

UPHOLSTERY & LEATHER PROTECTION



THE ALL-ENCOMPASSING & ENVIRONMENTALLY FRIENDLY
DETAILING SOLUTION OF TOMORROW



MANUFACTURING COLLABORATION



Proud of our Commonwealth partnership, and in alignment with stringent standards and quality control, our products have been developed together with our partners in the UK.

Supporting exceptional local industry – all bottling, labelling and packaging is handled in our purpose-built facility situated in Hornsby, Sydney, NSW.

AN ENTHUSIAST-LED COMPANY WITH BIG ASPIRATIONS, E-VALENCE REMAINS ETERNALLY COMMITTED TO AN IMPROVED FUTURE, THROUGH THE APPLICATION OF TOMORROW'S SCIENTIFIC ADVANCEMENTS TO TODAY'S HUMAN, ENVIRONMENTAL AND DETAILING NEEDS.

E-VALENCE TECHNOLOGY



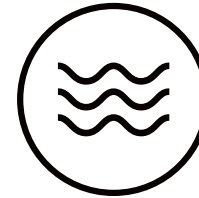
Through the use of E-Valence technology, our products place primary focus on effectively cleaning, restoring and conditioning upholsteries and leather without harmful penetration or discolouration.

Unlike the damaging and adverse affects of silicone, E-Valence technology effortlessly repels dirt and ensures the delivery of products that are safe on the environment and personal health.

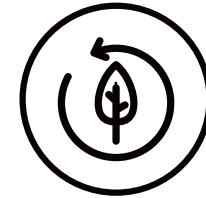
E-VALENCE TECHNOLOGY BENEFITS:

- 100% water based
- 100% biodegradable
- 100% silicon free
- 99-100% solvent free
- 99-100% VOC free (volatile organic compounds)
- 100% eco-friendly

It is for these forward-thinking and effective properties that we have confidently adopted and embrace our core belief that E-Valence is **RESPONSIBLE SCIENCE**.



WATER BASED



BIO-DEGRADABLE



SILICON FREE



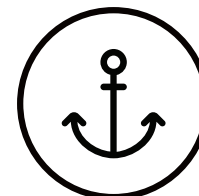
SOLVENT FREE



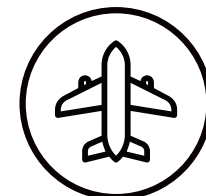
VOC FREE



ECO-FRIENDLY



MARINE SAFE



AVIATION SAFE

WHAT IS SILICON?



IN SHORT

Silicon is a hard, brittle, crystalline solid with a blue-grey metallic lustre that is actively responsible for 28% of the earth's crust by mass.

Commonly found in sand and ceramic, it is both readily available and inexpensive, and has been adapted for a wide variety of uses such as in watches, cameras and computers.

Due to being lightweight and extremely durable, silicon nitride is also often found in the engineering of electronics automotive parts, high-temperature material and tooling.

APPLIED TO UPHOLSTERY CARE

Though considered controversial and its long-term harming effects proven – silicone has been instrumental in the application process of endless upholstery care products. It is notoriously known for the ability to rapidly and easily provide surfaces with an enhanced sheen and brightness.

Invisible to the untrained eye – when applied directly to most leathers and fabrics, this very coating can also benefit in the repulsion of water.

WHY 100% SILICONE FREE?



Applied to upholsteries and leather, silicone attracts dirt and grime causing it to embed it self within the outer, mid and inner layers. (Grain and Corium layers in leathers)

This application, while its instant effect appears to brighten and 'restore' can subsequently led to the drying out and deterioration of leather over time.

Though we may witness silicone serving a purpose within numerous items in the years to come, its effects on the environment are equally drastic, and unquantifiable.

The mining of raw silica has its own environmental concerns as the process required for large quantity extraction produces carbon monoxide. Once out of the ground silicone's durability makes it impossible for it to be biodegradable, taking up to 500 years on average before it becomes decomposable.

With today's scientific advancements better alteratives should see the upholstery care industry and furniture manufacturing completely free from this stubborn element. By electing to go silicone free, we're leading this change.



SILICON FREE

WHY VOC FREE?



