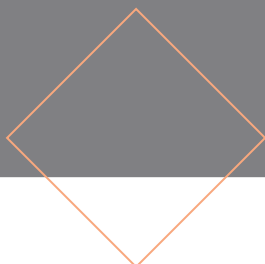



TOWNSEND  
LEATHER

revealed





At Townsend Leather,  
we have a passion for  
leather, luxury and design.

At Townsend Leather, we have a passion for leather, luxury and design. Our design-driven philosophy pushes us to continuously produce and bring to market truly innovative highest-quality leathers with virtually unlimited opportunities for customization. With more than 40 years of experience working with designers in the residential, hospitality, contract, aviation and transportation markets around the world, we strive to provide exceptional leathers that are as unique as each of our customers and meet the highest standards in the world.

Visit [townsendleather.com](http://townsendleather.com) for more information.

## FAMILY HISTORY

Since 1969, the Kucel family has created leathers known for beauty and performance. For three generations, Townsend craftspeople have manufactured leather in Johnstown, NY to fit design demands worldwide. Albert "Red" Kucel founded Townsend Leather in the beautiful foothills of the Adirondack Mountains because of the rich leather heritage in the area. Running Townsend Leather for the bulk of its years, Red's son, Terry, together with his wife, Barbara, and siblings, Louise and Kevin, helped the company evolve each decade to adapt to the changing realities of the industry, to hone its skills for customization, and to find niche markets that appreciate the highest quality, most innovative leather in the world. Now being run by the third generation under the leadership of Terry's daughters and sons-in-laws, Townsend is excited to be building towards an even more exciting future.



# the kucels

Visit [townsendleather.com](http://townsendleather.com) for more information.

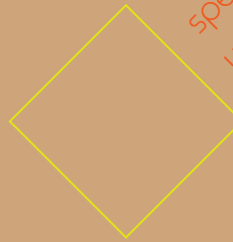
As a third generation business, Townsend is a company founded on and guided by the values you'd find in any strong family, those of teamwork, integrity, work ethic, effective communication, initiative, flexibility and respect. We strive to treat our employees, customers, suppliers and service providers as Partners with these values constantly in mind to drive the path of decision-making, and we tend to see business relationships in terms of long-term partnerships we want to foster and grow in strength each year.

We are a passionate group; we love making and selling our leather and take tremendous pride in working together with our customers to create and produce the most exceptional leather available. There is not one step in the process that we take lightly; we work together as a team here at Townsend and with our worldwide Partners to create the best all-around experience with leather in the industry, whatever the end application.



## mission statement

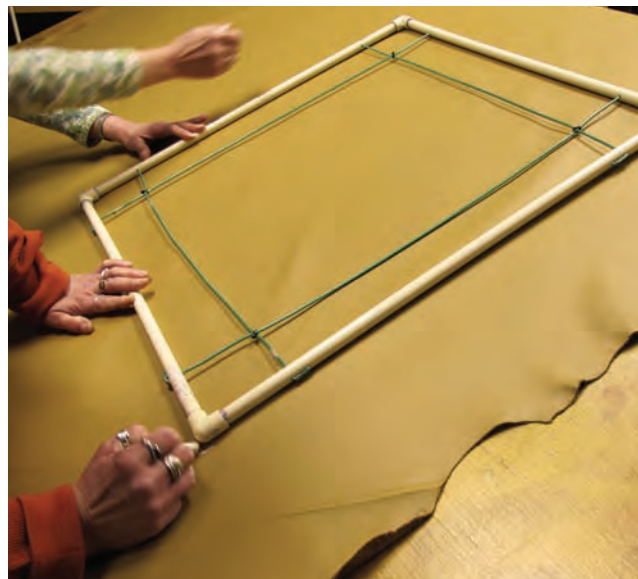
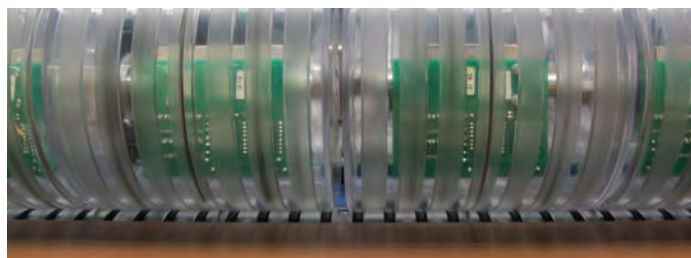
Townsend Leather is a company of specialized craftspeople, in partnership with customers, suppliers and other fellow partners dedicated to producing and marketing superior quality products and services to ensure the success and fulfillment of all partners.



## RED KUCEL MEMORIAL PARK



HANDCRAFTED  
FROM START  
TO FINISH



Visit [townsendleather.com](http://townsendleather.com) for more information.



