

PRESS RELEASE – OUT NOW — APPLE LEATHER PREMIUM COLLECTION

High-performance Dog harness and leash made from apple leather!

THE NEW curli PREMIUM COLLECTION MADE OF INNOVATIVE PLANT-BASED LEATHER

curli, the Swiss harness specialists, are once again setting new standards in the harness business with an exciting innovation - namely a step-in harness made from hybrid plant-based apple leather.

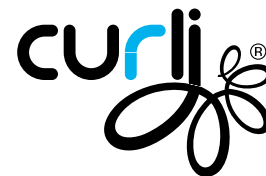
The new Apple Leather Premium Collection adds an exclusive, superior premium range to the award-winning curli Clasp collection. It combines the functionality and performance of curli Clasp harnesses and leashes with high-class design and material.

„curli as a brand has its origins in professional mountain sports. For us, high-performance functionality and best ergonomics are essential to our designs,“ explains Roland Primus, curli CEO and himself an sports enthusiast. „Anyone who has ever been outside exploring nature and mountains knows the value of reliable equipment and how important it is to be able to trust each other as a team. That's what curli brings to the pet industry: precision and performance that enable a perfect connection between owner and its dog. This is a promise we make with each of our products. We develop with foresight and think through all aspects down to the smallest detail. Animal welfare and animal health are important to us. That's why, when developing the Premium Collection of the successful curli Clasp series, the choice was not to use regular leather, but to use resource-saving, animal-friendly leather that offers a lot of advantages compared to animal leather.“

Apple leather is produced from by-products of apple juice extraction using highly innovative 2nd level upcycling processes. Non-renewable raw materials are avoided as far as possible and carbon emissions are significantly reduced. Apple leather is much softer and more comfortable to wear than animal leather. It also outperforms animal leather in terms of durability. It is durable, abrasion-resistant and easy to clean.

The quality of the new Apple Leather Premium Collection becomes clear when you hold it in your hand: Haptics, manufacturing, the elegant aluminum curli Clasp closure - the new Apple Leather curli Clasp harness is truly a premium product. Like the other curli's, it is extra-lightweight and gentle on dogs' sensitive spines. The 3-D Comfort Fit gives maximum freedom of movement. The Apple Leather leash is also impressive: it is 3-way adjustable and even stretchable to the point of being shock absorbent.





→ [Image Download at the curli Media Hub.](#)

curli – the Harness specialist from Switzerland

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