



Celebrating

50
YEARS

EST. 1969 FIFTY YEARS OF PASSIONATE CARE FOR LEATHER,
THOSE WHO CRAFT IT, AND THOSE WHO LOVE IT.



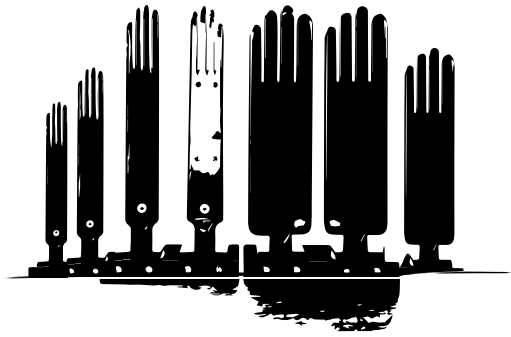
 **townsend**[®]
LEATHER

*Crafting with love
for 50 years*

EST. 1969

Townsend Leather is celebrating 50 years of passionate care for leather, those who craft it & those who love it.

Be part of the Townsend Leather legacy, 
WWW.TOWNSENDDLEATHER.COM/50



Crafted in the
GLOVE CITIES

As Townsend Leather celebrates

50 years of passionate
care for leather,
those who craft it,
& those who love it,

we close our eyes,

breathe in deeply,

and breathe out a deep resonate

thank you to our community, near and far.

Townsend Leather grew from the historic leather tradition of *The Glove Cities* and has always been handcrafted right here, in Johnstown, NY. Supported and embraced by a tight-knit community of crafters and dreamers and makers and doers. Townsend thrived through the last 50 years and will on into the future, because of our community.

So, to honor our 50 years, to raise a glass in celebration of our collective birthday, to smile broadly as we turn and face the future... **we first look in and back, and take a brief wistful glance to the winding road that led to today.**

And it all starts...

**Please note, this is an incomplete over-simplified version of the Townsend Leather story. Please seek out those that were there for the fuller and deeper account, you are guaranteed to enjoy the conversation.*

The image features a dark grey background with decorative geometric shapes in the corners. In the top-left and bottom-right corners, there are three overlapping rectangular blocks in shades of yellow and orange, arranged in a diagonal pattern. The central text is in a bold, yellow, serif font.

**It all starts
with friends...**



Albert "Red" Kucel & Dorothy "Dot" Kucel

1969



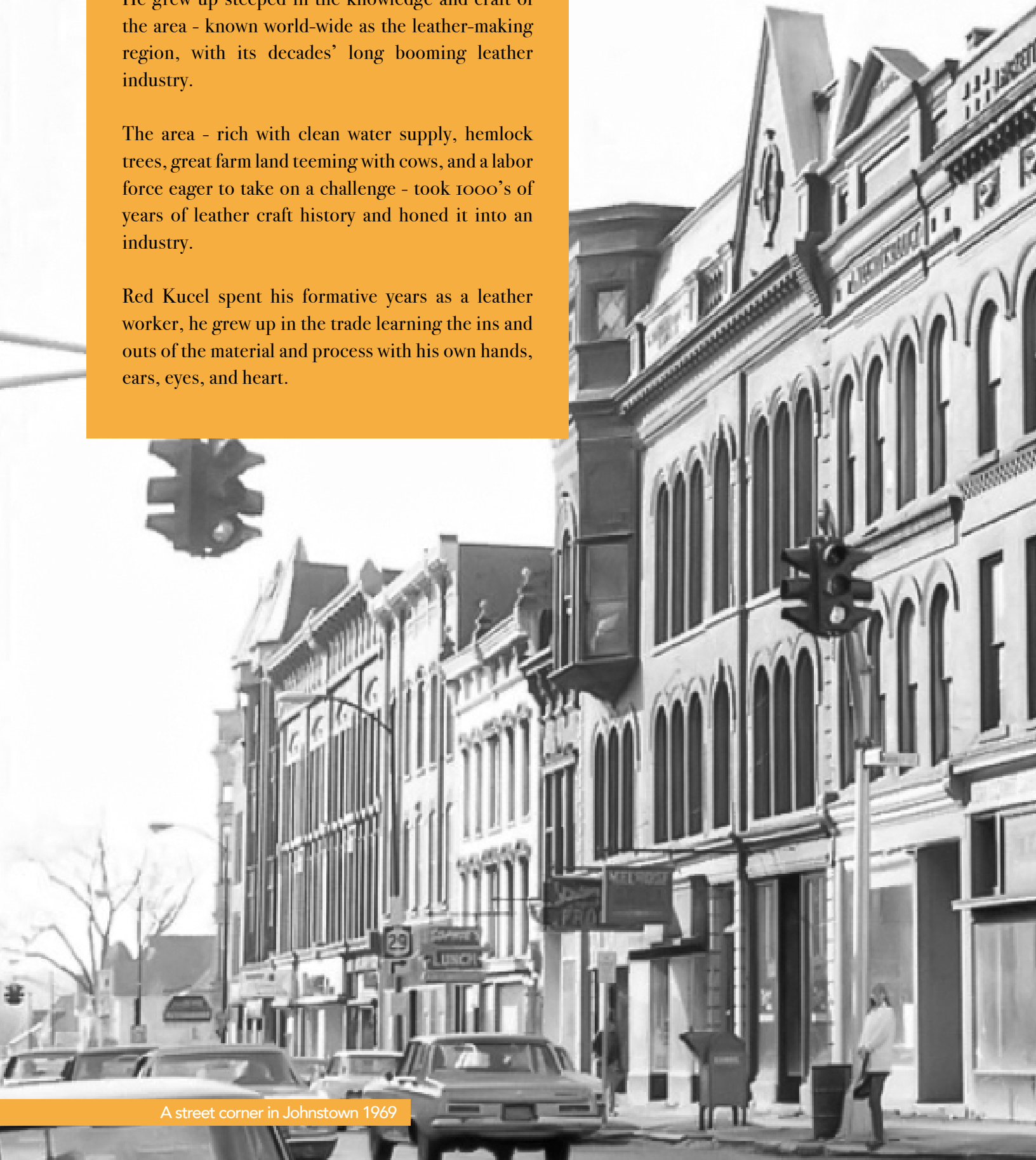
Aerial view of Johnstown in 1969

1969, in a quiet town, nestled at the southern tip of the Adirondacks, upstate New York State, lived Albert “Red” Kucel.

He grew up steeped in the knowledge and craft of the area - known world-wide as the leather-making region, with its decades’ long booming leather industry.