## we make leather

We aren't just distributors or warehouseers of leather, we actually make it. This means: control over quality, reproducible dye lots, creative solutions for bringing custom concepts to life, quick lead times, and talented staff of life-long leather makers that understand how to work with leather and our customers' needs. Our customer service staff is within footsteps of our production facility so feedback from customers is directly given to production staff.



Visit [townsendleather.com](http://townsendleather.com) for more information.



YOU DREAM IT  
WE MAKE IT

Visit [townsendleather.com](http://townsendleather.com) for more information.



A “Lunar Eclipse” concept for the Threadneedles Hotel was created on whole hides to create upholstered, handpainted headboards. The result: a dream fully realized and brought to stunning life.

Our talented artisans  
can work with designers  
to bring their vision to  
life on leather – we are  
the manufacturer and  
handle hides from raw  
material to final form  
so we can alter or create  
nearly limitless designs,  
textures and effects. We  
can work with designers  
from their initial concepts  
and artwork to creation  
of their final piece.



photo by Studio E/Motions

Visit [townsendleather.com](http://townsendleather.com) for more information.



exacting  
standards



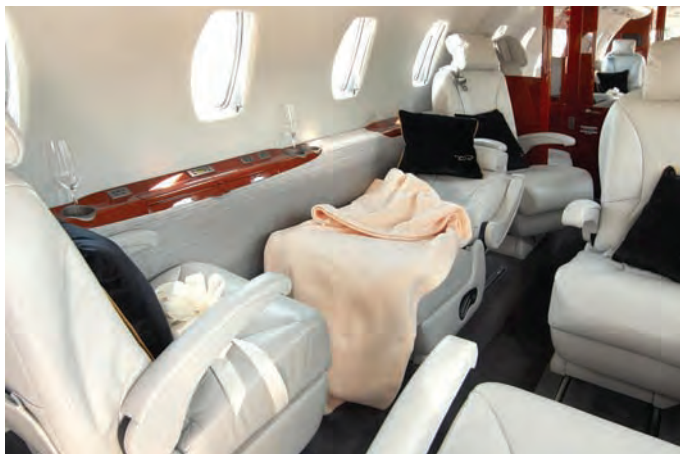
photo by Studio E/Motions

We understand that our customers' customers have discerning tastes and require the most premium quality available. We work with designers to create custom colors, textures, sheens and patterns for one-of-a-kind specialty applications. The quality is the finest in the world, starting with the best raw material available, and from there, every aspect is controlled by Townsend to ensure the end application looks and feels as beautiful as possible.

Studio E/Motions is one of the leading design firms around the world. Their core focus is head of state aircrafts. Francis Munch of Studio E/Motions used a wide range of Townsend Leather's Taj Pearlized products for this VIP aircraft.



Visit [townsendleather.com](http://townsendleather.com) for more information.



- Excellent Cutting Yields • Short Lead Times
- Adherence To Flammability Standards/Requirements
- Cutting Programs Available • Dye Lot Control
- Availability Of Stock Leather Programs • AS9100 Certified



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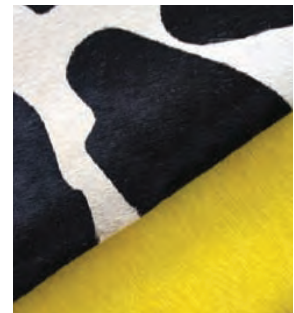


Francis and Francis photography • [www.francisandfrancis.com/](http://www.francisandfrancis.com/) • HD Booth in Las Vegas designed by Thom Ortiz, Cetra Ruddy

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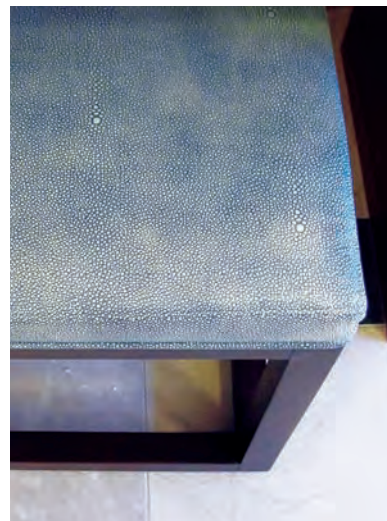


- Leather for all manner of high-end interior design applications • Homes • Yachts/cruise ships • Restaurants
- Casinos • Show cars • Ability to provide highly decorative leathers for specialty pieces • Ability to engineer leathers to meet budgets or high volume applications





Visit [townsendleather.com](http://townsendleather.com) for more information.



