



 *Olea Leather*  
specialist, Inc.

Invest in Your  
Restyling Business



# Invest in Your Restyling Business

*Alea Leather Specialist offers safe and premium products*

As a professional restyler, nothing is more important than using reliable products, and your customers' safety depends on it. Of course, there are plenty of options on the market, but when you partner with Alea Leather Specialist, you are sure to receive only the highest-quality products that are guaranteed to perform safely.

## WHEN SAFETY MATTERS

Alea Leather Specialist understands only the safest products are acceptable for your restyling shop and is committed



ted to delivering those high standards. Each product focuses on reliability and consistent performance, which is a valuable investment for your restyling shop.

"It only takes one incident before it can put a black mark on the whole industry," says Dave Taylor, vice president of national sales for Alea Leather Specialist. "To protect your business, it's important that suppliers keep safety in mind, which is one of our priorities."

In fact, each Alea Leather Specialist airbag kit is created with the highest safety standards in mind, Taylor says, as it is calibrated by a computerized system called "DocuSeam." This system is widely endorsed and used by OEM seat suppliers for car makers throughout the world.

"The importance of using this system is the fact that every stitch is measured so that the sewing of the airbag

threads falls within an interval that guarantees the deployment of the airbag, during an accident, will be exactly at the time of impact and specifically where it explodes to protect the passenger," Taylor says.

All airbag kits are also backed by an "OK" inspection label, certifying that every airbag stitch are sewn according to the specific deployment requirement.

To some manufacturers, an insurance policy is their safety protection, but Alea Leather Specialist believes it's just not enough.

"Anyone can protect themselves with an insurance policy, but how can you be protected, and what do you do to make sure you don't have to use an insurance policy?" Taylor asks. "That's the key."

To ensure products are safe, Alea Leather Specialist sends its products





to MGA Research Corporation in Detroit for testing to ensure it passes the “FMVSS 208” requirement as well as the most stringent test authority TÜV of Germany.

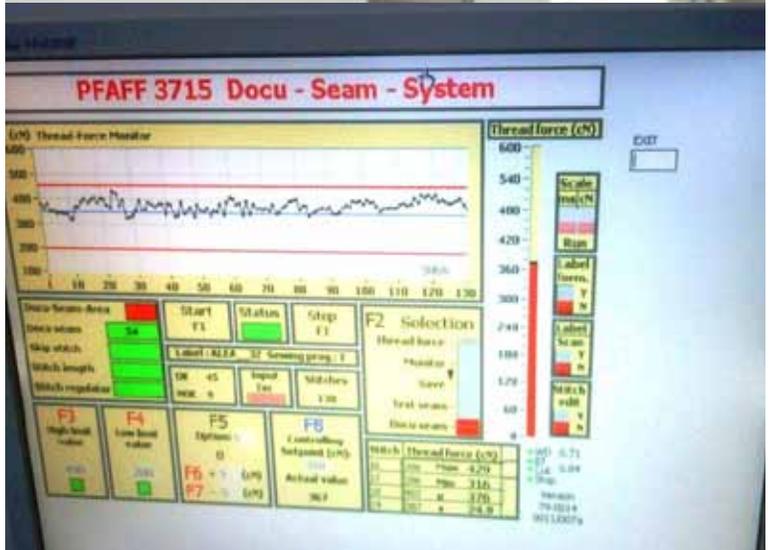
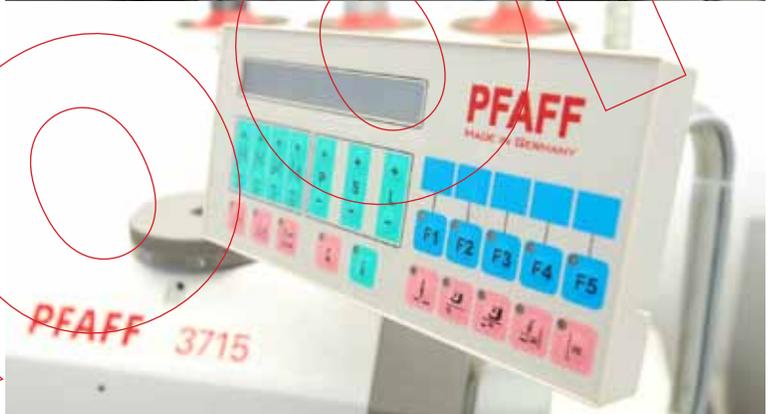
“Both organizations have issued certificates certifying that our products passed their national safety requirement for the airbag deployment,” Taylor says.

“When they test with TÜV, they don’t just make sure the airbag is deployed,” Taylor notes. “They really test the quality and integrity of the product. It’s really the overall performance of the product.”

**QUALITY PRODUCTS ARE A TOP PRIORITY**  
When you partner with Alea Leather Specialist, you are sure to receive the industry’s highest-quality products. Superior materials and fabrication methods are all part of Alea Leather Specialist’s manufacturing process.

“It’s really about the craftsmanship that goes into our products,” Taylor says. “You can measure our seam allowances, and they are dead on. When you use our products, you don’t have to worry about trying to shrink the product or splitting at the seams. Our products are always a perfect fit.”

In fact, Alea Leather Specialist is the only manufacturer that’s willing to publish its exact leather specifications, which include thickness, rub requirement, tear strength and flame resistance. The, foam measurements and thread details are also specified, Taylor notes. Alea Leather Specialist’s products are fabricated according to the tightest guidelines, which produces consistent results. And many restyling pro-



professionals are taking notice.

“I’ve been told by people who have been installing other products for 20 years that our kit truly is the best in the industry,” Taylor states. “The finish, the fit and the preciseness are all top quality.”

For example, Alea Leather Specialist’s headrest DVD system undergoes the strictest manufacturing standards. Each headrest is turned under and then stitched, which gives a clean look and prevents ripping during installation. Many manufacturers, however, simply run an overlock sewing machine across the leather, but that process makes the seams susceptible to tearing, Taylor says.

Alea Leather Specialist understands safety and high-quality products are important to your restyling business. With Alea Leather Specialist’s strict testing standards, exceptional materials and fine production methods, you know you’re always receiving the top and safest products in the market.



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