The area - rich with clean water supply, hemlock trees, great farm land teeming with cows, and a labor force eager to take on a challenge - took 1000’s of years of leather craft history and honed it into an industry.

Red Kucel spent his formative years as a leather worker, he grew up in the trade learning the ins and outs of the material and process with his own hands, ears, eyes, and heart.



A street corner in Johnstown 1969

Seeing the industry starting to change throughout the 1960's, Red, with his young family and wife, Dorothy "Dot" Kucel, allows his independence to take hold of his dreams.

He yearns to create a better future for his family and to see a leather manufacturer become a force of positivity in the area. Starting slowly, then suddenly, he ventures out to start his own leather business, bringing his family and his best friends along with him.

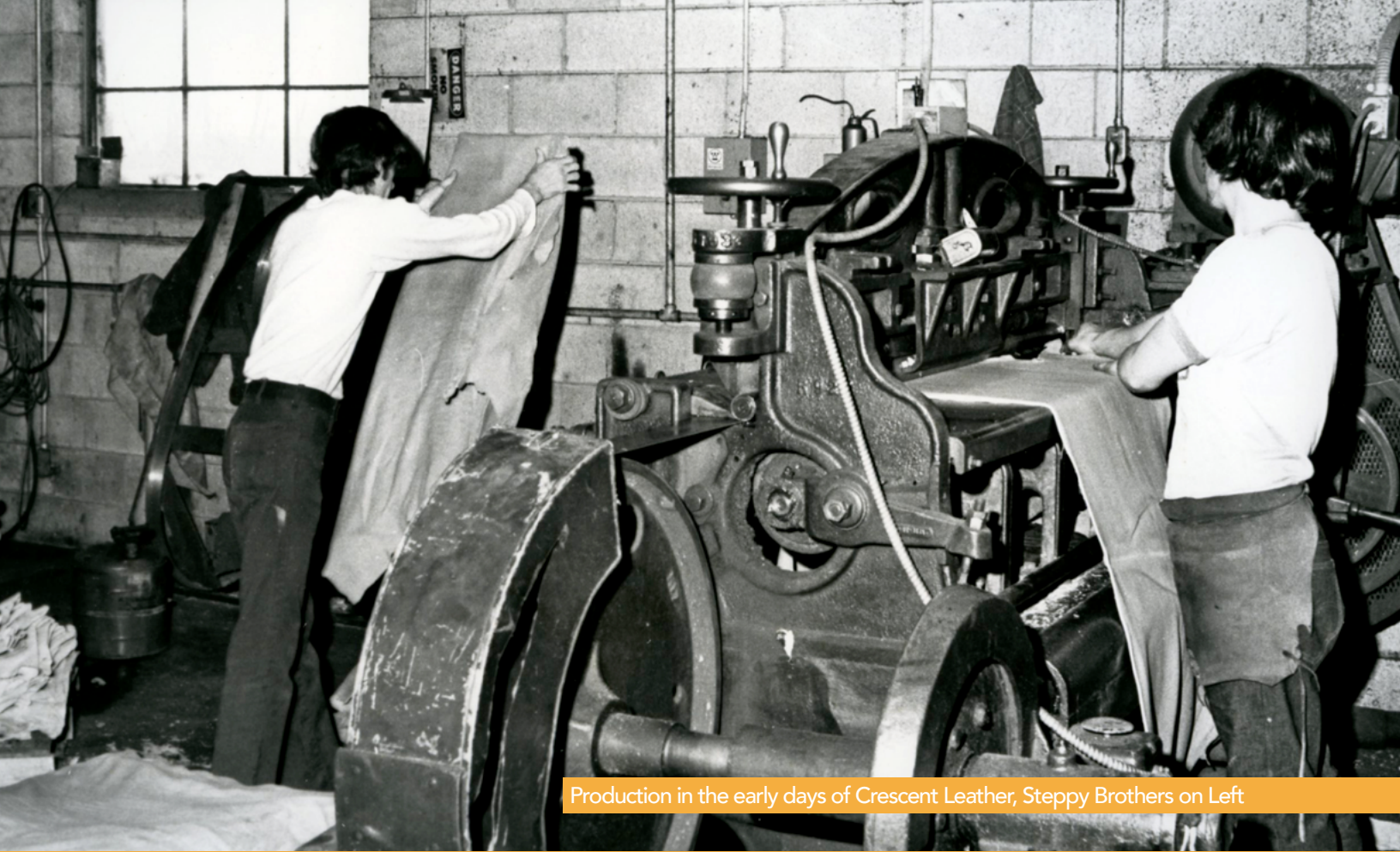
They literally start from the ground up, by first building the building with their own hands.

It all starts with friends.

The humble beginnings of Townsend Leather, with our foundational value of Partnership, treating everyone as Partners - was quite literally forged by friendship, by a desire to create greatness for friends and family. And that has been the bedrock that upholds Townsend Leather ever since day one.



Friends in Johnstown 1969



Production in the early days of Crescent Leather, Steppy Brothers on Left

Red gathered his friends, his wife, and young children and set out to create his own kind of leather business, one centered around teamwork and family and friends.

They, working together, broke ground on Townsend Avenue and laid the bricks. They poured the foundation, they hoisted the beams. **The Townsend Leather building was literally built by friendship, heart, and vision.**

1969 was a different world than today, though, and so it is rumored that those friends not only worked hard, they played hard too. Lining the cinder block walls with heart, craft, and hard f'ning work, *aaaand with beer cans, too!*

Red's business was up and running in 1969, originally named Crescent Leather Finishing Co. Inc. It started out as a contract leather finishing company doing mostly leather for the garment industry. With just 7 or so Partners in the beginning, they were churning out 100,000 square feet of leather per week.

Crescent



LEATHER

WORLD'S LARGEST GRAIN GARMENT MANUFACTURERS

and
KUCEL TANNING CO.
Harrison Street
Gloversville

Albert ("Red") Kucel, Pres.

Established Garment Leathers manufacturers with a name known for good service and the finest quality available.

45-49 TOWNSEND AVENUE
JOHNSTOWN, NEW YORK 12095

Red Kucel founded the business, with the heartfull vision of creating an exceptional place to work for his family and friends. He built on the history and knowledge of the Glove Cities, but relied on his own grit and teamwork to create something new.



the
1970's

Crescent Firm Receives \$29,160 Grant to Aid In Financing New Plant

A financial transaction was completed today assisting **Crescent Leather** Finishing Company in its recent expansion into a new plant on Townsend Avenue, Johnstown.

