



nanai™ - Journey through time



A new concept in luxurious exotic leather

1979 A vision is born

Rudolf Laschinger, with his roots in the salmon business, establishes a small smokehouse in the Bavarian forest. A bold entrepreneur with the right touch and business acumen, he expands his smokehouse over the years into a global fish cannery.

1985 A company takes off

Laschinger GmbH is founded in Bischofsmais, Bavaria, as the first company to import and process salmon on a large scale. It successfully takes this luxury item and turns it into a high quality product for the average consumer. Within a short time, Laschinger manages to boost its production capacity, while its environmentally friendly farming techniques earn it Naturland's certification for organic salmon.

2004 A legacy is rediscovered

With a view to create value from a by-product of salmon processing, the idea of transforming "salmon skin" into superior, high quality leather using environmentally friendly methods was born. The socially conscious company has the idea that salmon skin could be a superior alternative to exotic leather, and inspiration is found in the ancient Nanai people of Eastern Siberia. By working directly with the Nanai people, the company is able to reconstruct and optimize the tanning process handed down for generations. And in the process, a valuable, ancient art was saved from oblivion.

2005/06 A pioneering feat creates nanai leather

Using the methods of the Nanai people, trials are conducted with tanners around the world, but none delivers acceptable results. Following numerous tests, the process is finally optimized in an in-house laboratory and scaled up to an industrial level. This modern nanai leather now undergoes a totally new, environmentally friendly, multi-stage process. Years of research and highly advanced technologies help retain the pigmentation and unique texture of the salmon skin. This sows the seed for the birth of the company, nanai.

2006 The vision becomes reality

Salmo Leather GmbH is founded, and professional production and distribution of nanai leather begins. Holger Hain, a shareholder, takes the helm as the firm's Managing Director. From 2003 through 2008, he is simultaneously a shareholder and MD of Laschinger GmbH, responsible for the finance and human resources departments. What had once started as a research project expands into an independent business.

2007 A solid merger

Europe's leading salmon curing establishments merge: Laschinger GmbH of Bischofsmais and Morpol S.A. of Uska, Poland. Their goal is to reposition themselves and win market share in the competitive European and global arenas. Also, they aim to utilize valuable synergies, combine innovation capabilities, boost on-time deliveries and raise the quality of raw materials. After-merger ownership: a 75% share is retained by the former shareholders of Laschinger GmbH. The remaining 25% is held by the merged entity, Laschinger GmbH / Morpol S.A., which assures supply of the desired raw material.

2007 Unsurpassed quality

A stringent quality assurance program is launched to ensure compliance with the DIN standard for leather. Salmon skin, formerly a by-product, has now moved up the value chain to become nanai leather, a luxurious alternative to other exotic leathers. This leather par excellence is certified by FILK (Freiberg Research Institute for Leather and Synthetics). Due to the premium quality raw skins used, the leather fulfills all relevant manufacturing standards for fashion, accessories, interiors, and furniture.

The unique properties of nanai leather result in a material with superior beauty, as well as superior comfort and low abrasion. The leather is light, yet tear-proof. It is thin, yet robust. It is multipurpose and ideal for a broad range of merchandise and applications.

2008 Premium quality leather

The cornerstones for producing nanai leather are firmly in place: sustainability, plus an eco-friendly approach to production and processing. It begins with the fish themselves, which are continually raised on certified organic farms. The holistic approach then extends into production. The company is now the only producer of nanai leather worldwide with a 100% chrome-free tanning process. The unique properties of nanai leather result in a material with superior beauty. In contrast to leather made from endangered species, you can use it and enjoy it with a clear conscience.

nanai leather fulfills all relevant manufacturing standards and material requirements. Compared with conventional leathers of equivalent thickness, it is superior in terms of fade resistance, rub fastness, and color fastness.

Certifications:

Seam resistance • Sea water resistance • Tensile strength
Tear strength • Rub fastness • Color fastness

2009 Market launch & distribution

nanai is ready for the market. The distribution network is organized from Bischofsmais, employing local staff. First exhibitions in Hong Kong, New Delhi, Bologna and Paris are successful. The leather is enthusiastically received by the market.

2009 nanai in the fashion and interior design world

During the Mercedes-Benz Fashion Week Spring/Summer 2010 in Berlin, nanai leather is showcased for the first time. Well-known designers have used it for exquisite pieces of furniture, large decorative wall coverings and even upholstery for yachts and automobiles.

01-2010

Clothing designer Michael Michalsky is creating cleverly sewn-together, multi-colored pieces of nanai for his autumn/winter dress collection 2010/11. Shoe designer Chrissie Morris is featuring nanai as an exotic accent in her women's line under the Michalsky label.

03-2010 nanai application in vehicle furnishing

The extraordinary nanai leather also convinces BMW to offer it as a special interior option that can be ordered by special request. The BMW X6M is the first vehicle worldwide to be finished with this leather. The interior molding and trim, usually finished in plastic, wood or piano lacquer, are instead individually crafted with nanai leather. A very unique, luxurious and exclusive look results from using nanai leather.

2011 Outlook

Many exciting collaborations are being planned with well-known interior, fashion and jewelry designers. We expect that nanai leather will attract a lot of attention in the coming months and years.



nanai – exclusive leather made in Germany

www.nanai.com

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