

FOR IMMEDIATE RELEASE

THE WHOLE TRUTH (AND NOTHING BUT) ABOUT LEATHER FURNITURE

[American Leather](#) Dispels Common Leather Furniture Myths

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DALLAS – June 6, 2011 – If you're like most consumers, when it comes to shopping for new home furnishings, there may be some lingering doubts about what furniture is best for you and your home. And if you are like many furniture buyers, you may be unsure if leather furniture is right for your home, or even [how to find the leather](#) that best fits your décor and lifestyle.

To help consumers in this buying process, [American Leather](#), a leading Dallas-based manufacturer of premium leather and upholstered furniture, has addressed the most common myths and misperceptions about leather furniture – and the REAL truths that will have consumers making their next purchase in complete confidence:



Myth: Leather furniture just doesn't last!

Fact: The truth is, leather furniture is something you buy for a lifetime. Since leather is a natural product, aging brings out its natural patina making it even more beautiful over time. And since leather furniture is something you can [enjoy for years to come](#), this is a purchase that makes a sound investment -- and one that gives you excellent returns, time and time again.

Myth: Leather furniture is too expensive!

Fact: You don't have to be rich to enjoy leather furniture – just smart. Since leather is a product that lasts four times longer than fabric, leather furniture is a great investment for your home that you can enjoy for many years to come. After all, don't you deserve beautiful comfort that lasts?

Myth: Leather furniture is too hard to [care for](#)!

Fact: This couldn't be farther from the truth. Just use a conditioner every 6-12 months and wipe up spills as they occur with a clean cloth. You should actually avoid using your normal cleaning supplies—like soaps, detergents, solvents, etc. Can it get any easier than that?

Founded in 1990, AMERICAN LEATHER is a manufacturer of custom upholstered premium leather furniture, and is recognized as one of the leaders of high quality, custom designed and innovative leather furniture. Please visit www.americanleather.com for more information.

Myth: Leather furniture is easily damaged by kids and animals!

Fact: Unless your dog thinks your new leather couch is a chew toy or your cat thinks it's a scratching post, your leather furniture is as safe as any other furniture in the house. For more peace of mind, buy furniture with a [pigmented finish coat](#). It helps protect the leather so you can let your pets *and* your kids sit on the couch with no more than the usual worries.

Myth: Leather furniture is limited in where it can go in the house!

Fact: Even though leather furniture is traditionally seen in living rooms, dens and family rooms, don't let that hold you back. Surprise your friends with the versatility of leather furniture. Use it in unexpected places like your kitchen or bedroom for a look that is super stylish and trendsetting as well.

Myth: Leather furniture is either too cold in winter and/or too hot in summer!

Fact: You must be thinking about those leather seats in your car. Of course they get hot in summer and cold in winter, especially if you park outside. But if you keep your leather furniture indoors like most folks (trendsetters beware!), you'll find that in the winter, it warms to your body heat, and in the summer since it's natural and can breathe, it stays pleasantly cool, and even adapts to the temperature set in your home. Just keep it out of the direct sunlight.

For more information on leather furniture and leather care and cleaning tips, visit American Leather's web site at www.americanleather.com.