The New York Job Development Authority (JDA) presented a \$29,160 check to Montgomery and Fulton Counties Economic Development Corporation to assist **Crescent Leather** in its construction of the new facility.

In operation for several months, the new plant was constructed at a total cost of \$101,167 at the 6-acre Johnstown site. It is a 14,000 square foot plant for the processing and finishing of tanned leather.

The loan closing took place at 9 yesterday morning at City National Bank and Trust Company of Gloversville, responsible for financing the

construction along with the U.S. Small Business Administration (SBA) and the JDA.

JDA grants low cost, long term, second mortgage loans through local nonprofit development corporations to assist in the construction of new plants and expansions, or the acquisition and rehabilitation of existing plants, in amounts up to 30 per cent of the cost of land and buildings.

Since its establishment in 1962, JDA has approved or disbursed 487 industrial growth loans totaling more than \$64 million, which have created or saved 25,000 jobs. In addition, nearly 60 per cent of the authority's loans have involved new building, resulting in hundreds of jobs and payrolls in the state's communities during project construction.

The building on Townsend Ave opened in 1971, they ran production out of the old Showcase Furniture store on Briggs Street in Johnstown until then.

Red did not rest. The early years of the business set in place so many of Townsend's cornerstone values. Relying on his friends, family, vision, and independence - Red was agile and shifted quickly, instilling the Flexibility value we still hold dearly to our success today.

The company exploded in growth, quickly doubling the size of the building and services. Expanding into tanning and coloring, while still finishing leather and growing to producing 1 million square feet per week!



Property Beautification Awards Are Given



Crescent Leather Finishers Company, A. R. Jung and Sons and Robert C. Kumpitsch were the winners of the first annual beautification awards presented yesterday afternoon by the Johnstown Chamber of Commerce.

The awards were presented at the organization's board of directors meeting at the Rainbow Restaurant.

In the industrial, commercial, and residential areas, they were designated to recognize those who have done the most to improve the outward appearance of their property in the community during the past year.

Present to receive the industrial award were Joel Kucel and William Winslow of **Crescent Leather** Finishers on Townsend Avenue, for its extensive landscaping and paving program undertaken during the past 12 months.

The commercial award was presented to Richard Jung of A. R. Jung and Sons at 99 North Comrie Avenue, whose appearance has been improved with flowers and shrubs.

The residential award was presented to Kumpitsch, who among other improvements, planted flowers along the Hale Creek alongside his property at 105 Jansen Avenue.

In addition, Mayor Peter S. Wilson, who was on hand, and the City of Johnstown, were given special recognition for the Sir William Johnson Park downtown.

Thomas Powers, chairman of the beautification committee, said, "The park does not fall into any of the categories of our individual awards, but it truly has enhanced the city greatly and we felt it deserved special recognition."

The beautification committee is one of several chamber committees active in various projects beneficial to the area. The committee's other projects included a trash pickup earlier in the year.

Leather Is Damaged During Fire

A fire at **Crescent Leather** Finishing Company, 45 Townsend Avenue, and an alarm system malfunction at Knox Junior High School, were calls answered Wednesday by city fire fighters.

The **Crescent Leather** alarm was received at 9:24 Wednesday morning, with the report of a fire in a spraying machine resulting from a malfunction in an adjoining gas heater.

The flames reached the machine, and through a duct, the building's roof, firemen reported.

Engines 2 and 3, the ladder truck and chief's car responded to the call, and 13 sprinkler heads which went off helped contain the fire inside as firemen extinguished the roof blaze using both 1½ inch and 2½ inch feeder lines.

Firemen reported minor to moderate damage to the spraying machine, minor damage to some skins on platforms around the machine, and minor roof damage resulted from the fire.

Men and equipment returned to the station at 10:15 Wednesday morning.

Then at 4:07 in the afternoon, a malfunctioning alarm system at Knox Junior High School brought Engine 2 to the scene. No fire was in progress, however, and the engine returned at 4:18.



We've got it!
The Authentic

"FONZ" JACKET

at Crescent Leather
Shoppes

Two Locations:

Townsend Ave. & Main St.
Johnstown

Mens Leather
Sizes 38-46

\$95.

Boys Leather Like
Polyurethane
Sizes 8-20

\$30



Free
"Fonz"
Poster
and
"Fonz"
Button
With Each
Purchase

You've seen "The Fonz" in "Happy Days" on nationwide T.V! You've admired that great looking jacket "The Fonz" wears. We have it for you, made for us by famous COOPER Sportswear. Layaway Available.

Crescent Leather

Townsend Ave.
Johnstown, N.Y.

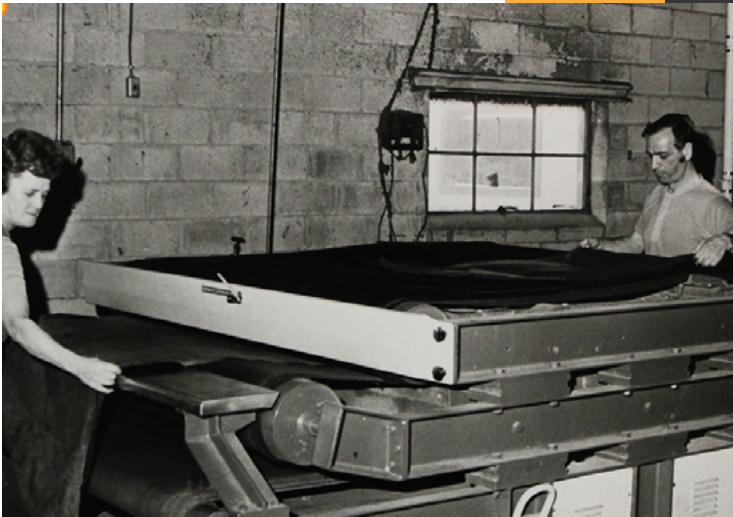
Shoppes

Main St.,
Johnstown

The early impressionable years of the '70's were replete with a founding idea of change, continuous improvement, and flexibility, values that would shape the company and carry through to today.







the 1980's

Red Kucel used his leather knowledge and the raw talent of the area to build Townsend from nothing. But the drive, knowledge, and hand-crafted hard work that he instilled in his family, is what truly took Townsend to the next level. 3 of Red and Dorothy Kucel's 5 kids stayed in the family business, with Terry Kucel, Red and Dot's eldest son, taking the company over in the early 80's and transforming it into the world-renowned luxury provider it is today.

Under Terry's artful direction, Townsend becomes the leader in the industry for color-matching, custom capabilities, and most importantly, quality. Terry lays a foundation of hand-crafted, personal, passion that inspires all that we do at Townsend today.



