



The launch of Tannery of the Year 2011

Rewarding excellence in corporate social responsibility

After the success of the competition in 2009-2010, we are delighted to get a new edition of this unique competition under way.

World Leather magazine has launched the 2011 Tannery of the Year competition, aiming to find the best examples across the world of tanneries that have built the principles of corporate social responsibility into their way of working. The competition ran last year for the first time, culminating in the Ethiopia Tannery Share Company picking up the inaugural global award and five tanneries achieving regional awards as listed:

- 1 **Africa—Ethiopia Tannery Share Company**
- 1 **Americas—Curtiembres Fonseca, Argentina**
- 1 **Asia excluding China—PrimeAsia Vietnam**
- 1 **China—Simona Tanning**
- 1 **Europe—Bridge of Weir Leather Company, Scotland.**



Tannery of the Year 2011: Introduction



This second edition of the contest will reach its conclusion at a sumptuous gala dinner in Shanghai in September 2011 at the time of the All China Leather Exhibition (September 6–8) when a distinguished panel of international business figures will choose one winner from each of these five regions and, from these five, the global winner for 2011.

All Tanneries of the Year are 100% committed to corporate social responsibility, working as hard as they can to help the communities with which they share energy, water and other resources and making the least impact they possibly can on the environment. They are also sound businesses and operate on a stable and sustainable financial platform. They are all excellent examples of best practice in an industry that rarely receives the recognition it deserves for work with the hides and skins of the world's cattle and sheep (whose hides would otherwise take up an unimaginable amount of landfill space; cattle and sheep together currently number 2.3 billion head), along with other animals slaughtered by the meat industry. Tanners take these hides and skins and turn them into the most versatile and most beautiful material in the world.

Pressure from purveyors of synthetic alternatives to leather is mounting in the global market, partly because many of them insist on misusing leather's name in their product descriptions. Brands' buyers should know better, but this is confusing for consumers—deliberately confusing in many cases. Part of the leather industry's fight-back must include detailed documented evidence that leather production can be clean and responsible, caring and responsive.

The Tannery of the Year reports that *World Leather* is compiling and publishing offer more detail and clearer evidence than any other source of the extent of the leather industry's response to the demands of the twenty-first century, while remaining faithful to its ancient commitment to usefulness and beauty. These are tales that need to be told and we are very glad to be able—with the help of Buckman, APLF, the International Council of Tanners, the International Union of Leather Technologists and Chemists Societies and WRAP, and, of course, beacon tanning companies from all parts of the world—to tell them. 🌍



FINALIST

Tannery of the Year 2011 – Europe

So far, the *World Leather* team has carried out visits to the two finalist tanneries for Europe: Hulshof Royal Dutch Tanneries in Lichtenvoorde in the Netherlands, and Heller Leder in Hehlen, Germany. Extensive reports on both tanneries follow.

We also pay tribute to the achievement of Europe's nominated tanneries for 2011:

- 1 **Conceria Cristina, Italy**
- 1 **Conceria Mastrotto, Italy**
- 1 **Conceria Priante, Italy**
- 1 **Conceria Virginia, Italy**
- 1 **ECCO Tannery Holland, the Netherlands**
- 1 **Rino Mastrotto, Italy**

After Europe, the competition's attention will turn to Asia excluding China. 🌏