

NEWS RELEASE

Leather Ladies Launch Leather Wise

Amanda Michel and Chris Powley-Williams have launched Leather Wise Ltd to offer problem solving and training services to the leather supply chain.

Leather Wise will provide professional problem solving and arbitration services relating to leather and leather products, as well as training courses on all aspects of leather production and use in consumer products.

With almost 50 years joint experience in the leather industry Amanda and Chris feel Leather Wise is able to offer its customers a unique level of expertise. The problem solving services will help overcome production problems, settle disputes between suppliers and customers throughout the supply chain and will provide a leather identification service. Amanda is a leading expert in this field worldwide and has often acted as an Expert Witness for Trading Standards.

The leather training services will assist the leather product supply chain to understand the technical aspects of leather as a material, its fitness for purpose, its care and maintenance, and industry related jargon. Chris is a former director of a tannery and is highly skilled in the preparation and delivery of training courses.

She said: "Although on the face of it, it would appear that the services offered are quite different, experience has shown that they are not only compatible, but are in fact mutually beneficial; the more someone understands about leather, the more problems they recognise and need help to overcome.

"In recent years, leather has become a far more affordable commodity due to cheaper products being imported from the Far East, particularly furniture, leather goods and clothing. Consequently there are more leather products being purchased than ever before. However, manufacturers and retailers do not always completely understand the product and are not fully benefiting from this market trend.

"As such, leather products are often mis-bought, mis-sold, incorrect care advice is given and customer returns are the result. Leather Wise can help alleviate this problem, thus increasing profitability for manufacturers and retailers, and, in turn, satisfy the customer too."

Based at Moulton Park Business Centre in Northampton, Leather Wise is in close proximity to the University of Northampton where there will be access to advanced technical equipment such as scanning electron microscopy, X-ray microanalysis etc.

Amanda added: "We have embarked on this enterprise with an entirely flexible approach so that Leather Wise will be unique in the level of expertise offered and the extent to which services can be tailored to fulfil customers' requirements. Our services represent excellent value for money."

As a special introductory offer, Leather Wise is giving a 10% discount to delegates booking places on the 'Simply Leather' course on 9 February 2006 or the 'Simply Upholstery Leather' course on 14 March 2006 (£157.50 + VAT, normally £175 + VAT).

For more information about Leather Wise Ltd, please contact Amanda or Chris on 01604 497568 / 69 or info@leatherwise.co.uk

Ends

Note to Editors:

Both Amanda and Chris are available for interview and are happy to supply information regarding previous experience etc.

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Leather Wise Ltd, Moulton Park Business Centre, Red House Rd,
Moulton Park, Northampton, NN3 6AQ, UK

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