1980 saw more changes and growth for Red's family and business, growing the company into a second location in Canada. But, shortly after a refocus was due. 1982 everything changed. Terry, now deeply involved in the business and with a young family of his own was awaiting the birth of his youngest daughter, Amy, when Red Kucel was unexpectedly killed in an accident.

Terry, having been immersed in the leather industry from birth and armed with the experience and example of his father, stepped in to lead.

The 80's were a tumultuous time, especially for manufacturing, especially for leather. Terry is an unusual talent of vision and set to making positive changes right away. The business formally changed its name to Tiffany Leather for a short time, but simultaneously inched closer to the luxury goods market. Seeing opportunity for differentiation, Tiffany soon becomes Townsend Leather and steps fully into the world of high-end leather.



Crescent, Tiffany, Townsend, Red, Terry...
no matter the name - it always stood for quality.

Quality of relationships and quality of leather. Indeed the late 80's ushered in a true new era of Townsend where it started to gather world-wide recognition for that focus on quality.

Fine-tuned from the girth of 200+ Partners in the late 70's, the late 80's saw Townsend with around 50 employees and making about 200,000 square feet of leather per week. A few of those employees are still with the company today; at this point, Tom Larowe had already been an employee for 10 years!

Some of the greatest of Townsend superstars started in this era, *Carol Paciolla, Chuck Cannizzo, Kevin Kucel, Barb Kucel, Jim Mitchell, Dawn Finch, Roy Willis, Kevin Kowalski, Louise Kucel...* They each have helped shape Townsend into what it is today, while simultaneously allowing Townsend to shape some of the person they are.



**Through dramatic heartbreak, change, and unknowns,
Townsend survived because of grit and passion.**



the
1990's





Terry, now armed with a true full superstar team, including his wife Barbara as well as brother Kevin and sister Louise, was ready to plant seeds for the future and put his incredible talents of vision and passion to use.

Barb set to work laying the foundation of Townsend's customer service team, establishing the heart-guided values of treating every customer like family, even if that meant giving them the shirt off your back, or baking homemade cookies for them, or hand delivering samples. No request was too outrageous and Barb was humble and gritty enough to take on any challenge, no job too little, no job too big. That heart-guided love for customers and relationship-building is the core and daily aspiration of our Customer Service team today.

Still reeling from the tumultuous 80s, the near evaporation of manufacturing from the US, and the challenges from overseas, Townsend went into the 90's ready for change and was now well-experienced at it.

Taking cues from the fashion industry, like Ralph Lauren, Terry pivots Townsend, and the leather industry as a whole, and helps the world see leather is not a commodity, but rather a high-end good which could be endlessly customized. Positioning Townsend as a lifestyle, Terry gave personality to leather and wanted to evoke feelings and connection from our customers through the product, the brand, the Townsend aesthetic.

This fashion-forward focus and customer-centric spotlight made Townsend quickly the go-to manufacturer for the VIP aircraft industry. Making ripples with all the biggest private aircraft manufacturers and the royalty who bought them.



With our focus on color matching and high quality, our name spread like wildfire through the aircraft customers. Townsend also reshaped the leather industry with unheard of customization techniques. With Terry's driving vision, the hardened skills of people like Steve Paciolla and Archie Briggs, Townsend was the original and best to produce embossed full hides, an industry first. This was later imitated, but remains something Townsend is known as the best at, offering many patterns in full hides instead of half hides for optimal yield.

Raw talent and being the industry best at color-matching, a steady focus on producing the highest of quality, and the courage to try new things and keep pushing forward made the 90's a time of growth.





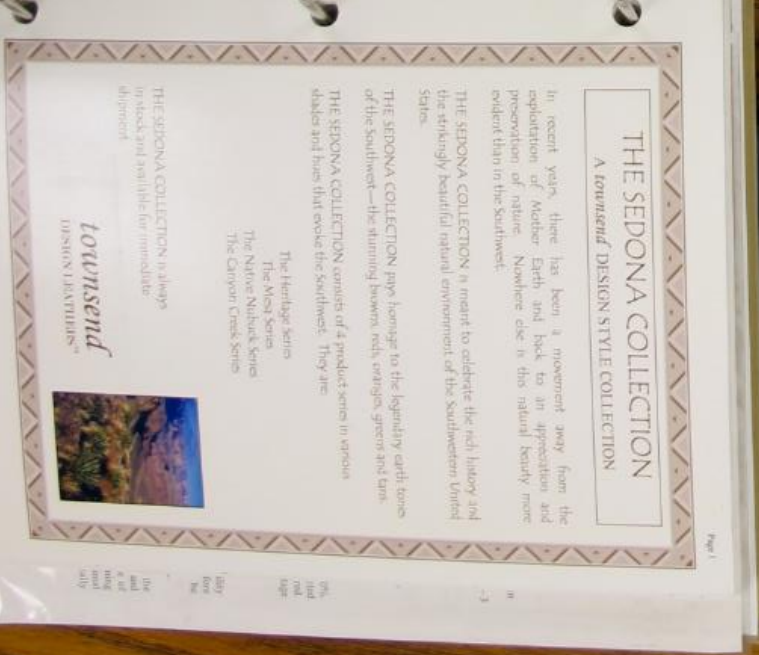
the 2000's



A sense of sophistication and the strength of experience defined the 2000's of Townsend Leather. Settling into its own, building on its knowledge and history to deepen relationships and reputation.

Having witnessed the company growth and change of the 90's firsthand, the 3rd generation of the Kucel family stepped into pivotal roles during these years, daughter of Terry and Barb, Sarah and her husband, Jared, and daughter of Terry and Barb, Trish and her husband, Jeff.

But, as is well known in the story of Townsend by now, change was bound to come. The events of "9/11" not only reshapes the country's psyche, but because of the dramatic impact it had on the aviation industry, it forces Townsend to reshape as well, something that at this point, Townsend is highly-skilled at - having already honed flexibility through 30 years of practice.



Townsend Leather developed a two-prong approach to leather production, a deeply intelligent approach that is still the focus of things today - hone our craft, get even better in the things we already are the best at the world at (color-matching, embossing, customization) & start branching out into new ventures (cutting program, The Leather Institute, Design Mosaic...).

Townsend reshaped the way customers purchase leather by introducing collections of leather. This was a fashion-forward customer-centric way of selling leather, that was unknown at the time. The shift from commodity to personalized product gave even stronger hold to the Townsend brand gaining worldwide recognition.

