

townsend LEATHER

CARE AND CLEANING FAQs

With proper care and normal use, Townsend leathers require little maintenance. Leather is a natural product, and when treated appropriately, leather will outlast all other upholstery materials. To maintain the natural look of leather, simply dust with a dry cloth to remove residual dirt and prevent build up.

There are many products available for cleaning leather and removing stains. The products best suited for cleaning leather are those recommended by Townsend Leather or our affiliated sister-company, The Leather Institute. The products recommend here have been formulated to work perfectly with Townsend leathers.

Q: WHAT PRODUCTS SHOULD I AVOID WHEN CLEANING LEATHER?

When cleaning leather, *NEVER USE ANY*:

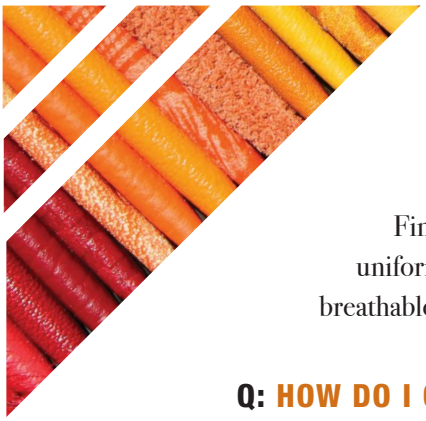
- Abrasives
- Alcohol cleaners
- Butyl Cellosolve cleaners
- Furniture polish
- Glass cleaners
- High pH cleaners
- Household Cleaners
- Mink oil
- Saddle soap
- Soaps or dish detergents
- Solvents
- Waxes

These vary widely in strength and in compatibility with today's water-based leather finishes, and may cause cracking or other damage to the leather surface. Use of the above over time, will break down the leather finish. Direct sources of heat and extended exposure to heat sources and to direct sunlight may also be harmful to leather and should be avoided.

Q: WHAT PRODUCTS SHOULD I USE?

Leather care products recommended by Townsend Leather or The Leather Institute and only to use those products in the prescribed method. Leather care products approved by Townsend Leather:

- Finished Leather Cleaner
- Cleaner, Conditioner, Protector (CCP)
- Finished Leather Cleaning Wipes
- Ink & Stain Remover Stick
- 100% Cotton, Terry Cloth Rags (white only); commercially available
- A solution of distilled water and mild non-detergent soap



Q: WHAT ARE TOWNSEND FINISHED LEATHERS?

Finished leathers are aniline-dyed and then lightly enhanced with pigments for color uniformity. A clear top coat is applied for protection. These finishes are soft and breathable yet highly durable, and help resist spotting, staining and color fading.

Q: HOW DO I CARE FOR TOWNSEND FINISHED LEATHERS?

Dust or vacuum leather surfaces weekly to remove light topical soil. Periodic use of The Leather Institutes Finished Leather Cleaner for heavier soil, Ink and Stain Remover™ for more difficult stains and Conditioner/Protector to restore moisture and provide a protective barrier is recommended. Repeat twice yearly for upholstered pieces that receive moderate use and monthly for those that are used more often.

Blot spills immediately with a soft absorbent white cloth, then gently clean, condition and protect with The Leather Institute's Care and Cleaning Products, the ONLY products recommended by Townsend Leather.

Specially formulated color-matched pigments are available for minor repair of scratches in finished leathers. Some skill and experience is required for this re-finishing. Instruction and training is advised. The Leather Institute offers this hands-on training in its Finishing Touches™ seminars.

Q: WHAT ARE TOWNSEND ANILINE LEATHERS?

Aniline leathers are also drum-dyed using transparent aniline dyes, but they do not have a pigment finish. This allows all the beautiful natural markings and color variations to show through. Each hide is unique. Some aniline leathers do have a clear top coat, but this provides only limited protection from staining.

Q: HOW DO I CARE FOR TOWNSEND FINISHED LEATHERS?

