

## INTRO

Taking care of your products is important to us and our environment. Our products are designed to last for a long time. Each season several quality control tests are performed by external independent laboratories, on all our new styles. We also make sure to test our cases, tech-gear, bags and accessories in our daily lives to make sure they are as functional and resistant as they are fashionable. In this care guide we will share tips on how you, in an easy way, can extend the life of your Ideal of Sweden products.

## MATERIAL GUIDE

IDEAL OF SWEDEN have been a cruelty free business from the beginning. Instead of using real leather we use vegan options in all our production. Simply put, we don't like hurting animals, so the choice of material is ethically important to us. We care about the welfare of the planet. Furthermore, our vegan choice of material gives you the same look as real leather while often being cheaper, easier to take care of and more durable. Our collections are all designed by our Stockholm based design team. Our products are the result of extensive research, resulting in the fine details synonymous with high quality function and luxury. We develop prototypes and collections based on our sketches, using our signature vegan leathers. In the nearest future we will start exploring products in eco-friendly materials like recycled nylon, water-based Polyurethane and rubber. Our production is based in China where we collaborate with a few carefully chosen vendors. The factories must follow our code of conduct to qualify for cooperation. We care about long-lasting relationships that we develop together over time. We visit each factory on a regular basis and build strong personal relationships with their owners; they too are a part of Ideal of Sweden.

## OUR MATERIALS

- **Plastic / Polycarbonate (PC)**

Mainly used in Fashion and AirPods Cases.

- **Vegan Leather**

Various vegan leathers are used in our production, the scientific terms are PU (polyurethane) and PVC (polyvinylchloride). PU is less harmful for the environment. We have excluded PVC in our products. Vegan leather is classified as a material that contains no animal-derived components. Mainly Used in Bags and Atelier Cases

- **Vegan Snake and Croc**

The snake and croc effect is created by embossing the vegan leather. The result is strong and durable. Care should be taken to avoid prolonged abrasion, moisture, grease and alcohol liquids as this may cause damage to the raised texture of this material. Mainly Used in Bags and Atelier Cases

- **Vegan Nappa**

The vegan nappa effect is recognized by its luxurious, smooth and delicate surface. The surface is sensitive to scratching, moisture, grease and alcohol liquids; this may leave marks/ watermarks which are very

difficult to remove. Always keep products in their dust bags when not in use. Mainly Used in Bags and Atelier Cases

- **Vegan Glossy Leather/ Metallic Leather**

The glossy or metallic effect on the vegan leather is a surface finishing. With abrasion and wear, the metallic foil can be removed. This is normal wear for this type of leather and is not considered a flaw. Once the metallic finish is removed, it cannot be re-applied. Try to especially avoid contact with liquids containing alcohol as this will remove the colour and finishing. With constant flexing, the leather may develop wrinkles which is considered the natural wear of the material and cannot be reversed. Always keep products in their dust bags when not in use. Mainly Used in Bags and Atelier Cases

- **Metallic Glitter Coated Vegan Leather**

Metallic/Glitter effects is a beautiful element on accessories and it's recognized as luxurious and delicate. We would advise against wearing a coarse glitter with a delicate material, such as chiffon, as it may snag the material. A small amount of glitter loss may occur, and the material can be damaged by abrasion. As with all metallic finishes, liquids containing alcohol should be avoided. Mainly Used in Bags and Atelier Cases

- **Vegan Suede**

The vegan suede surface is recognized for its matte and soft surface. The surface is sensitive to moisture, grease and alcohol liquids. It is very absorbent and if a stain becomes deeply ingrained then it can be impossible to remove. Mainly used in Bags and Atelier Cases

- **Nylon/Polyester**

Nylon and polyester are both synthetic fabrics. Both options are known for being durable and weather-resistant. They can vary in look and type but at IDEAL OF SWEDEN, you will find it in our more sporty products or where fabric is used in general. Mainly used in Bags

## **HOW TO TAKE CARE OF YOUR IDS PRODUCT**

Taking care of your products is important to us and our environment. Our products are designed to last for a long time.

### **Cases and other tech accessories:**

- The easy way to remove a phone case is to first lift one side or one corner up from the bottom of the case, then gently remove the case. By removing the case in this way, you will prolong the life of your case.
- Try to avoid moisture, grease and hand lotion. Keep it nice and clean by wiping it with a damp cloth. Let it dry naturally.

- When using Alcohol-Based Hand Sanitiser, simply ensure your hands are fully dry when touching your product after any application of hand sanitiser.
- Try to avoid scratching, like sharp nails or rough objects during use.
- Don't overexpose your case or tech accessories to the sunlight or high temperatures. You should always keep your device in a cool place.
- To prolong the life of your case and tech accessory, store it in the box given from IDEAL OF SWEDEN .

### **Bags, Mini Bags and Laptop Sleeves:**

- Try to avoid moisture, grease and hand lotion. Keep it nice and clean by wiping it with a damp cloth. Let it dry naturally.
- When using Alcohol-Based Hand Sanitiser, simply ensure your hands are fully dry when touching your product after any application of hand sanitiser.
- Try to avoid scratching, like sharp nails or rough objects during use.
- Do not put your bag or laptop sleeve in direct sunlight and avoid high temperatures.
- To keep a nice shape over time, we recommend you store the bag/ laptop sleeve semi-stuffed in a dustbag. Use the box or dust bag provided from IDEAL OF SWEDEN.

### **Straps and Chains:**

- Stand-alone straps are a perfect product to reinvent and breathe new life into your cases and bags. Remove and detach gently to keep functional over time.
- Try to avoid moisture, grease and hand lotion. Keep it nice and clean by wiping it with a damp cloth. Let it dry naturally.
- When using Alcohol-Based Hand Sanitiser, simply ensure your hands are fully dry when touching your product after any application of hand sanitiser.
- Metal chains are sensitive to humidity and water. Try to avoid such contact to keep the chain metal coating consistent over time.
- Try to avoid scratching, like sharp nails or rough objects during use.
- To keep a nice look over time, we recommend you store the strap or chain in a dust bag. Use the box or dust bag provided from IDEAL OF SWEDEN.

## **RECYCLE**

Last but not least – Recycle. After long-time use, don't throw away your product. Sell or pass it on to a friend or organization that can give new life to it.

## **CUSTOMER SERVICE**

We hope this Care guide was helpful and that you will treat your IDEAL OF SWEDEN product with good care. If you require any additional or specific care guidance for your product, please do not hesitate to ask for advice from our Customer Services team.