

PRESS RELEASE

Leading like leather

Sue Scott from leading furniture supplier, Grafton Everest, offers a breakdown of Leatherlite – the latest in fabric upholstery technology.

21 July 2015, Johannesburg: When it comes to upholstery options, we're faced with many different choices – from affordable fabric upholstery, to luxurious leather. But now, you can have your cake and eat it too - thanks to Leatherlite, Grafton Everest's latest in upholstery innovation. "Leatherlite is the most advanced addition to the upholstery world – it offers you the comfort and style of leather at a fraction of the price," says Sue Scott from leading furniture supplier, Grafton Everest.

Real style

Leatherlite comprises 60% genuine leather, and its aesthetic is so similar to genuine leather that is very difficult to tell them apart. "Leatherlite boasts a stylish leather finish that closely emulates real leather hide. The only discernible difference between Leatherlite and genuine leather, is that Leatherlite offers a more uniform look throughout, rather than wearing irregularly like leather," explains Sue. With its leather finish and feel, Leatherlite is the perfect choice for any styled space, and will definitely add a timelessly elegant aesthetic to your home.

Desirable durability

"Just like real leather, Leatherlite is extremely durable," explains Sue. It boasts a complement of 60% genuine leather content, and as such, it offers excellent durability and the ability to endure everyday wear and tear to ensure long-lasting good looks. Unlike fabric upholstery, Leatherlite is far less prone to tears and stains, making it an upholstery option with an impressively long lifespan.

Keeping it clean

One of the greatest things about Leatherlite is that just like leather, it is a non-absorbent upholstery option explains Sue: "The non-absorbent quality of Leatherlite makes maintenance and cleaning an absolute breeze." Cleaning your Leatherlite upholstery is quick and easy – here's how:

- 1. Spills:** Like leather, spills should be cleaned immediately by blotting it with a soft dry cloth. Spills left to sit may cause stains, but if they are cleaned as the spill happens, there will be no damage to the upholstery. For more stubborn dirt, a soft cloth and a gentle soap and water mixture will do the trick, just make sure you don't leave the mixture to sit on the upholstery for any length of time.
- 2. Vacuuming:** Dust and grime are abrasive in nature and over time, they will rub into the upholstery and damage the materials. "Regular vacuuming of your sofas will help keep your Leatherlite upholstery looking brand-new for longer," notes Sue. Vacuuming any dust or dirt that collects in the crevices of your sofa is quick and easy.
- 3. Avoid:** Like any other upholstery there are certain cleaning measures that should be avoided in order to ensure the durability and longevity of your upholstery. "Harsh or abrasive cleaning methods are not good for any upholstery, including Leatherlite,

detergents that contain ammonia, and anything that could scratch the upholstery should be avoided,” advises Sue.

Family friendly

With its leather-like durability and ~~unrivalled~~ affordability, Leatherlite is an ideal upholstery choice for use in family homes. “Couches that get plenty of use by adults and children alike, are perfect for seating upholstered in Leatherlite, as it is extremely durable and can be cleaned in just one wipe,” says Sue. Leatherlite is so geared towards being long-lasting, that it even comes with a 5-year guarantee.

Easy on the pocket

While being made of 60% leather and offering so many similar perks to genuine leather, it’s hard to believe that Leatherlite is so affordable. “Leatherlite is one of the best upholstery choices as it ticks all the right boxes – from durability to affordability – offering the luxurious look of leather at a price point that is suited to those with a limited budget,” notes Sue. Unlike most other types of upholstery, Leatherlite comes with a 5-year guarantee, not only ensuring its durability, but also giving you peace of mind and more bang for your buck.

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Released on behalf of Grafton Everest (www.graftoneverest.co.za) by The Line (www.theline.co.za, ant@theline.co.za).