Dust or vacuum leather surfaces weekly to remove light topical soil. Periodic use of The Leather Institutes Finished Leather Cleaner for heavier soil, Ink and Stain Remover™ for more difficult stains and Conditioner/Protector to restore moisture and provide a protective barrier is recommended. Repeat twice yearly for upholstered pieces that receive moderate use and monthly for those that are used more often.

Blot spills immediately with a soft absorbent white cloth, then gently clean, condition and protect with The Leather Institute's Care and Cleaning Products, the ONLY products recommended by Townsend Leather.

Q: WHAT ARE TOWNSEND NUBUCK AND SUEDE LEATHERS?

Nubuck Cowhide is an Aniline leather. It is made on our most select hides and is a lightly-buffed, softly-sueded premium cowhide. Suede leathers are aniline-dyed, soft cowhide split suede brushed to a luxurious nap.

Q: HOW DO I CARE FOR TOWNSEND NUBUCK AND SUEDE LEATHERS?

Brush and vacuum to remove topical soil. Blot spills immediately with a soft, white absorbent cloth. Stains may be buffed with an ultra fine abrasive pad using just enough pressure to remove the stain. A soft bristle brush will help restore the soft suede or nubuck nap.



Q: WHAT ARE THE BASIC STEPS TO CLEANING LEATHER?

The most basic task at any level of cleaning is a thorough vacuuming.

- Start by using a suction style vacuum to remove debris, loose soil and other particles.
- Never attempt to use a rotating brush style vacuum on the leather.
    - This will cause damage to the leather and may leave marks.
- As you vacuum, pay special attention to the seams and crevices.
    - They commonly collect crumbs, seeds and other particles and can be quite an eyesore.

Q: AFTER VACUUMING, WHAT IS THE BASIC TECHNIQUE TO CLEAN LEATHER?

Like all other materials, leather should be cleaned by using the least intrusive methods before attempting other means. The Basic Leather Cleaning Techniques outlined here are for common soil and will not work on many spills and stains.

1. In most cases, leather surfaces can be cleaned by using a soft clean rag dampened with The Leather Institute's Finished Leather Cleaner.
    - The solution should never be applied directly onto the leather surface.
2. Always apply the solution to a clean cotton rag and wipe it onto the surface.
    - This technique is meant for basic cleaning only.
    - It will not remove stains or repair damaged leather.
    - It is ideal for removing newspaper smudges, stuck-on food particles, and other common problems.
3. Using moderate pressure, apply the cleaner to the surface in a circular motion.
    - Fold the rag over as often as necessary to maintain a clean working surface.
    - Change rags as often as necessary.
        - This cleaning product is also available in convenient, re-sealable pouches of pre-moistened wipes.
    - Do not over apply the cleaning agent.
    - Too much leather cleaner can cause the surface to remain tacky to the touch and can transfer to a persons clothing.
    - Excess amounts of leather cleaner can be removed by using a dry cotton rag.
4. Never scrub the leather or use excessive force in an attempt to clean the leather.
    - This will only cause damage to the leather and/or make a stain more difficult to remove.
    - A good rule of thumb is, do not to use more force than that of a firm handshake.
5. Allow the leather to air dry.
    - Do not apply heat.
6. Repeat this procedure for heavily soiled areas.



Q: WHAT DOES ADVANCED LEATHER CLEANING ENTAIL?

Over time, cleaning and normal usage will rob the leather of its natural moistures and can clog its pores. An occasional deep cleaning and conditioning will help restore the leather's moisture and clean out the pores, ensuring maximum life. Generally, this type of cleaning and conditioning is only necessary every 4-6 months.

1. Begin a deep cleaning by dampening a white cotton rag with an approved leather cleaner or use a Leather Institute Finished Leather Cleaning Wipe.
   - Again, never apply the cleaner directly onto the leather surface.
2. Always apply the cleaner to the leather using a cotton rag.
3. Using moderate pressure, rub the leather in a circular motion to remove all cleaning agents, oils, soil and other foreign substances from the leather.
4. Allow no less than five minutes to air dry before continuing.