Volatile Organic Compounds, commonly referred to as VOCs, are a group of carbon-based chemicals that easily evaporate once at room temperature.

Common VOCs include: acetone, benzene, ethylene glycol, formaldehyde, methylene chloride, perchloroethylene, toluene and xylene, and similar to silicone are known to be detrimental to both the environment and personal health, predominately the lungs and respiratory system.

Widely used in paints and industrial cleaning agents, the VOCs adverse effect to the ozone layer and atmosphere purity may only be a minute contribution, however given it's fragility, any avoidable contribution should not be overlook.

References and further reading can be found at:

State Of the Environment (SOE) Australia: www.environment.gov.au

United States Environmental Protection Agency (EPA): www.epa.gov



VOC FREE

WHY WATER BASED & SOLVENT FREE?



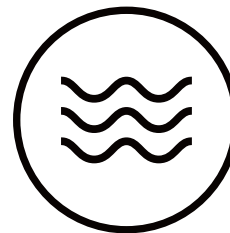
Acid, high level alkaline-based products are inherently aggressive on any upholsteries and leather. Opting for a 100% water based solution ensures the long-term safeguarding of even the most delicate of surfaces.

This approach also means our products are void of any VOCs, toxins and carbon dioxide (a by-product produced during manufacturing), resulting in the responsible alternative which is increasingly superior for the environment.

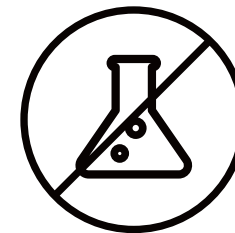
Being 100% water based also allows our products to be conveniently and safely air-freighted anywhere in the world.

Solvents are generally used to speed up the drying process in cleaning agents. When certain solvents come in contact with sunlight, they react and create a ground-level ozone that greatly impacts the environment and personal health.

Long term exposure to solvents such as isopropanol, toluene, xylene and solvent mixtures such as white spirits can affect the central nervous system and be a contributing cause to severe, life-compromising illness.



WATER BASED



SOLVENT FREE

References and further reading can be found at:

The Department of Agriculture, Water and the Environment: www.environment.gov.au

The American Chemistry Council: www.americanchemistry.com

IMPORTANCE OF LEATHER CARE



WHY CLEAN LEATHER?

Even over short periods of time, perspiration, food, liquid, dust and environmental contaminants will cause leather to dry out and harden.

Furthermore, if exposed to the sun's harmful UV rays at length hardening will accelerate, eventually leading to dulling, creasing and tearing.

Untreated, bacterial build up will cause unsightly black spots and a foundation for germs to breed. E-Valence Leather Cleaner with Antimicrobial will clean without damaging the natural fibre and will eliminate black spots whilst killing 99.9% of bacterial growth.

Once cleaned, the leather, natural or synthetic* should be reconditioned using E-Valence Leather Crème.

WHY CONDITION LEATHER?

Leather is micro-porous; it needs to breathe. Once cleaned, leather must be safely re-enriched with natural leather oils. This is the only way to ensure leather stays in its natural state and appears healthy, supple and bright.

Coatings and products that claim to 'seal the leather and protect it' should be avoided as they will result in drying, accelerating the possibility of cracking, peeling and splitting.

Keeping leather and its derivatives in pristine condition is a two-step process. Clean first, enrich second.

We recommend that all leather should be cleaned and conditioned from new.

*Synthetic leathers (faux leathers) include leatherette, MB-Tex, BMW SensaTec. Alcantara, vinyl and cloth surfaces may also be cleaned using E-Valence Leather Cleaner with Anti-Microbial. Whilst vinyl may be enriched with the Leather Crème, it is not suitable for use on alcantara, suede or fabric surfaces.

E-VALENCE LEATHER CLEANING KIT



Like most natural, porous or delicate products maintaining cleaning and enriching processes will successfully reduce any irreversible damage.

Regular cleaning and conditioning will ensure leather products are protected and presentable, all while lasting a lifetime.

Detailed guides to our recommended cleaning and conditioning processes can be found on the following pages.



