



# Home Brew Becomes Leading Leather Care Product

By Paul Wahl, Editor

Anna and Pino Blangiforti formulated a leather concoction in the basement of their home that has become one of the industry's best-sellers.

What do you do with a tack locker full of leather care products that don't work? Throw them out and invent your own.

At least that's what Anna and Pino Blangiforti did. A concoction they formulated in the basement of their home has become one of the industry's best-sellers.

Their story begins shortly after the couple met. Anna, an experienced rider, invited Pino to the barn. He was surprised to see the array of products on the shelves.

"Kind of kidding around, I said, 'Why don't you make up something that works?'" Pino recalled. After months of research, which included speaking with dozens of leather manufacturers, tanneries, component manufacturers and others, and examining everything else on the market, an elixir was created.

It was called Leather Therapy Restorer and Conditioner and a business was born. The first commercial product hit retailer's shelves in 1995.

The original product was tested by Anna's riding associates.

"When they came back and started asking for more, we knew we were on the right track," Pino said.

Later a mold and mildew inhibitor was added to the mix. The initial idea was to sell it to a few local tack shops.

"Anyone who would listen, plus hardware stores," Anna said.

The next chapters in the Leather Therapy story can best be described as fate coupled with a large bit of good luck.

Pino was downsized out of his corporate job in New York City. The couple took part of his golden parachute and invested it in their hobby business. Then fortune smiled on them once again.

The Blangifortis were offered a chance to get their product on the QVC shopping network. To improve their chances, they developed two more products with more of a general consumer application.



Birds, horses and even deer are part of the lives of the animal-loving Blangifortis.



The Blangifortis keep their horses on a hobby farm, which

## Leather Therapy

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