Q: WHAT STEPS DO I TAKE IF SOME SPOTS, SOIL, OR STAINS REMAIN?

In these cases, it may be necessary to use additional means. As always, treat the stain as early as possible for best results. The following instructions will address some of the most common stains:

- **Ink Marks**
  - Finished Leather
    1. Use Ink & Stain Remover followed by Finished Leather Cleaner.
    2. Apply Conditioner/Protector.
  - Aniline Leather
    1. Rub a white eraser quickly and firmly over the mark.
       - Test in an inconspicuous area in advance.

- **Grease**
  - Finished Leather
    1. Gently lift excess grease with a soft, dry cloth.
    2. Clean with Finished Leather Cleaner
    3. Treat with Conditioner/Protector.
  - Aniline Leather
    1. Gently lift excess grease with a soft, dry cloth.
    2. Sprinkle cornstarch over grease.
    3. Cover with dampened, white cloth for 4-6 hours
    4. Remove cloth and cornstarch.
    5. Repeat if necessary.

- **Water**
  - Finished & Aniline Leathers
    1. Let it dry slowly.
       - Do not use heat guns or air dryers.



Q: WHAT TO DO IF SOME SPOTS, SOIL, OR STAINS REMAIN?

(Continued)

- **Food/Beverages**
  - Finished Leather
    1. Gently blot excess spill with soft, damp cloth.
    2. Clean with Finished Leather Cleaner
    3. Treat with Conditioner/Protector.
  - Aniline Leather
    1. Gently blot excess spill with soft, damp cloth.
    2. Dry slowly, away from direct heat.

- **Blood/Urine**
  - Finished Leather
    1. Flush from leather with clear water and soft cloth.
    2. Clean with Finished Leather Cleaner
    3. Treat with Conditioner/Protector.
  - Aniline Leather
    1. Flush from leather with clear water and soft cloth.
    2. Dry slowly, away from direct heat.

- **Wax**
  - Finished & Aniline Leathers
    1. Place ice cubes in plastic bag over wax until it becomes firm enough to gently lift from surface.
       - Treat residual marks as grease.

- **Gum**
  - Finished & Aniline Leathers
    1. Gently heat with hair dryer.
    2. Rub gum from surface with clean, soft cloth.
       - Treat residual marks as grease.

Note: If these procedures do not work for you, consult a professional leather care expert.



Q: WHAT DOES IT MEAN TO TRANSFER A STAIN?

When you are removing a stain, your goal is to "transfer" the stain to another material (A cotton rag in this case). When you approach a stain, your goal should be to create the right environment for the transfer to take place. When you have followed the prescribed method to create that environment, you need only blot the stain with a white cotton rag.

Q: HOW DO I KNOW IF I AM TRANSFERRING THE STAIN?

- You can tell it is working if the white cotton begins to absorb the color of the stain.
  - If the stain is transferring, continue the process.
- If the stain is not transferring, stop immediately.
  - Although most stains can be removed, some cannot. Attempting to remove these stains may only damage the material beyond repair.

Q: WHAT IS LEATHER CONDITIONING?

The Leather Institute Cleaner and the stain transfer instructions will safely clean virtually any type of soiling, it is important to note that the job is not complete.

- By cleaning so intensely we have stripped the leather of its moisture and protective stain barrier.
- It is vital that the moisture and stain barrier be replaced.
  1. Use Cleaner, Conditioner, Protector to accomplish this task.
  2. Much like the Finished Leather Cleaner, apply the conditioner to the leather via a white cotton rag; never directly to the surface.
     - Apply using light pressure in small circular motions.
     - Be sure that the entire area is treated.
     - In cases where only spot removal was performed, treat only the necessary surfaces.
  3. Allow five minutes for the conditioner to penetrate.
  4. Wipe off any residual conditioner using a clean white cotton rag.
     - The leather surfaces should not feel tacky or wet when complete.