

Matchless

IN NAME & REPUTATION

Viridis®

green PU leather



/ WHAT

An alternative to leather is now in place, it is a vegan and sustainable option made with renewable resources.

World demand for products having low environmental impact has finally a positive response. Our carbon footprint reduction can be achieved without compromising on the look and on the range of choice. Viridis® contains 43% of polyols coming from corn, the only existing PU having a total biobased content equal to 69%.



/ HOW

Our R&D Lab found a way to shape up this new material that perfectly embodies all those sustainable features we were looking for among synthetic skins. Despite this apparently difficult origin and description “polymers from raw plant-related renewable materials” its performance is easy and brilliant.



/ FEATURES

The only PU made with renewable resources, Viridis® contains 43% of polyols coming from CORN grown for industrial end-use, processed into ethanol and its by-products. This corn is not the canned one produced for the food sector. Just about anything that can be made from a barrel of oil can be made from a bushel of corn and that's why renewable, environmentally-friendly corn is replacing petroleum products. You will find corn in some form in crayons, house paint, printer ink, antifreeze, bioplastics, clothing and other everyday products.

Viridis® biobased content is equal to 69%, its corn-derived and FSC viscose content makes it the most green product among the synthetic fabrics:

43 % corn polyols

26 % FSC viscose

31% normal PU

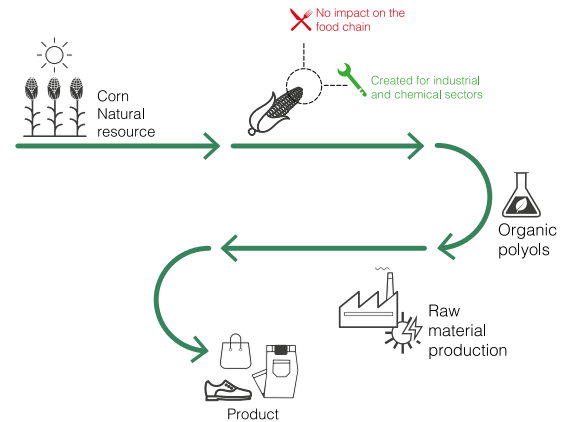
Viridis® not only has a green origin due to its ingredients but shows to be Sustainable throughout its entire life. Life Cycle Assessment evaluated the environmental impacts associated to Viridis® by identifying and quantifying energy and materials used and the waste released into the environment. LCA is an objective and scientific picture that proves Viridis® to be much more sustainable than a traditional PU.

A sustainable path

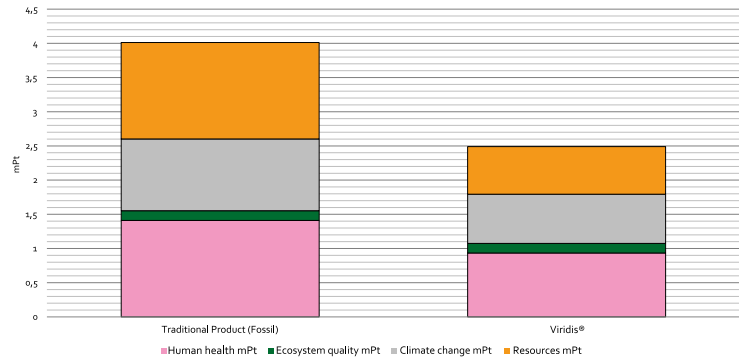
The Life Cycle Assessment (LCA) shows that Viridis is more sustainable in the following categories:

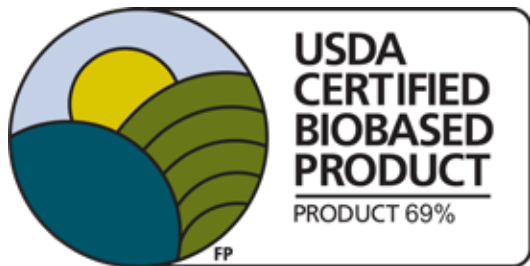
- ✔ **Health**
- ✔ **Environmental quality**
- ✔ **Impact on climate change**
- ✔ **Impact on global warming**
- ✔ **Use of natural resources**
- ✔ **Animal free**

The productive technology especially developed for Viridis uses bioraw materials that have a limited environmental impact compared to the traditional ones.



Comparison of Traditional Product (Fossil)
Vs Product VIRIDIS® (Bio-based)





/ USDA

United States Department of Agriculture

The USDA biobased product certification assures the consumer that a product contains a verified amount of renewable biological ingredients.

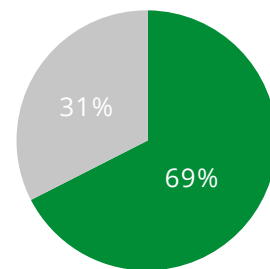
The certificate is given after an evaluation of product's features and a final and definitive test is made to verify its biobased content. This test is called ASTM D6866 and calculates the level of biobased or renewable material included in a product. It measures organic biobased carbon versus total carbon.



A percentage of biobased material equal to 69% says that, out of the total carbon in the product, 69% is biobased while 31% derives from petrol.

The BioPreferred program is a USDA-led initiative that aims to facilitate the development and expansion of markets for biobased products. The increased development, purchase, and use of biobased products will reduce reliance on petroleum, and increase the use of renewable agricultural materials.

Biobased products provide all the benefits as conventional products: they are cost-comparative, readily available and perform as well or better than their petroleum-containing counterparts. Biobased products also help us increase our use of renewable resources while decreasing our use of non-renewable resources, such as petroleum.



Biobased Carbon
Fossil Carbon



/ FREQUENT ASKED QUESTIONS

/ Which type of certificates does it have?

LCA (Life Cycle Assessment) shows that Viridis is more sustainable than any other similar fake-material. USDA bio preferred.

/ What's on the back?

FSC viscose.

/ With which type of PU is the VIRIDIS made of?

43 % of PU made using polyols coming from corn, 31 % of normal regular PU.

/ Is it recycled, recyclable or biodegradable?

No, it's not but it expresses its sustainable content because it's mainly produced using by-products from corn instead of petroleum based products. Corn which is always available as a renewable source.

/ Why can you assert that it's sustainable?

Because it's a bio-based material instead of being an oil-based one.



/ Is it an extruded material?

No, it's a coagulated material.

/ For which reasons is Viridis more sustainable if compared with a traditional PU?

Viridis has less impact on human health, environment, climate change, global warming with respect to a traditional product coming from petroleum.

/ Is it possible to have a different thickness?

Yes, it comes at 14/16 but according to the need it can be splitted up to 10/10. We can sell the Viridis already splitted in roll.

/ In which form do you sell it?

In meter and the material width is 1,40 or in roll (max 50 meters each roll).

/ What kind of corn is it utilized?

It's corn grown for industrial end-use, processed into ethanol and its by-products. This corn is not the canned one produced for the food sector.

/ What's the minimum?

Available from a minimum of 1 meter.

/ How many qualities do you have?

Viridis is available in 4 qualities: classic, matt, nubuck, active and seasonal proposals.

/ Where does corn come from?

North America.

/ Is it solvent-free?

No, it cannot be solvent-free because, being a coagulated material, needs solvents. Solvents which comply with REACH regulation and are not harmful.

/ Are they always available?

Yes, we offer a stock service, existing colours are always available in stock.

/ Could you produce a customized colour?

Yes, MOQ is 300 meters and lead time approx. 8 weeks.

/ How many colours do you have?

We have all the basic colours: white, black, brown, cognac, beige, dark brown, grey, khaki, red and blue.

/ Why do you call it green PU leather although it is not leather ?

Because the look and the performances are the same of the leather.