Early leather collections, like the Taj and Sedona Collection, the products and the presentation stunned our long-standing aviation customers and broadened the path to procuring new hospitality clients.



Townsend took an ownership approach to working with customers, by acting as if we were buying the finished leather ourselves it gave us the perspective and urgency to truly meet the customers needs and then surpass them. This was key in truly establishing Townsend as THE aviation provider. But Townsend did not rest and looked to grow, trialling new R&D leathers, pushing to new markets, and even branching into new business like leather repair with The Leather Institute, full design service with Design Mosaic, and handbags with TL Townsend Leather, and the customer-saving-centric offering of our Cutting Program.

Townsend becomes the world-wide leader for embossing, not only with the greatest craftspeople on the job, but also the largest library and our own Joe Paciolla (pictured here in *Enerzia*, his acclaimed Metal band) being able to design any plate and craft any customers idea into an embossing.

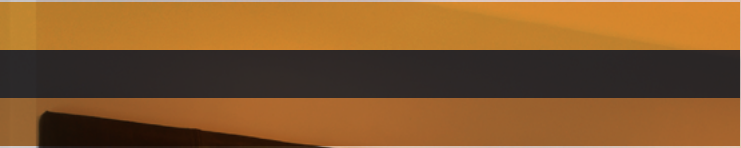
And much like the growth of markets and business opportunities, Townsend physically grew during this time as well, purchasing and restoring the buildings across the street to become our Buildings 2 and 3.



With steadfast focus on customer's needs and Townsend Partners taking the lead to step up, show their skills and hone their craft, Townsend grew in the 2000's, reaping the bounty of what was planted in the prior years, but being sure to focus on planting even more seeds for the future.




the 2010's



Now with 40 years of experience, learning, and expertise, Townsend put all its hard-earned knowledge to use. The 2010's were ripe with exploration and experimentation.

If Townsend were a person, she spent her early years fueled by grit, determination, and a desire to create greatness for her friends. Her “teenage” years of the 80's were teeming with drama and newness. The 90's were “the College years” for her, where she studied and learned and honed her craft. She matured and grew and took on her “30's” of the 2000's to settle in and practice her craft, with maturity on her side now, she could look back at everything she had been through and the experience she had gained along the way, with appreciation and care... which leads to the 2010's. Terry Kucel has been known to share his idea of craft and age, saying that your 20's are when you should explore and figure out what you want to do, your 30's are when you practice that thing that you want to do, and your 40's are when you aim to get really good at it. Townsend took on its “40's” to really get f'ning good at making leather and being a great place to do it.



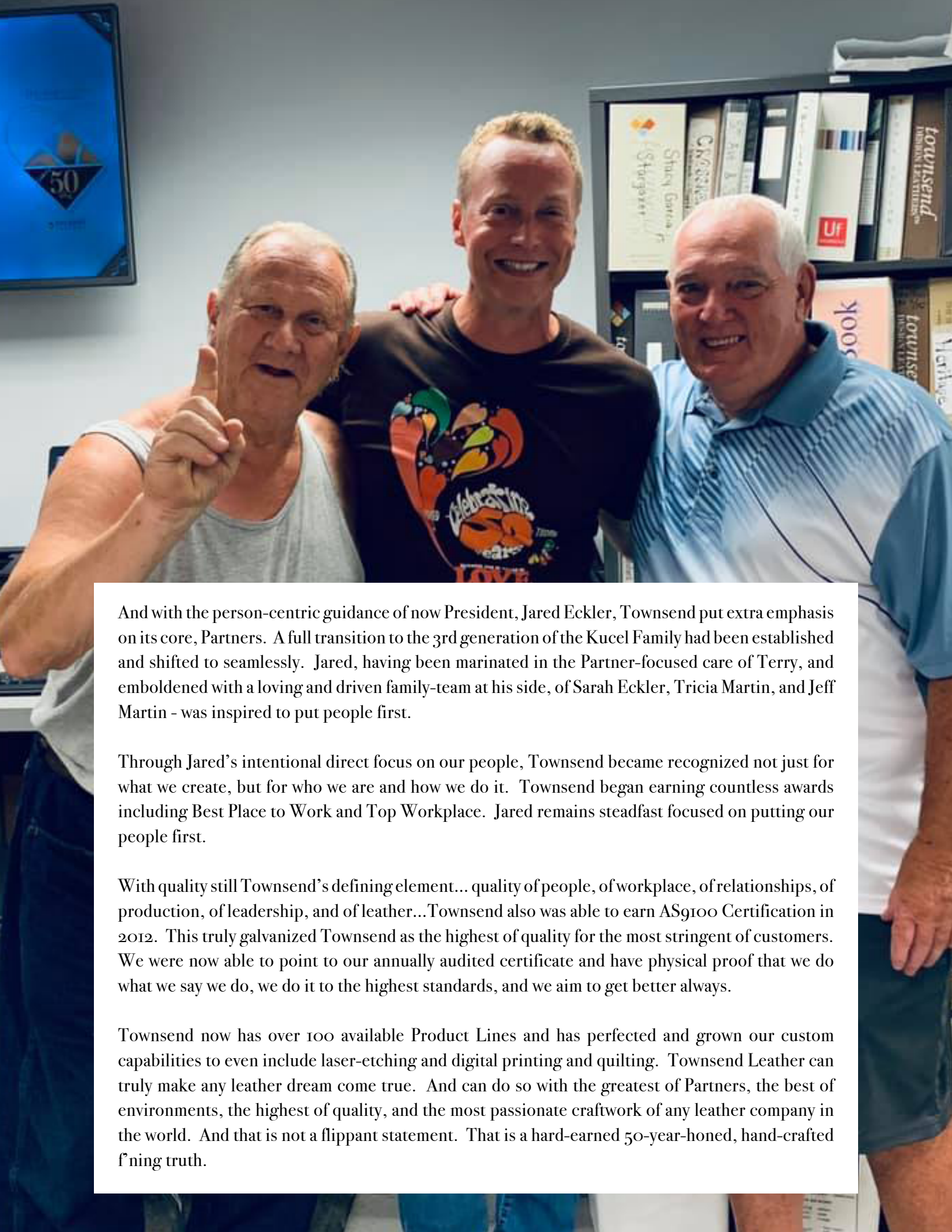


The 2010's saw branching out to partnerships of branding with Roger Thomas, Arturo Fuente, and Stacy Garcia. It saw a new way of building our sales network, with dedicated trained experts across the world fueled by a love of leather and a love of Townsend. New markets and business models were developed, Townsend, having "owned" the aircraft industry for so long, now was an established force in Hospitality and moved into niche markets like cruise ships, vintage automotive, and then into New Balance Shoes and Shinola watch bands.

