

“After all, not everyone watching QVC was into horses,” Pino said.

Eventually the original product and two others were sent to the network for testing. They were scheduled to go on the air for their segment in early January 1996, in the middle of a major snowstorm.

The couple made it to within three miles of the QVC studios in suburban Philadelphia when they were forced to stop for the night. The next morning at breakfast, luck was on their side. Eating next to them was a road crew who offered to plow them a path to their destination.

They sold out of everything they had shipped QVC, and made 11 subsequent appearances. Today, 10 years later, the company still receives inquiries from people who purchased their original bottle of Leather Therapy on QVC.

Next, the Blangifortis turned to distributors within the equestrian trade industry, and two more products—Leather Therapy Laundry Solution and Leather Therapy Laundry Rinse and Dressing—were added to the lineup.

“They’re like a shampoo and crème rinse,” Pino said. “They work without drying the leather.”

Forays into overseas markets have followed, as have awards, accolades and write-ups, praising their EPA-registered, patented products.

One of the most telling product tests was conducted through a leading leather producer in the United States and the Leather Research Laboratory at the University of Cincinnati in 1999. The lab tested skirting leather for tensile strength, discovering that it severed at 3,600 PSI of pressure.

“We still retain our own company identities, but we can share resources and take advantage of trade shows and media situations”—Pino Blangiforti on the Equine Quality Alliance

After applying Leather Therapy, the skirting leather broke at 4,900 PSI, a 36 percent increase in strength.

“When they called here, they said they were in shock,” Anna said.

Frustrations of being a small company with limited promotion and marketing budgets led Pino to become a co-founder of the Equine Quality Alliance.

“We still retain our own company identities, but we can share resources and take advantage of trade shows and media situations,” Pino said.

Today the world headquarters of Leather Therapy is in the basement of the Blangiforti home in bucolic Old Wick, N.J. Nearby is a bottling facility.

While their roots will always be in the equestrian world, the Blangifortis are preparing to take Leather Therapy into the automobile and motorcycle industries.

They have also had several offers to buy the company.

“But we’re still having fun and as long as we are, we’re going to keep on doing what we do,” Pino said.

Best of the Best continued >

also serves as the headquarters for their business.



LEATHER THERAPY®

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Anna Blangiforti has been a life-long devotee of horses and riding. Her riding associates were the original testers of Leather Therapy.