is Great for Use in...?

A. Heavy Use Environments

B. Rooms for Kids

C. Rooms with Pets

D. All of the Above

Question # 3

Why is Leather Easy to Clean?

A. Because it Lasts so Long

B. It's a Natural Product

C. The Clear Coat Finish

D. All of the Above

Question # 4

Why Does Leather Cost Less to Own?

A. Easy to Clean

B. Costs Twice as Much but Last 4 Times as long

C. Always in Style

D. All of the Above

Question # 5

Why Buy Leather?

- A. Make you Proud to Own
- B. Leather is the Best Value
- C. Perfect for Heavy Use Environments
- D. Its the Healthy Choice
- E. All of the Above

Answers

1) C

2) D

3) C

4) D

5) E