THURSDAY JUNE 20TH – DAY 1

Opening Address 1:00-1:15pm

54th John Arthur Wilson Memorial Lecture — Elton L. Hurlow

The Value of Leather as a Component Brand (see Abstract which follows) 1:15-2:15pm

Break 2:15-2:30pm

SESSION 1

Users Panel

Tim Sievert, Milsco Manufacturing;
David Hill, Heritage/Red Wing Shoe Co.;
John Haubert, Chrysler 2:30-3:30pm

Biopolymers Produced from Gelatin and Other Sustainable Resources Using Polyphenolics

Maryann M. Taylor, USDA, ERRC 3:30-4:00pm

Artificial or Natural — Automotive Leather Finishing at the Crossroads

Stephan Majunke/Gerhard Wolf, BASF Aktiengesellschaft 4:00-4:30pm

Economic Assessment and Pathogen Inhibition of Hide Presoaking Formulations with Enzymes That Can Remove Adobe-Type Manure

Mila Aldema-Ramos, USDA, ERRC 4:30-5:00pm

FRIDAY JUNE 21ST – DAY 2

SESSION 2

CLEANTAN — Chromium Tanning Without Chromium and Water Residues

Manfred Renner, Fraunhofer Institute UMSICHT 8:00-8:30am

Green and Sustainable Product Development for Leather Processing

Leon Krings, Stahl Holdings, B.V. 8:30-9:00am

Footprint Boundaries for Leather

Dietrich Tegtmeyer, Chairman, IUR Commission, IULTCS 9:00-9:30am

Effects of Bating, Pickling, and Crosslinking Treatments on the Characteristics of Fibrous Networks from Un-tanned Hides

Cheng-Kung Liu, USDA, ERRC 9:30-10:00am

Break 10:00-10:15am

SESSION 3

The Impact of Isocyanate Crosslinkers on the Heat — Light Ageing Performance of Automotive Leather

Michael Franken, LANXESS 10:15-10:45am

The Use of C4 Sustainable Fluorochemical Technology in High Performance Leather Protectors

Dan Hakes, 3M Company 10:45-11:15am

Update on Leather Industries of America Activities

John Wittenborn, Leather Industries of America 11:15-11:45am

SATURDAY JUNE 22ND – DAY 3

SESSION 4

Leather Smell Impact on Automotive Buying Decisions

Rodolfo Ampuero, Zschimmer & Schwarz GmbH & Co. KG 8:00-8:30am
ABSTRACT

54th John Arthur Wilson Memorial Lecture —
Elton L. Hurlow

The Value of Leather as a Component Brand
In 1927 John Arthur Wilson stated: “The entire value of leather lies in its properties, and if these are not clearly defined, trade is hampered.” Much has been learned about the properties of leather since that time – with much of this scientific knowledge shared in JAW Memorial Lectures — but has this added to the value of leather? Is this statement of value true today? In a globalized world, with focus on supply chain traceability and changes in consumer behavior and with modern marketing concepts and brand strategies, how should we think of leather value today? This lecture will investigate the “value of leather” and suggests how it can be supported by addressing core issues and opportunities relating to the IDENTITY of leather, the IMAGE of the industry, and INNOVATION in the way we make and sell our products.