

Dear Mrs. Sabrina Oei,

On behalf of the Centre for the Brazilian Tanning Industry (CICB) – the official representative body of tanneries established in Brazil – I would like to register that some of the information in Nike’s recent release of a new material called "Nike Flyleather" came to the attention of the Brazilian leather sector.

Our entity, as well as our associates, noted Nike’s extensive campaign concerning the supposed sustainability and durability advantages of this new material in comparison to leather. We need to clarify some of the sources of data published in your advertising and marketing campaigns, such as “up to 30% of a cow’s hide is discarded and often ends up in a landfill during a typical leather manufacturing process” or that “15% of a leather palette falls to tannery floors”.

We would also like to express that the "Nike Flyleather" launch surprised us with its dissemination of arguments that devalue leather- a noble material that’s produced under strict environmental and quality standards, and recognized as such by Nike’s consumers and the company itself. As you know, Nike is our customer for a wide range of successful products, making the arguments “Nike Flyleather” uses to publicize its attributes quite unreasonable.

Finally, I would like to register that the word "Flyleather" cannot be used in Brazil should this product be launched here. In Brazil, we’ve had federal legislation defending proper identification of leather or other materials for over fifty years: law 4.888/65, also known as the Leather Law. This law establishes that the word “leather” can only be used when referring to products made out of 100% animal hide, prohibiting verbal or written use stating that something was made of “synthetic leather”, “eco leather”, and “veg leather”, among others, which would naturally include “Flyleather”.

Best Regards,
José Fernando Bello
Executive President at CICB