



Verona

COLLECTION

- HIGH SHEEN
- FLAT SURFACE
- CONTEMPORARY COLORS
- MEDIUM SOFTNESS
- SPECTACULAR TOUCH

DLC
DEMAR LEATHER COMPANY



Place

It all begins in Northern Italy, in the small province of Vicenza, located in the Valle Del Chiampo. It is here that centuries-old leathermakers continue to produce some of the world's finest leathers for interior applications. Our Verona leather comes to life within a small-but-functional tannery in this 500-year-old city, where workers take pride in what they do and art transcends production.

The tannery is filled with workers who transform fresh animal hides into beautiful pieces of leather, using techniques that have been passed down for generations. Massive wooden drums filled with hides, dyes, oils, and tanning extracts, turn out finished products that will one day be used to create some of the most stunning and beautiful pieces in the world.

The workers have used the same practices for centuries, ensuring a natural and effective tanning process. Conditions are safer and technology has improved, but what has not changed is the attention paid to every piece of leather as it moves from drum, to wheelbarrow, to the final staging areas where it is dried, tumbled, oiled, and given the special touches that distinguish our Verona style.



OPALINE



TURCHESE



APPLE GREEN



VIOLA



CELESTE



COBALTO

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 and 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

Verona is a contemporary leather with a sophisticated look. The finish is bright and will allow for a wonderful patina to develop over time. The surface is smooth with a subtle crackling of the top coat. The leather has character, personality, and a spectacular hand feel. We have carefully curated a color palette that is wide in breadth and, at the same time, on the cutting edge. We chose vibrant colors that will make your furniture and interiors come to life and make a bold statement. Bright blues, faded yellows, crisp grays, and deep greens round out the color selection. More traditional earth tones are also available, but we polish them to provide a modern look.

Verona has a translucent top coat that allows the eye to penetrate the exterior surface and interpret various hues, all of which creates a sense of color depth and wonderment. The hand feel is mildly waxy, the hallmark of a genuine aniline finish.

The selection is clean and free of brand marks and scratches. Verona is quite natural and subject to variations in grain pattern. Pebbling and crackling of the finish can occur as you move from the belly of the hide, with a smoother texture expected at the backbone and butt.

Verona 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.

Verona - a chic leather with big-time flare!

GIALLO

SOLE

SENAPE

ARANCIO

FUOCO

ROSSO



Possibilities

Sometimes less is more, and when it comes to natural leather, this certainly rings true. There's virtually no pigment on our Verona, just dyes, waxes and oils. Verona is first and foremost a beauty pageant contestant, bringing to life any hotel lobby, restaurant, bar, wall panel, or guest room. You will find it at such iconic properties as NYC's Plaza Hotel, Miami's W South Beach, and in the restaurant area of Tao Las Vegas. It's one of those leathers that has Sgood physical properties, but exceptional POP!



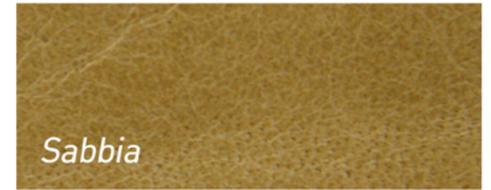
Bianco



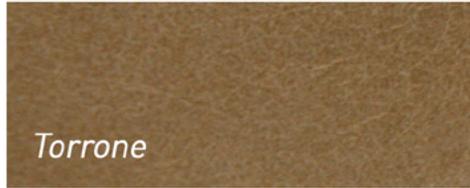
Talco



Quarzo



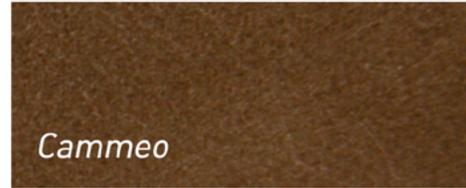
Sabbia



Torrone



Beige



Cammeo



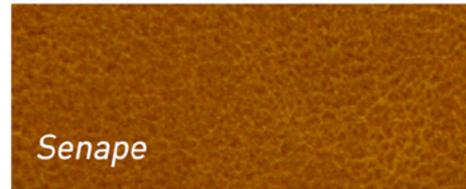
Pomice



Giallo



Sole



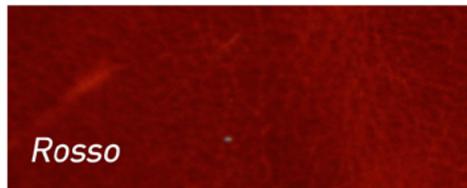
Senape



Arancio



Fuoco



Rosso



Mattone



Fuxia



Lilla



Rosa



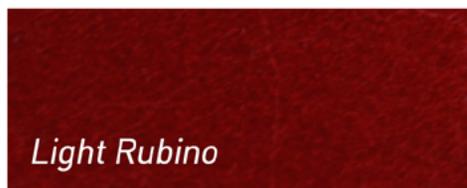
Fragola



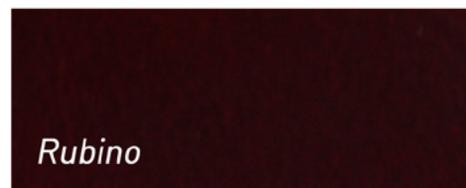
Confetto



Fiama



Light Rubino



Rubino



Eggplant