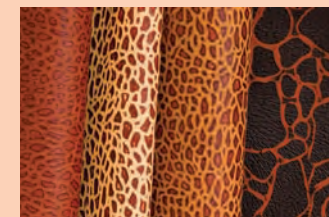
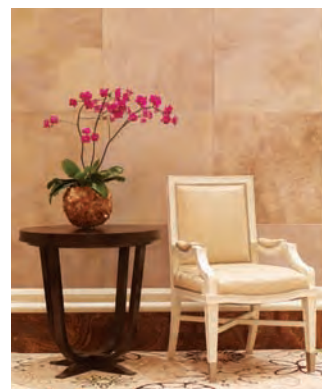
Townsend has the broadest range of embossing/gaufrage patterns available from any one place (hundreds of plates & rolls) plus capability to offer custom embossing plates based on customers' designs or artwork



unlimited  
innovation



Townsend produces leathers for a variety of interior design uses - upholstery is most common, but also leathers for casegoods, wall & floor applications, and even as decorative art pieces. Cowhide, calfskin, lambskin, goatskin, hair-on cowhides, woven leathers, hand-tipped, hand-rubbed, specialty effects, and more.

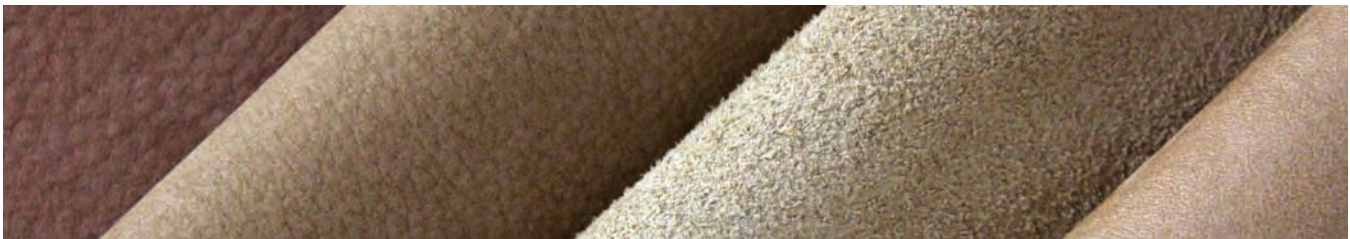




Visit [townsendleather.com](http://townsendleather.com) for more information.



From essentially naked leathers like nubuck and suede, to semi-aniline leathers with very light finishes or waxy topcoats, to full finished, highly durable leathers, to specialized decorative leather, Townsend produces a wide range of leathers to suit every taste and need.

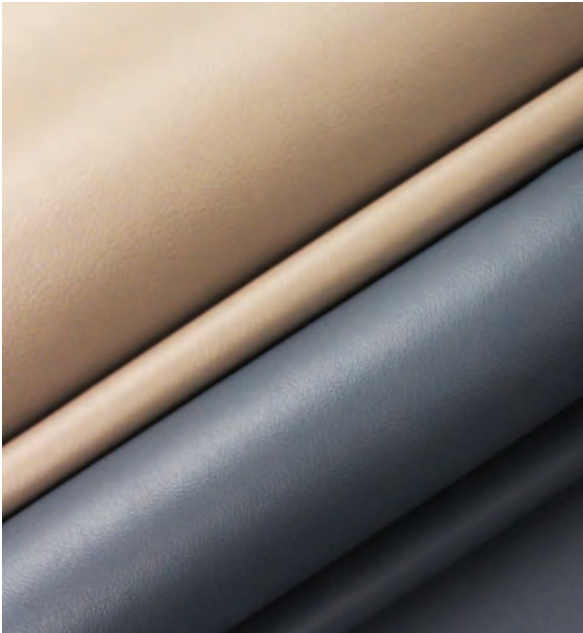


Visit [townsendleather.com](http://townsendleather.com) for more information.



THE LEATHER  
OF CHOICE

Visit [townsendleather.com](http://townsendleather.com) for more information.



classic  
beauty



Classic Cowhide,  
our most  
popular leather  
(pictured here),  
is aniline-dyed  
cowhide with

a light calfskin-like finish that  
highlights the smooth grain of this  
selected hide.

Each order of Classic starts with  
premium European raw material,  
large clean hides of 55 SF average,  
then is aniline-dyed and finished  
here at Townsend Leather, in  
Upstate New York, where we  
control every aspect of quality  
along the way. Classic Cowhide has  
long been the favored choice by

many of our customers  
as it combines the  
best in aesthetics  
with durability and  
performance, and it  
can be maintained  
and cleaned over  
time to keep it looking  
beautiful for years.  
If you're looking for  
a leather that looks  
and feels wonderful  
and is appropriate for  
moderate to high wear  
applications, our Classic  
leather just might be  
the right product for  
your project...





Visit [townsendleather.com](http://townsendleather.com) for more information.



## a match made in leather

With some of the best and most experienced leather color matchers in the world, custom coloring is truly a specialty of Townsend Leather. We can match previous dye lots, a swatch or other interior components, or even an intangible concept using our blend of years of color experience and knowledge and the latest technology which results in just the right color you are looking for. We understand the nuances of color, the factors that affect how color is perceived and how to alter color for different effects on different types of leather. We understand so many design decisions are driven first and foremost by color, and we work closely with our customers to achieve the exact shade, tone and hue of color needed for each project.