R&D became a norm, with the gaze of the artistic eyes of Father-Son Team Steve and Zach Paciolla and Chris Oare, new product ideas and brand new production techniques have been coming from all aspects of the company nearly quarterly!

**GET
SHIT
DONE. ◆**

 *townsend*[®]
LEATHER



And with the person-centric guidance of now President, Jared Eckler, Townsend put extra emphasis on its core, Partners. A full transition to the 3rd generation of the Kucel Family had been established and shifted to seamlessly. Jared, having been marinated in the Partner-focused care of Terry, and emboldened with a loving and driven family-team at his side, of Sarah Eckler, Tricia Martin, and Jeff Martin - was inspired to put people first.

Through Jared's intentional direct focus on our people, Townsend became recognized not just for what we create, but for who we are and how we do it. Townsend began earning countless awards including Best Place to Work and Top Workplace. Jared remains steadfast focused on putting our people first.

With quality still Townsend's defining element... quality of people, of workplace, of relationships, of production, of leadership, and of leather... Townsend also was able to earn AS9100 Certification in 2012. This truly galvanized Townsend as the highest of quality for the most stringent of customers. We were now able to point to our annually audited certificate and have physical proof that we do what we say we do, we do it to the highest standards, and we aim to get better always.

Townsend now has over 100 available Product Lines and has perfected and grown our custom capabilities to even include laser-etching and digital printing and quilting. Townsend Leather can truly make any leather dream come true. And can do so with the greatest of Partners, the best of environments, the highest of quality, and the most passionate craftwork of any leather company in the world. And that is not a flippant statement. That is a hard-earned 50-year-honed, hand-crafted finding truth.

The next phase of leadership, of family-focused Partner-centric, love-fueled leadership was now well in place. Jared, Sarah, Tricia, and Jeff continued to cultivate Townsend's highest-of-quality leather and production and added on award-winning company culture.

Also, this decade inaugurates a defining element of who Townsend is in the world and in the community... *we love swearing and we love hugging.*



2019





2019, we celebrated 50 years of leather craft, of Glove Cities community support, and Partner focused success. We celebrate, we honor, we breathe.

This year, 2019, was nearly a decade of its own. We introduced new products, new machines, new ways of producing, new leather techniques. We won awards, we gave out awards, we brought on a class-worth of new Partner superstars.

And we said goodbye to one.

Louise Kucel, daughter of Red and Dot Kucel, Townsend Leather superstar from “back in the day”, having spent officially 35 years with the company, had been through it all and had made a dent in the Townsend universe that can never quite be filled by anyone else. She spent her time all over Townsend, but took to truly “owning” our shipping department. Influencing change and getting shit done like never before. Louise was a gatherer and connector and loved Townsend and its people to her core. She will be missed terribly and our history will always carry the weight of her absence.



RE
OF
ARM

Original Low Cost
2015

50 years is an incredible milestone and truly deserving of celebration.

This year holds one of the most significant moments in Townsend's history, with a growth beyond the boundaries of Townsend Ave. Down the street and around the corner, we now have a new building to call home as well, The Stitch.

Well over 100 years old, The Diana Knitting Mill building was an icon of Johnstown for years. As Townsend continued to grow in the past 50 years, it was clear we were running out of space. Even though the old Diana Knitting Mill had been abandoned and left vacant for nearly 20 years, when Tim, Jared, Sarah, Tricia, Jeff, and Shawn stepped inside to dream about the future - they were able to see through the vast amount of restorative work needed, and see a vision for a way forward. The 6 of them had searched numerous other sites for 2 years, before they came across The Diana Knitting Mill. It wasn't until this building, the history and stories contained within it, that they fell in love with it together and made a plan forward. Under the ever-watchful eye and guidance of Tim, the building has undergone 2 years of restoration. Staying as true to the original form and materials of the building's origins as possible. We now lovingly call this building, The Stitch. As a symbol of our collective stitching together of history and dreams, and future and past.

With the additional space this building brought to Townsend, we were able to move Sorting, Customer Service, Sales, Marketing, HR, and Accounting out of the way, to expand our production capabilities on Townsend Ave., while still remaining just around the corner.



STITCHING TOGETHER OUR PAST, OUR FUTURE, OUR HISTORY & OUR DREAMS





EST. 2017

Covensand
LEATHER



2019 is a high watermark year for Townsend Leather of passion, of newness, of growth. But, also of teamwork and connections and community. We made new friends and built even stronger bonds through hardship and success together.



























Happy 50th Anniversary



Townsend LEATHER

Townsend LEATHER

Townsend LEATHER

Townsend LEATHER

Townsend LEATHER



We love our community and we love the support we have received for the past 50 years, so during this year of celebration - we hosted a Jubilee in a big fun way! We invited Partners from near and far, customers, suppliers, government officials and so many more to come together and celebrate 50 years of love for leather, those who craft it, and those who love it.

Food trucks, a mechanical bull, games, photos, prizes... all lent themselves to the festival vibe and joyous atmosphere. We celebrated the Grand Opening of "The Stitch," we honored our tradition of an annual Health+Wellness Fair with health-minded vendors and activities, and most importantly - we gave heartfelt thanks to the community and community leaders for their support over the past 50 years.

Townsend Leather Sales Reps and so many of the wonderful people that are a part of Townsend's legacy and community from around the world, came to join in the festivities and add to the fun.

We have been privileged to have our foundation in such a supportive and vibrant community, giving rise to 50 successful years *with many more to come*. Our 50th Jubilee was a moment for us to reflect on our past and honor the ways we have been able to stitch together our history, experience, community, growth, future, and dreams.

Along with games, and bull rides, and tours of the building, we held an official ribbon-cutting to celebrate the opening of "The Stitch" and a special grand ceremony with heart-focused words from Terry and Barbara Kucel as they reflected on the last 50 years and gave thanks to Townsend's Partners - our employees, our suppliers, our customers, our reps, and our local community and community leaders - for their hard work and support over these 5 decades and in making the opening of the beautifully-restored building a reality.

We were honored to have so many people attend the event and be interested in the ever-growing Townsend story. Local officials, newspapers, radio... all were present to get involved and report. One article that we were honored to be featured in was this thoughtfully-accurate article from the Fulton County Express:



THE STITCH: TOWNSEND LEATHER CELEBRATES THE PAST BY GIVING IT A FUTURE

By DUSTEN RADER *Express Editor*

JOHNSTOWN – A family with deep roots in Fulton County has a plan to restore the former glory of the region’s leather industry by sharing an idea: “Stitching together our past, our future, our history, and our dreams.”