EFFECTIVE CLEANING OF LEATHER



RECOMMENDED PROCESS

1. Before commencing the cleaning process, lightly vacuum the leather surface of item, furniture or interior.
2. Wipe over the entire surface including any stitching with a slightly dampened microfibre cloth.
3. Spray E-Valence Leather Cleaner with Antimicrobial onto the surface a section at a time, leaveing for 15-30 seconds.
4. Agitate leather in a circular motion and along the stitching with a natural fibre leather brush, medium coarse sponge, or a moist microfibre cloth.
5. Wipe off any excess or residual product with a clean slightly moist 270-330GSM microfibre cloth.

WHAT TO AVOID

Don't leave stains on leather for too long – cleaning them off as soon as practical. Having an appropriate leather cleaning agent at hand makes this process effortless.

Old household remedies such as vinegar and lemon juice are exactly that, 'old household remedies'. Most of these solutions, whilst appearing to clean and decontaminate, eventually result in dry-out, cracking and fading.

Avoid using any harmful ceramic sealants or unnatural conditioning or enriching processes.

If in doubt call us directly or seek professional advice from one of our many stockists.

EFFECTIVE CONDITIONING OF LEATHER



RECOMMENDED PROCESS

1. Following the cleaning process, wait until the leather is thoroughly dry before conditioning.
2. Apply E-Valence Leather Crème evenly over the leather surface with a soft sponge or microfibre cloth. Be mindful of using too much in one go... a little goes a long way.
3. Following careful application ensure you wipe down the stitching and areas that are ceased.
4. For old, untreated and severely neglected leather reapply E-Valence Leather Crème after a week, then after a month, then every following three months.
5. New leather should be conditioned every three months from date of purchase.

HIGHLY VERSATILE FORMULATIONS



| PRODUCT | COMMENT | CLEANER | CRÈME |
|-------------------------|---|---------|-----------|
| Leather | Natural (high quality). | Yes | Yes |
| Synthetic leather | Known by many names (BMW SensaTec, MB-TEX etc). | Yes | Yes |
| Vinyl | Widely just know as vinyl. | Yes | Yes |
| Alcantara | Synthetic, suede-like material commonly used as seat surrounds. | Yes | No |
| Aniline (colouring dye) | Toxic Aromatic Amine (Organic Compound) used in dyes. Dyes like these that have fasteners in them are to hold the tan in. Solvents, particularly heavy ones, react on fasteners causing colour to release and tan to discolour. | Yes | Yes |
| Semi-aniline | As above. | Yes | Yes |
| Pull-up waxed | Normally created with Aniline dye. Colour varies because of pull-up. Careful of the sheen. Our leather crème is not high sheen. Will work just fine on them. | Yes | Yes |
| Pigmented | Layer of coloured pigment. Used for the dye of furniture. | Yes | Yes |
| By cast (Synthetic) | Lower grade with vinyl over it. Durable (low-cost option). Shredded leather board used in cheap furniture. | Yes | Yes |
| Bonded & top coated | Bonding holds the colour on the upper which gives sheen. | Yes | Yes |
| PU | Shoe industry plastic not leather. | Yes | Yes |
| Nubuck | Very soft and porous. Natural and sanded leather. Presented as high grade. | Yes | Sparingly |
| Suede | Fuzzy finish bit like Nubuck. Colour can leech off. Marks easy. Treat small area first. | Yes | No |