Visit [townsendleather.com](http://townsendleather.com) for more information.

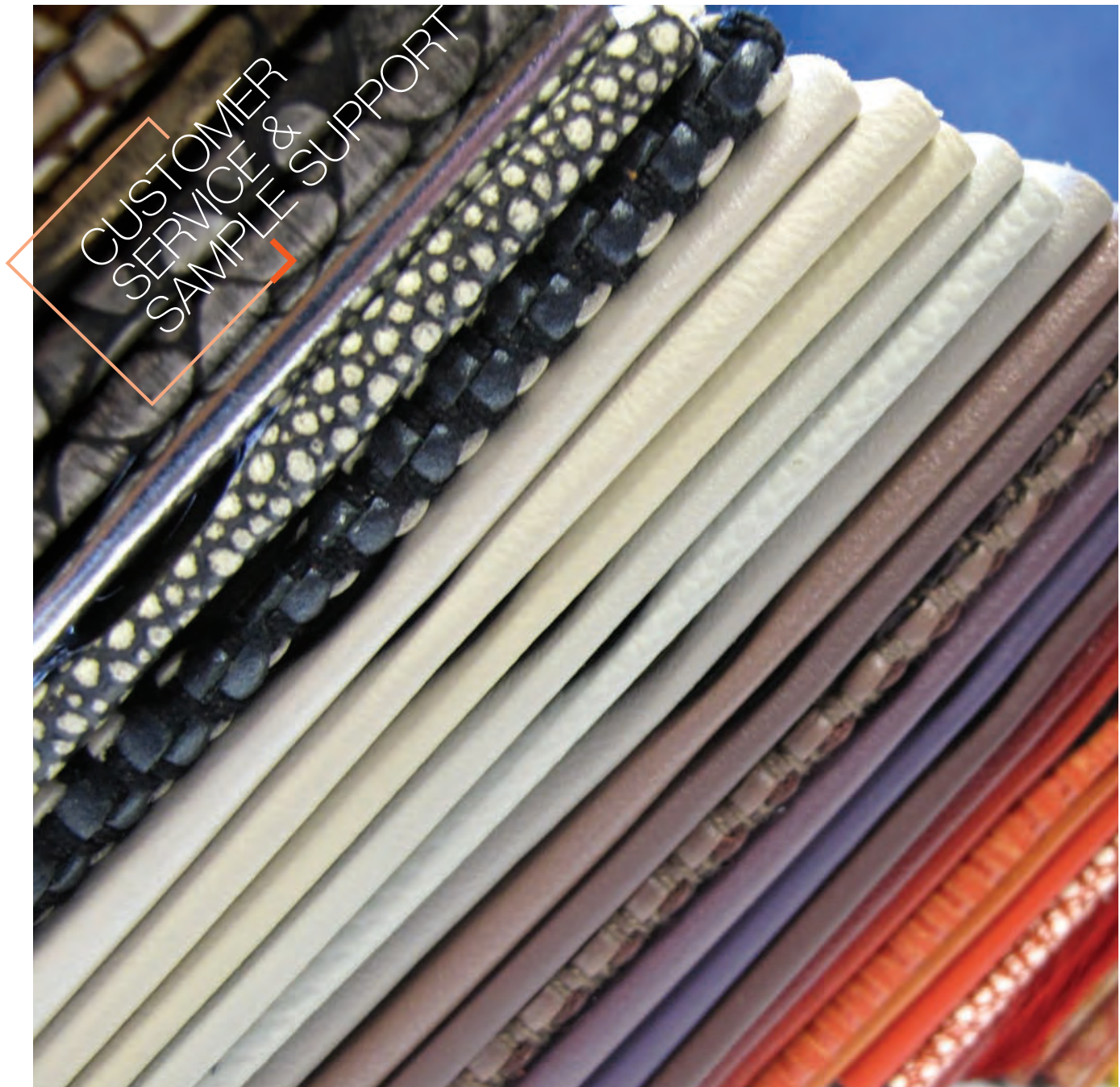


we sense  
a pattern



Townsend has the largest collection of embossing patterns for leather under one roof in the U.S. with over 700 embossing plates and more than 140 calendar rolls. We have internal graphic design capabilities that allow us to create custom embossing designs in unprecedented turn-around times.

Through the use of specialized techniques by our highly skilled leather craftspeople, many textures can be embossed on whole cowhides without showing overlap lines. This maximizes cutting yield and greatly minimizes the need for excess seams during upholstery.



Visit [townsendleather.com](http://townsendleather.com) for more information.