Townsend Leather invited the community on Sept. 6 to experience its vision during a 50th anniversary celebration and grand opening ceremony of its new location dubbed The Stitch on Grove Street. A globally respected leather maker, Townsend Leather has embraced its success by expanding its operation into the former Diana Knitting Mill that sat underutilized for more than 15 years.

Owners Terry and Barbara Kucel spoke prior to a ribbon cutting for The Stitch, sharing a message of appreciation of employees as well as the business community. Barbara started by recognizing Terry’s father, Red, and mother, Dot, for the origins and development of Townsend Leather. In particular, Barbara remembered them for instilling values into the business, including hard work and treating everyone like family.

“Red and Dot were like so many other entrepreneurs who start out with a dream to build something better for their family,” Barbara Kucel said. “They didn’t have the business experience or the higher education to guide them – they had



The Kucel family cuts the ribbon at Townsend Leather’s new facility, dubbed The Stitch, at 4 Grove St. in Johnstown at a 50th anniversary celebration on Sept. 6. Dusten Rader/Express Editor

each other, a commitment to work hard, and they had their faith – when they risked mortgaging their little home in Meco. So, here we are 50 years later.

Terry and I have spent our working careers trying to honor his parents sacrifices and grateful for the opportunities we have had. “We have tried to build upon the values his mom and dad held dear,” Barbara Kucel continued. “We fully embraced the hard work ethic and have tried to honor them by honoring the men and women who have worked at Townsend throughout our years of stewardship. We dedicated ourselves to the act of leather making and our love of hand-crafted leathers. We are proud of our history. And, finally we have tried pass on to the next generation now managing Townsend the values of recognizing how important it is that Townsend be responsible to all its stakeholders.”

Terry offered thanks to those who have helped to recognize the dream his parents started 50 years ago. “To our customers, you are our reason to be,” Terry Kucel said. “You purchase our products and services and you pay us well for them. But, more than that you challenge us to get better and to be the best in our industry. We are recognized around the world for our quality and creativity because you always ask for more. ... To our community, you are our home. ... You provide us with a beautiful home here in the foothills of the Adirondacks to play in. You are our friends our neighbors. Thank you all.

“To our next generation... You certainly have intelligence and a strong work ethic, but most importantly you have integrity,” Terry Kucel continued. “You choose to do the right thing. You manage our company to be financially successful, while upholding the values of our founding family. You honor our commitment, our stewardship by giving back and caring for people. You have created new values and business practices to enhance our customer’s experience to keep Townsend at the leading edge of this industry and to show a greater concern for the men and women who work at Townsend. You have taken the experiences and successes of your predecessors and you have elevated them to a higher level of achievement.

“To our employees ... you have often given us the strength and courage to take the risk required to reinvent Townsend as we are doing today with the opening of The Stitch,” Terry Kucel concluded. “We have grown



Townsend Leather owners Terry and Barbara Kucel speak in recognition of the business' 50th anniversary

together, worked together, played together, celebrated together, lost together, created together, fought together, and laughed and cried together – I can't think of a better definition of family.”

Barbara wrapped up the speech by defining the uniqueness of The Stitch.

“As we stand before this beautifully renovated old building so appropriately named The Stitch we recognize this building as something that connects us to our past,” Barbara Kucel said. “It is a history stitched together with successes and failures. With values old and new. With a vision of hope and a promise of a greater tomorrow. By bringing together the old and the new into The Stitch, we honor our past, we give thanks to present and we look forward with expectation for a bright future for all of us together.”

Townsend Leather's Senior Vice President Tim Beckett, who led tours following the ceremony, acknowledged the Kucel family for acting as model of business success measured by much more than profit. The Stitch, as building and space is a representation of the “built to last” mentality that has allowed Townsend Leather to thrive where many others have struggled.



“Here is a company for 50 years that did what most others did not want to do, which is reinvest in its people, its community, and its business,” Beckett said. “... When we came here, our whole leadership team looked at the building, we walked through, and we fell in love. From the structure, to the overall look, the feel – you can feel that family feeling. This building was built in 1900 and it has that essence when you walk in of a place you want to be. ... There’s a lot of heart and soul that was put into this building for 100 years and we put a lot into this building over 13 months of construction.

“Townsend is a global company and we do less than 1 percent of our business in New York state,” Beckett continued. “So, we did not have to come here, we did not have to stay here, but we stayed here because of the families, because of the people and the community. We looked at this building and we saw an opportunity to not only invest in ourselves but in other businesses. There’s a lot that can happen here. ... We’re hoping we’re a catalyst to this area for what can be done.”

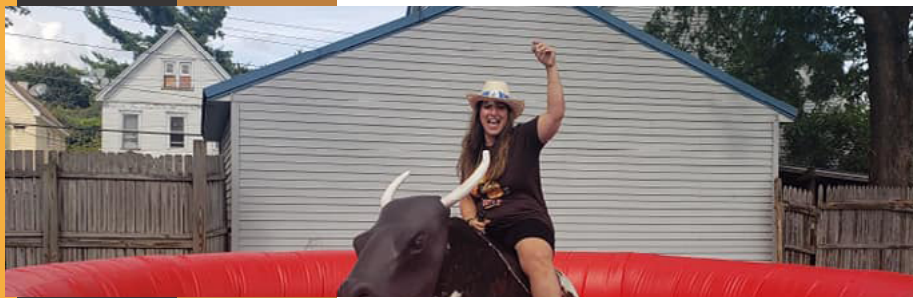
Fulton County Board of Supervisors Chairman and Town of Johnstown Supervisor Jack Wilson commended the Kucel family for their accomplishment, stating that the building has transformed “from a liability to an asset.”

Fulton Montgomery Regional Chamber of Commerce President and CEO Mark Kilmer agreed with Wilson by remembering taking a tour with Beckett of the building before renovations. Kilmer said he thought to himself it was a “disaster” and didn’t know how it was going to be restored. Now that Kilmer has taken a tour in its completed state, he too can now see the Kucel vision.

“My god it’s beautiful,” Kilmer said. “People are so afraid to take that kind of a step and they took the plunge. If they didn’t do that, in 20 years this building would have continued to be an eyesore and the community itself would have had to tear it down and remediate the property. That would have been a great loss because as you can see, it’s a beautiful building.”

Kilmer added that he believes what the Kucels have accomplished will “inspire others” to do the same. Combined with high employee satisfaction ratings, the Kucel family has demonstrated to their peers and the world what a modern American business can offer. “Fulton County is lucky to have the family for generations now, and for generations to come,” Kilmer said.











