

## Hands-on in 2012

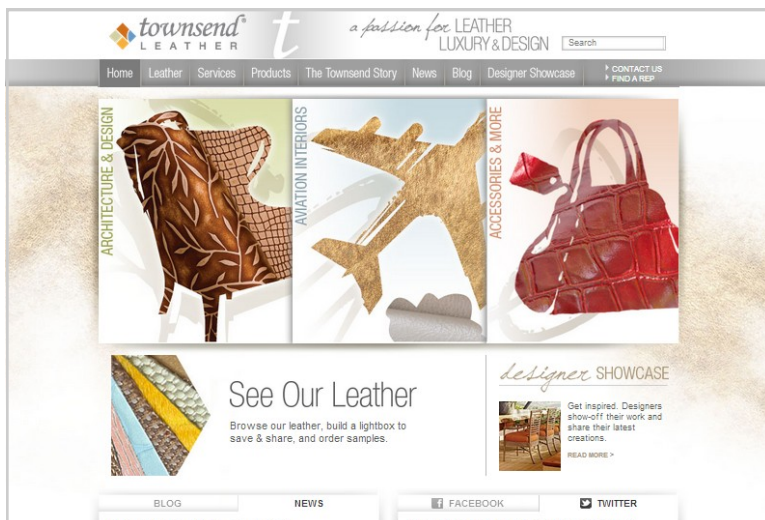
NOV—DEC 2012

### 2012 Reflection, using our hands...

2012 brought many opportunities to Townsend Leather, some truly exciting, some a bit more challenging, but all of them enlightening and inspiring.

Much of what happened over the past year at Townsend Leather can be summed up as an exploration of our “hands-on” approach to leather.

As this year comes to a close, we offer a brief look at just a couple of the “hands-on” highlights of 2012 at Townsend Leather.



**The Introduction of our Brand New “Hand-Driven” Online Customer Experience, our New Website at TownsendLeather.com.** Townsend recently launched a brand new website full of information, photos, and videos. Our customers can use their hands on keyboards, tablets, and smart phones to navigate the site in order to learn more about leather and Townsend, order samples, read our blog and more.

**Hand-Tipped and Painted Leathers.** The most literal of our hands-on themed highlights was the showcasing of our Abstract Art and hand-painted leathers. Using multiple artists and creative techniques as inspiration, our in-house artist developed a large catalog of unique and one-of-a-kind leathers. These were created by hand with paintbrushes and other hand tools and would be perfect for any project requiring a truly unique and artistic point of view.

**Using our Helping Hands and Hands for Good.** 2012 brought many opportunities for the Townsend community to show their support and care for our larger communities. Townsend’s employees raised funds to help people impacted by Super Storm Sandy and sent 600 pounds of warm clothing to a New Jersey community in need. Townsend used





# Townsend Leather *Bulletin*

Earth Day to beautify and clean up all around Townsend. We participated in the musical madness-themed Relay For Life event that benefits the American Cancer Society with a Guitar Hero competition and other fun activities at our own booth.

**Handling Out Efficiency.** This year Townsend used their hands to build new areas, enhance our facilities, install some new machinery and equipment, and improve production processes - all in the name of enhancing efficiency and continuously improving the quality of our product.

**Putting our Hands in the Air in Celebration!** One of the most exciting accomplishments of 2012 at Townsend Leather was the awarding of our AS9100 Certification. Everyone at Townsend continues to work tirelessly to make our quality the best in the industry.

Townsend Leather looks back on 2012 fondly and we feel proud of our accomplishments, knowing they came from the work of our own hands.



We wish you the best this holiday season and hope you are taking the time to reflect on your own achievements and what *your* hands have accomplished this year, as well!