## here, take a sample

Townsend has a fully-dedicated building and staff providing unprecedented sampling support. Besides our standard sampling materials (binders, boxes, memos), we give our customers access to our archives of thousands of custom samples done throughout our history; this means thousands of options are at their disposal at any time. Our customer service staff is trained to work with customers upfront, understanding application intended, making recommendations for appropriateness of product or helping create a custom product perfect for the application and use.

Visit [townsendleather.com](http://townsendleather.com) for more information.

ALL OVER  
THE WORLD

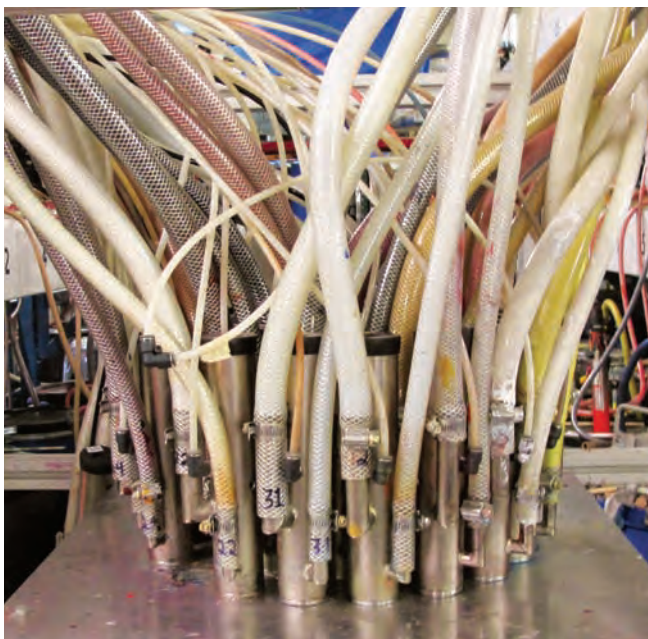
We have a  
worldwide sales  
network ready  
to assist in any  
way needed.

Wherever you are, there  
is likely a Townsend  
representative within reach  
in the same time zone to  
help with all aspects of your  
projects (from sampling to  
specification to ordering and  
after order support).

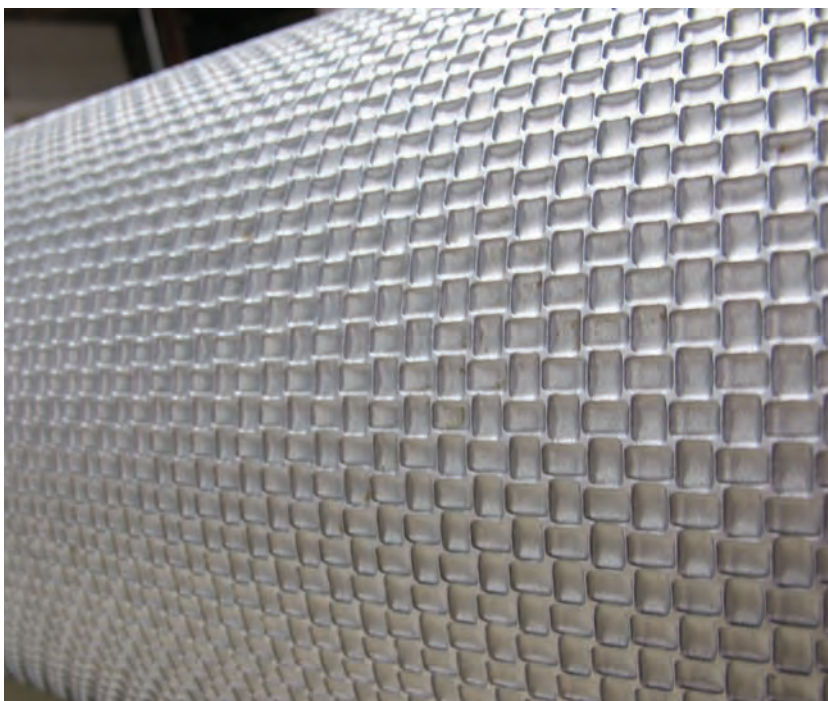
leather goes abroad



Visit [townsendleather.com](http://townsendleather.com) for more information.



tradition+technology



We use a blend of the newest technology and equipment available as well as practices and tricks of the trade passed down from generations experienced in making leather. We have been making leather for over 45 years and still have some original Townsend employees working today, but we also continually adapt, test and explore new tools to ensure the absolute best practices and cutting edge technology are employed. Townsend Leather... where history meets science.

Visit [townsendleather.com](http://townsendleather.com) for more information.



not just a pretty face

The Townsend Pattern Cutting System can produce multiple sets cut to your specifications on schedule and at defined costs for our customers with repetitive cut pattern requirements.

Scotchgard™ Protector from 3M is available with most orders to keep Townsend Leather looking beautiful longer.



Visit [townsendleather.com](http://townsendleather.com) for more information.



Visit [townsendleather.com](http://townsendleather.com) for more information.



