LEATHER CARE FOR BRANDS

Leather Care Card Template

Four ready-to-print care cards to put in the box or on a hang tag. Print, cut along the dashed lines and replace "Your Brand" with your name. Pick the card that matches the product and its leather finish.

✂ Cut along the dashed lines

GENUINE LEATHER

Caring for your leather jacket

- Wipe with a soft, dry cloth after wear.
- Hang on a wide, padded hanger.
- Condition lightly every 3 to 6 months.
- If it gets wet, air dry away from heat.
- Do not wash, tumble dry or iron.
- Keep away from direct sunlight and heaters.
- Professional leather clean only.

Your Brand · yourbrand.com

GENUINE LEATHER

Caring for your leather bag or wallet

- Wipe handles and corners with a dry cloth.
- Do not overfill: leather does not shrink back.
- Condition lightly every 3 to 6 months.
- Store stuffed with tissue in the dust bag.
- Never store in plastic.
- Keep away from water, heat and sunlight.
- Test any product on a hidden spot first.

Your Brand · yourbrand.com

GENUINE LEATHER

Caring for your leather shoes and boots

- Brush off dust and dirt after every wear.
- Use shoe trees and rotate pairs.
- Clean, then condition every few months.
- Waterproof before the wet season.
- Dry wet pairs slowly, stuffed with paper.
- Never dry next to a heater or hair dryer.
- Wipe off salt marks as soon as possible.

Your Brand · yourbrand.com

SUEDE / NUBUCK

Caring for your suede or nubuck

- Brush with a suede brush to lift the nap.
- Remove marks with a suede eraser.
- Spray with suede protector before wear.
- Do not use water, oil, wax or cream.
- If wet, blot and air dry, then brush.
- Store in a breathable dust bag.
- Professional suede clean only.

Your Brand · yourbrand.com

1. Care label wording (sew-in label)

Short lines that fit a woven or printed label. Choose the set that matches the leather finish and agree it with your manufacturer before production.

Product / finish	Suggested label text
Smooth leather (pigmented / semi-aniline)	Genuine leather · Do not wash · Do not tumble dry · Do not iron · Professional leather clean only · Wipe with a soft dry cloth
Aniline / full grain	Genuine leather · Natural markings are part of the hide · Do not wash · Do not iron · Keep away from heat and sunlight · Condition every few months
Suede / nubuck	Genuine suede (or nubuck) · Do not wash · Do not iron · Brush to clean · Professional suede clean only
Leather with textile lining	Shell: 100% genuine leather · Lining: 100% polyester (as used) · Do not wash · Professional leather clean only

2. Agree these with your manufacturer

- [ ] Which leather and finish is used (aniline, semi-aniline, pigmented, suede, nubuck)
- [ ] Any finishing step after making: wipe only, cream or spray
- [ ] Final check before packing for stains, fingermarks and loose threads
- [ ] Care label text, language(s), size and position (inside seam, pocket or lining)
- [ ] Care card or hang tag: who prints it, size, paper and where it goes in the pack
- [ ] Dust bag or tissue for bags and wallets; shoe paper for footwear
- [ ] Silica gel in cartons for shipments in humid months
- [ ] Any labelling rules in your selling country (fibre content, country of origin)

3. Notes for your order

Product / style	
Leather and finish	
Care label text agreed	
Care card / hang tag	
Packing (dust bag, tissue, silica gel)	

Full guide: Leather Care: How to Clean, Condition and Protect Leather. Need a manufacturer that finishes, labels and packs leather goods the way your brand wants? Request a quote from Imran Partners.