BULL

1969 Celebrating 50 years TODAY
CRAFTED FOR 50 YEARS WITH
LOVE
TOWNSEND LEATHER EST. 1969

Mike
Partner

1969 Celebrating 50 years TODAY
CRAFTED FOR 50 YEARS WITH
LOVE
TOWNSEND LEATHER EST. 1969



townsend[®]
LEATHER





From the bricks laid by hand in 1969 by friends, to the life-long friendships forged today - **Townsend Leather has always been about friends, about Partners.**

As we reflect on the learnings and experience of the past 50 years, we, Townsend Leather Partners, we Townsend Leather family community, we Townsend Leather friends - can look around and see the love-lasting impact of our work.

We can look back and see the thread of where we come from. And we can, with pride in our chests and sturdy-footing on the ground, confidently look forward with dreams in our eyes and welcome the future with loving, hugging arms, *because no matter the challenges,*

**we have friends to
help us through.**



TOWNSEND LEATHER

Townsend Leather *IS* the manufacturer. So that sense of hand-craftedness is embedded in everything we do. Hundreds of hands touch every hide that goes through Townsend's production. Ensuring a personal level of quality and passion. Each hide is crafted by hand from start to finish with careful attention and exacting standards.

Townsend is passionate about design and the whole process of leather, from concept to production, to where it will live for the rest of its life. With an entire building dedicated to sampling leathers in nearly endless options, Townsend understands the needs of today's designer.

But the design passion and process doesn't stop at sampling. Because Townsend is the manufacturer and because we have our hands on and in everything for the leather production process, we can make any idea into leather. We have an infinite library of embossing rolls and plates, a graphic design team on-hand, and endless resources for additional effects - Townsend can take any designer's leather dream and turn it into a reality.

Townsend controls every aspect of the production from coloring to finish effect. All with a combination of old-world craft lessons learned and passed down from Red to today and bolstered with the newest of technology and advancements. Colors are mixed by highly-trained eyes and supported with color-reading computers, creating the exact color that designers need to bring their project together.

Because being hand-crafted and quality driven with a personal touch and passion has been literally built into the foundation of Townsend Leather and continually supported through decades of attention and care, we are able to own the title of the highest quality leather in the world. As shown with our continued certification of the hardest-to-achieve quality standard of AS9100 Certification. We care deeply about the quality of each hide, each step of the process, each person making it, and about getting better each day.

We can craft any leather into any color, any look, any pattern, any effect... perfecting any designer's luxury dreams, but that doesn't mean it always has to take weeks or months to make. Townsend Leather has also perfected the art of having leathers on-hand ready to ship at a moment's notice. The recently launched In-Stock program allows customers to choose from hundreds of leathers in a wide variety of color schemes and styles, finding exactly what they need at exactly right now.

From day one, Townsend was built by-hand to be a great place to work. Red's family focus and commitment to the team found even stronger footing in Terry, and now the third generation has put their all into that foothold. Townsend is an award-winning culture. It is an icon for not just what we produce, but the environment we produce it in. Having won years' worth of Top Workplace and Best Place to Work Awards is just one small way that this team is able to point to the success of our people. Townsend is deeply passionate about leather and people. We love what we make, who we make it for, and who we make it with. With unique recognition programs, countless award celebrations, employee gatherings ranging from the heartfelt and intimate, to the huge and outrageous, there is always something to smile about and high five over at Townsend.

Our hand-crafted foundation led to heart-driven design, taken now to the extremes of luxurious, customized, passion-filled execution and products - Townsend manufactures each designer-chosen leather hide with hands and heart to exceed expectations in every way.

www.townsendleather.com





1969

celebrating
50
years

TODAY

CRAFTED FOR 50 YEARS WITH
LOVE

TOWNSEND LEATHER EST. 1969

At Townsend Leather, we have a *passion for leather, luxury, and design*. Our design-driven philosophy allows us to offer creative and innovative leathers along with virtually unlimited opportunities for customization. With 50 years of experience working with designers in the residential, hospitality, contract, aviation, and transportation markets around the world, we strive to provide top-of-the-line leathers that are as unique as each of our customers.

Our trained professionals are experts at understanding the many nuances of leather. We manage the entire process from start to finish, from your initial consultation to determine the best approach to your project, right through dyeing and finishing, to final delivery of your leather.

We are craftspeople and artisans of leather, not just distributors or marketers. For us, this is a life passion and a family-owned business, not just another job. Our company was founded in 1969 by the Kucel family and our leather is produced in our state-of-the-art facility located in Upstate New York, about 50 miles northwest of Albany.

The result: superior quality, consistency, and attention to detail you can count on for all Townsend Leather products. This is what sets Townsend Leather apart and what can make a significant difference in the outcome of your next design project.



Using 100's of years of collective experience, a rich history, and state of the art technology, we hand -craft each hide to the highest of expectations.



For years, Townsend Leather has continuously won awards for our Team, our culture, and our Leadership - making us a Top Work Place and Best Place To Work.



We believe in our company, in our people, and in our culture. We believe in making it better every day. Awards like these are not necessary, they aren't something we specifically strive for, but to be recognized for the things that we hold near and dear to our hearts, feels good.



Townsend Leather is heartfelt intent on balance, growth, and innovation for all, especially those that face marginalization and unfair barriers.



We strive to make a positive environmental impact in all we do.



Leathers that give you the time to focus on your love of design.



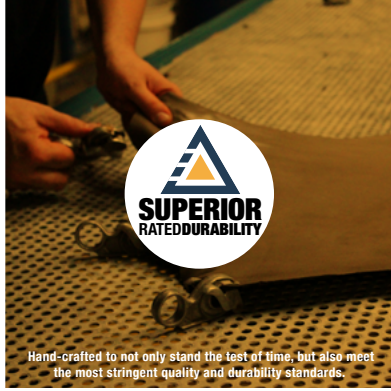
Proud to be believing in better.



Exclusive provider of 3M Scotchgard
Keep your leather looking beautiful even longer.



Being the Manufacturer allows us to perfect the Flammability Requirements for any project



Hand-crafted to not only stand the test of time, but also meet the most stringent quality and durability standards.



Hand-crafted in the foothills of the Adirondack Mountains, in Upstate New York - the Leather Making Region.



Quality at the heart of everything we do. We are proud of our AS9100D certification.



WE LOVE TO CONNECT, DISCUSS, AND EXPLORE - PLEASE CONTACT US ABOUT ANYTHING

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