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 45-49 Townsend Avenue  
 Johnstown, NY 12095  
 518.762.2764  
 Toll-Free 1.800.852.0144  
 Fax 518.762.5566  
 Info@Townsendleather.com



We love to have customers visit us for a tour of our facility or to create something new alongside us in our design center. We offer formal programs educating customers and their clients on the various types of leathers. This can be done at Townsend or onsite at your own facility or we can customize programs to meet any training needs you might have. Sales presentations can be tailored to fit your needs and time constraints.





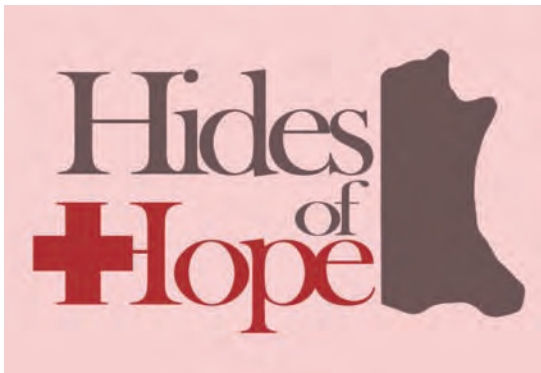
Visit [townsendleather.com](http://townsendleather.com) for more information.



Townsend is active in both the larger local community, with participation in local events and fund-raising, and in our own internal community's teams and clubs. Townsend's employees (who are called "Partners") support each other through life's ups and downs with our Hides of Hope Fund, and we spend social time together at a variety of employee events.

Townsend is passionate about our green efforts, continually investing in more environmentally-friendly machinery and processes and being cognizant to make the least environmental impact we can throughout our production stages. We are also passionate about finding a cure for cancer, with quarterly donations to Memorial Sloan Kettering Cancer Center (MSKCC), and through our active participation in our local Relay for Life.

We support the design community of the future; we regularly sample design students, support local design programs that fund scholarships for designers, and offer on-site tours for the designers of tomorrow.





The terminology associated with leather can seem intimidating at times. As leather experts and your partners, we seek to simplify some of the verbiage you may have heard but don't fully understand. Here are some frequently used words and phrases related to leather.

Let's talk leather.

---

**Aniline:** Leather that is colored all the way through with a transparent dye. The effect is applied by immersing the leather in a dye bath. Because the finish is transparent and shows the natural markings of the leather, only the best quality hides can be used.

**Antiqued:** Leather that is dyed with one color over another (usually darker over lighter) so as to create rich highlights and an aged appearance. Also called distressed leather.

**Buffed Leather:** Leather from which the enamel surface has been removed by abrasion. Often known as nubuck.

**Center Cut Hides:** Term used by Townsend Leather to denote hide size of gaufrage-embossed leathers that have been cropped at the bellies to form a boxier and more usable shape.

**Cutting For Approval (also known as CFA):** A CFA is a sample of the leather from the actual dye lot; for made-to-order or custom leathers, Townsend colors the hides with aniline dyes and a cutting off of this

colored load is then completed to represent the finished product. At this point, any adjustments to color, texture, or finish can be made before the whole order is completed.

**Chrome Tannage:** Leather tanned in chromium salts, primarily basic chromium sulfate resulting in soft, mellow hides receptive to excellent color variety. Currently the most widely used tannage in the world.

**Colored Crust:** Hides that have already been colored with aniline dyes and are "compatible" with the final color desired that will be applied by pigment finish or embossing and hand-tipping.

**Combination Tannage:** Leathers tanned with more than one tanning agent, such as chrome and vegetable together, resulting in both softness and body in skins.

**Corrected Grain:** Leather that has been buffed to remove blemishes, then embossed with a modified grain created using pigments and other finishes.

Visit [townsendleather.com](http://townsendleather.com) for more information.

**Crocking:** Transferring of color or finish from leather to other materials by rubbing or abrasion.

**Crust:** Leather which has been tanned (treated to become nonperishable) but not colored or otherwise finished.

**Custom Leather:** Term indicating a leather is not a company standard but rather is new and unique in color, texture, and/or finish from the standard offerings.

**Distressed Leather:** Another term for antiqued leather. Distressed leather is coated with a wax finish and then milled in order to create a worn, natural appearance. Due to its genuine look, each hide will have its own unique color variation.

**Drum Dyeing:** The process of coloring leather by tumbling it in a rotating drum immersed in dye. A very effective method allowing maximum dye penetration.

**Embossed Leather:** Leather that has been “stamped” with a design or grain texture under very high pressure. Used, for example, to create imitation alligator hide.

**Enhanced Grain:** Leather that has been embossed with a modified texture to imitate a natural grain and create a more uniform surface.

**Fat Wrinkle:** Wrinkles in the grain of leather caused by fat deposits in the animal that create beauty in the leather. Fat wrinkles are not visible in imitation grain leather.