UNDERSTANDING LEATHER



GRAIN

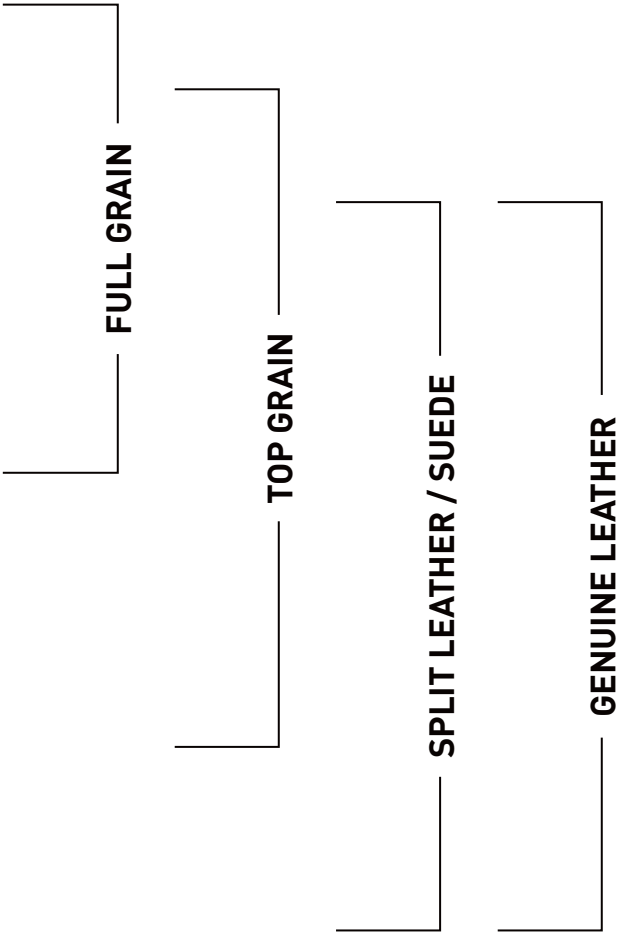
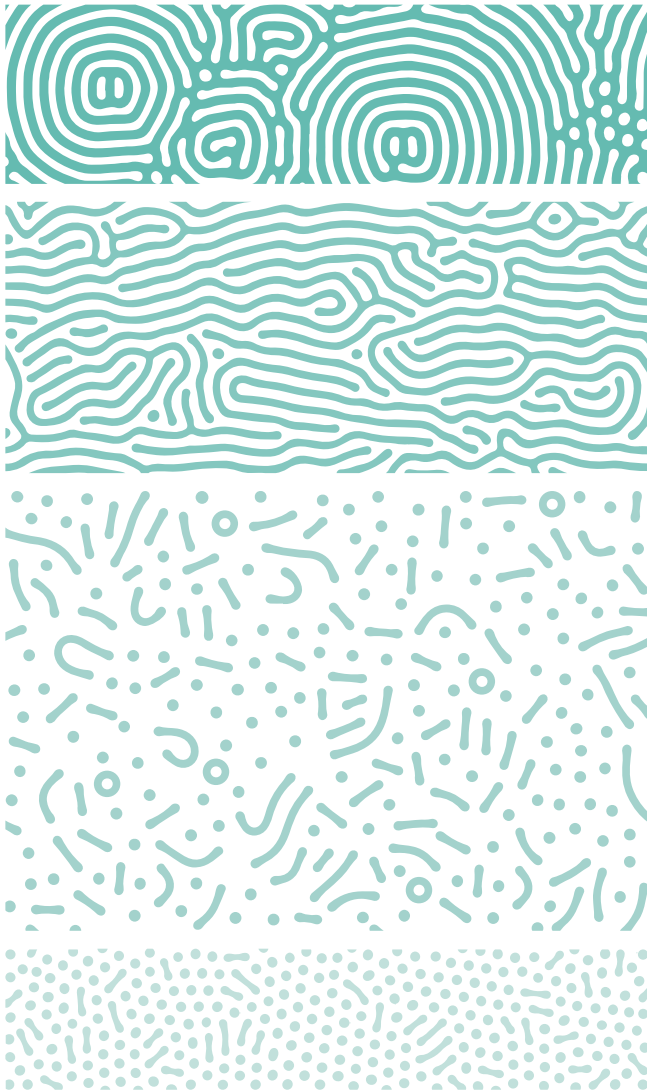
Tight collagen bundles

GRAIN & CORIUM JUNCTION

CORIUM

Large collagen bundles

FLESH



CLEAR PACKAGING, CLEAN RESULT



As a company quietly confident with its product, we simply have nothing to hide, and our packaging is a direct reflection of that.

Void of any ambiguous certifications and deceptive marketing jargon, our easy to read label systems are modern, clean and include only the essentials... just like our products.



DEFINING OUR SCIENTIFIC APPROACH



During development, ensuring we produced the entire product range so to have zero negative environmental or personal health implications simply wasn't enough.

We knew our products had to embody a simplicity and clarity that extended well beyond formulas and packaging and through to our customer's experience.