**Finish:** Any enhancing effect applied to leather after it has been tanned. Examples are dyeing, embossing, buffing, antiquing, waxing, waterproofing, and so on.

**Full Grain Leather:** Leather which has not been altered beyond hair removal. Full grain leather is the most genuine type of leather, as it retains all of the

original texture and markings of the original hide.

**Gaufrage:** A unique embossing process that creates upholstery leather of exceptional softness and beauty. The design impression is transferred to the leather by an engraved roller under high heat and low pressure for a soft natural hand without pattern match lines. Townsend’s Gaufrage Leathers come as Center Cut Hides.

**Glazed Leather:** Aniline-dyed leather which has been polished to a high luster by passing through glass or steel rollers under great pressure.

**Glove Leather:** Lambskin or other very soft leather, typically used for gloves.

**Grain:** A word used to describe the natural characteristics of an unprocessed hide, such as its pores, wrinkles, markings, and texture.

**Grain (Leather):** The outside of the hide or skin consisting of the pores, wrinkles, and other characteristics which constitute the natural texture of the leather.

**Hand:** A word used to describe the feel (i.e. softness or fullness) of leather, typically regarding upholstery leather.

**Hand-Tipping:** Process wherein the characteristic finish effect (pigment) is applied by hand; most of Townsend’s embossed leathers are additionally hand-tipped to highlight the pattern; because this is a hand-applied effect, variation within a hide and from hide to hide should be expected.

**Handiwork / Hand Antique:** Leather that is finished with one color over another so as to create rich highlights and an aged appearance. This is done by hand, either wiping a darker color on over a lighter base color or wiping the dark color off.

**Loose Grain:** Term for when the grain or pebbling of the hide is spread out and noticeably different than surrounding areas.

**Made-to-Order Leather:** Term indicating a leather is a company standard leather but not currently in-stock so it requires a production lead time.

**Matte Finish:** A flat or dull finish.

**Metamerism:** The effect that occurs when two objects are perceived to be the same color under one light source but appear to be unlike in color under a different light source; because of metamerism, it is important to examine leather samples under the same lighting of the intended space.

**Naked Leather:** Leather that is aniline-dyed but has no additional finish which might mask or alter the natural state of the leather.

**Nap:** Describes the soft, “fuzzy” effect achieved in leather by buffing or brushing.

**Natural Grain:** A leather that displays its original grain.

**Neck Wrinkles:** Wrinkles in the grain in the neck area of the hide caused by fat deposits in and natural stretching of the animal’s neck during its lifetime.

**Natural Markings:** General term for all kinds of visible imperfections on the hide, including insect bites and scars.

**Nubuck:** A leather whose surface has been buffed and brushed to create a soft, velvety effect. Differs from suede in that while suede is created from the flesh (inner) side of a hide, nubuck is created using the grain (outer) side, giving it added strength and durability.

**Oil Tanned:** Leather that is tanned using oils to

create a very soft, pliable finish.

**Open Scars (also known as “Opens”):** General term for any kind of small hole or open “wound” that is visible in the hide.

**Patina:** The aura or luster that develops in a quality piece of leather with age.

**Pearl / Pearl Crust:** Leather which has been chrome tanned but not dyed or otherwise finished. Chromium salts cause the tanned hides to be light blue (pearl) in color.

**Perforated:** Leather in which a pattern of small holes is stamped using a die; comes as sides only.

**Pigmented Leather:** Leather that has been coated with a surface color on top of or instead of the usual dye finish. Leather is usually pigmented to add durability and uniformity and hide natural blemishes.

**Plating:** The process of pressing leather under a heated plate. Often used in upholstery leather to create a more uniform surface.

**Pull-up:** Describes the behavior of leather that has been treated with oils, waxes, and dyes in such a way that when the leather is pulled or stretched (i.e. on upholstery), the finish becomes lighter in the stretched areas. Considered a mark of high quality.

**Retan:** A modifying secondary tannage applied after intermediate operations following the primary tanning.

**Semi-Aniline:** Aniline leather to which a matching pigment layer is added to even out the color and add protection.

**Side Leather:** Leather made from one half, or “side,” of a full hide. Typically refers to leather whose top grain (outermost layer) has been left intact.

**Skive:** To shave, slice or divide; to peel into a thin layer.

**Snuffed:** The grain surface is abraded with brushes, emery wheel, or sandpaper. Leather is snuffed for the purpose of removing defective grain, or for sueding the surface of the leather.

**Stock Dye Lot Cutting For Approval:** This kind of CFA is from a completed dye lot and is meant to be representative of the dye lot. Stock Dye Lot Cuttings usually cannot be adjusted and must be accepted as is.

**Strike-Off Sample (also known as SKO):** A strike-off sample is a hand sample piece of leather created to meet a customer's vision for color, texture, and/or finish. Strike-off samples are produced by Townsend at no charge.