By leveraging modern-day technology we assured that each and every product became both easy in application and effective in result, establishing a complete product ecosystem catering to a broad range of commonly used upholsteries, leathers and fabrics.

Continuing to enhance the simple approach to our entire range of product packaging, we've carefully developed a coherent and concise suite of iconography to assist with the swift identification of each of our product's scientifically engineered benefits and properties.

The icons relevant to each individual product within our range will clearly adorn the labels, allowing you to immediately identify its properties while confidently knowing you're contributing to a safe and healthier future.



WATER BASED



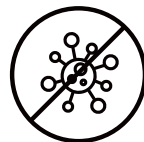
SILICONE FREE



SOLVENT FREE



VOC FREE



ANTIMICROBIAL



RECYCLABLE



BIO-DEGRADABLE



ECO-FRIENDLY



MARINE SAFE



AVIATION SAFE



LEATHER CLEANER WITH ANTIMICROBIAL



E-Valence Leather Cleaner with antimicrobial is as gentle on leather as it is effective.

The treatment of leather needs to be done with careful consideration. The natural material should only be cleaned with proper formulation and soft surfactants.

Applied before E-Valence Leather Crème, the solution gently agitates the perspiration, dirt, and grit embedded in the pores of any leather and synthetic leather resulting in a clean and supple finish.

Our formulation also contains an antimicrobial that effectively kills 99.9% of germs, removes black spot and prevents any reoccurrence.

The product formulation is also suitable for use on handbags, jackets, furniture and shoes.





E-Valence Leather Crème is an innovative formulation of natural leather oils that enriches, conditions and preserves old and new leather.

With the natural material being micro-porous, it requires breathability. Commonly used ceramic protection is unacceptable as it encloses and seals the pores resulting in dry, cracked leather.

Our formulation of natural oils is a superior method of conditioning and rejuvenating, and is suitable for use on almost all upholstery, leatherette and vinyl.

The product formulation is also suitable for use on handbags, jackets, furniture and shoes.



THE ALL-ENCOMPASSING PRODUCT RANGE



UPHOLSTERY / INTERIOR



Leather Cleaner with Antimicrobial

Leather Crème

Carpet Cleaner with Antimicrobial – UV Stable



CLEAN



Carwash with Carnauba Wax

Instant Detailer with Carnauba Wax

Clay Mitt Lubricant

Dry Wash with Carnauba Wax

Carwash for Matt Painted & Wraps

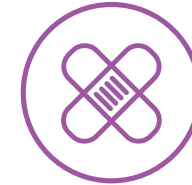
Tar, Rubber & Bug Remover

Fabric & Vinyl Soft Top Cleaner

Workshop Floor Cleaner with Antimicrobial

Surface Sanitizer

Hand Sanitizer with Pentalene



CORRECT



Ultra-Fine Polish

Intermediate Polish

Cutting, Slicing & Buffing Polish

Chrome & Metal Polish

Engine Cleaner & Polish

Perspex Polish

Rubber Rejuvenator



PROTECT



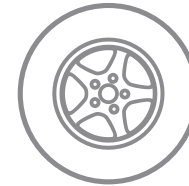
Preeminent 50% Carnauba Wax
Super Soft Water (Free with Carnauba Wax)
Fabric & Vinyl Repellent – UV Stable



GLASS



Glass Cleaner with
Anti-Fog & Antimicrobial



WHEELS



pH Neutral Alloy & Wire Wheel Cleaner
Tyre Dressing Silicone Free
Whitewall Tyre Cleaner
Snow Leopard Liquid Grip

GET IN CONTACT



Much like the surfaces we aim to protect, E-Valence places an equal emphasis on the short and long-term health and safety of the people using our products. While, at the same time, adhering to strict moral, ethical and environmental standards - something we pledge to uphold, unconditionally, today and into the future.

Committed to our customers, whether you would like additional information, a product sample, detailing sequence advice or simply to provide feedback, we would love to hear from you, and are available through the following methods:



info@e-valence.com.au



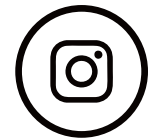
1300 845 498



13/12 Cecil Rd, Hornsby,
NSW, Australia 2077



e-valence.com.au



[@e_valence_official](https://www.instagram.com/e_valence_official)