**Spectrophotometer:** An instrument used to measure properties of light over a specific portion of the electromagnetic spectrum and is used by Townsend as a tool to help achieve and determine color accuracy; this tool is only applicable for finished products that do not have any special effects added.

**Split Leather:** Leather made from the lower (inner or flesh side) layers of a hide that have been split away from the upper, or grain, layers. Split leather is more fragile than side leather or full-grain leather, and is typically used in the form of suede.

**Suede:** Split leather that has been buffed and brushed to create a fuzzy surface feel.

**Two-tone / Tone-On-Tone:** An effect created by applying layers of similar or contrasting dyes to a piece of leather in order to create a mottled or aged appearance. Antiqued and Sauvaged leathers are examples of two-tone leathers.

**Upholstery Leather:** Leather created from a whole hide and intended for use in furniture, automobiles, airplanes, and other upholstery applications.

**Veins:** Blood vessels in the animal that carry blood to the heart; veins are more prevalent in hides these days due to today's tanning practices.

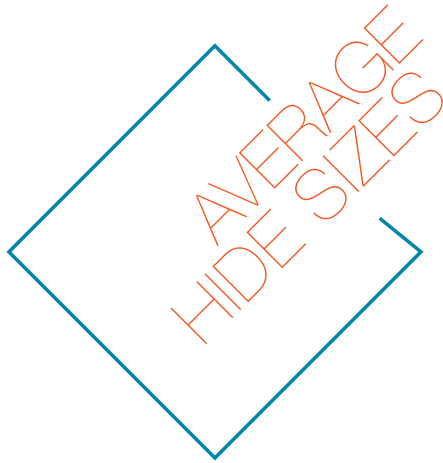
**Vegetable Tanning:** A method of hide tanning which utilizes organic materials such as bark instead of the traditional chemicals. Vegetable tanned leather has greater body and firmness than traditionally-tanned leather.

**Water Repellant:** Townsend Leather offers the addition of 3M Scotchgard™ Protector to help repel water and oil, improve cleanability, and to generally keep the leather looking beautiful longer.

**Weight:** A term which describes the heaviness or thickness of leather. Typically given in ounces per square foot or millimeters (thickness).

**Whole Hide:** Refers to leather created using a full hide, as opposed to a side, and typically intended for use as upholstery leather.

**Zebra Hair-on Cowhides:** Zebra Stenciled Prints and other Faux Exotic Hair-on Cowhides are available upon special request

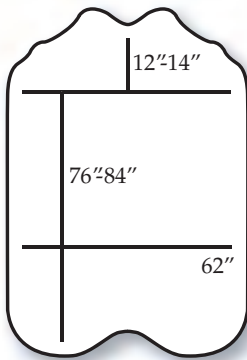


Any cowhide, skin or application need that you require, Townsend is sure to have you covered! While each hide will vary due to the nature of the product, here is a little help for you to understand the average size of the product you are looking for.

**18 square feet of leather = 1 LY of 54" fabric**

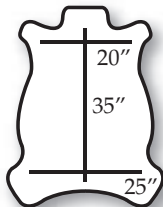
**Center Cut Hide**

40-45 SF Average



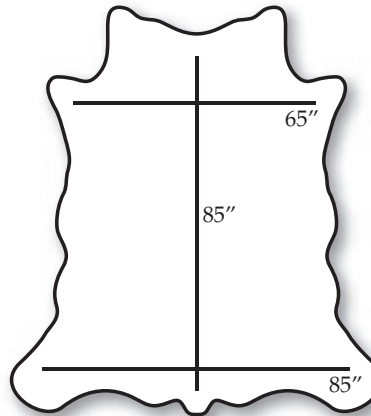
**Lambskin, Goatskin  
or Deerskin**

9 SF Average



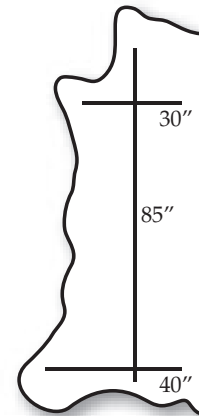
**Cowhide**

55 SF Average



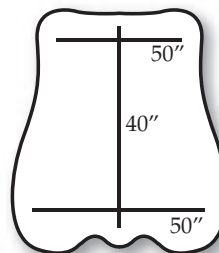
**Cowhide Side**

25 SF Average



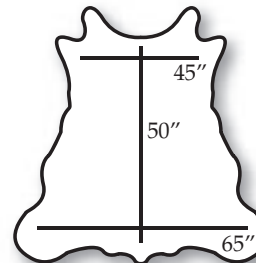
**Suede**

18 SF Average



**Calfskin**

25 SF Average



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518.762.2764 | TOLL-FREE 1.800.852.0144 | FAX 518.762.5566  
INFO@TOWNSENDLEATHER.COM | WWW.TOWNSENDLEATHER.COM

