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FALL 2012

EXTRA!

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INDASHIO

RETURNS TO

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MEET

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BOARDROOM

TO THE BAND

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TOCCO'S**

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CUISINE**

OUR FASHION WEEK EMCEES

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SMART, SASSY AND BEAUTIFUL



Matt & Kathy Schmidt, owners

Fibrenew *Torn, Worn or Faded*

Story by Robin Seaton Jefferson **Photos by** Michael Schlueter

So the cat got to your couch or maybe the sun to your settee.



In any event, your fancy leather furniture is damaged—scratch that, your expensive leather furniture is ruined. What do you do? Well, you don't go buy new.

Matt Schmidt and his team at Fibrenew St. Charles can make your \$6,000 sofa like new again for a fraction of the cost of replacement and will even give you a one-year guarantee on their workmanship.

Whether it is torn, worn or faded, chewed by the dog or covered in cat scratches, leather furniture can be restored with the Fibrenew service. Schmidt said blemishes such as burns, stains and cuts can also be restored to the original condition.

Schmidt said there are several popular myths about repairing furniture. The first is that leather cuts can not be repaired. Others include using super glue to fix minor tears in leather; markers to fix discoloration; hairspray to remove stains and olive oil to make scuffed leather look new again. "Never, ever use super glue to fix tears on your leather upholstery. Super glue is not flexible and therefore is not a good solution to fix torn leather," he said. "It hardens and causes more damage to it rather than repair it." Markers cannot match the exact

appearance of the leather and will in most cases create an irregular look. Hair spray can actually cause major discoloration to leather because of its high levels of alcohol. And olive oil, and all other oils for that matter, actually speed up the deterioration process for leather. Leather is porous and it will over time absorb the oil and lead to discoloration.

Schmidt, owner of the Fibrenew franchise for St. Charles, West County and Clayton, specializes in the repair, restoration and renewal of leather, plastics, vinyl, fabric and upholstery. Fibrenew franchises service five major markets: automotive, aviation, commercial, marine and residential, although Schmidt focuses mainly on commercial and residential leather repair and restoration.



Fibrenew technicians have the equipment and expertise to make cracks, stains, scratches, holes, rips and fades in leather, plastic, vinyl, fabric and upholstery look new again. Their training is updated annually. Restoration is an environmentally-friendly and cost-effective alternative to replacement.

Schmidt opened his Fibrenew franchise in April 2010. He said the company has, since 1987, been the industry leader in leather and vinyl repair products and restoration techniques. In the past 25 years, Fibrenew has expanded its global presence to include 200 locations in the United States, Canada, Mexico, New Zealand and Australia.

Fibrenew is able to custom blend colors to match any color on furniture, house siding and boat seats and moldings as well as many other surfaces. Schmidt's products and techniques can remove food and wine stains, burns, rips, worn-out areas, ink or crayon markings and fading or cracked material.

Furniture and carpeting in the commercial market such as in an office, restaurant, bar, theatre or fitness center can be very expensive to replace, Schmidt said. Everyday use can

quickly deteriorate its overall appearance. Restoration and repair by Fibrenew offers a much more economical alternative.

Schmidt can make structural repairs to furniture at the same time. For example, he can refurbish cushions, add new foam and fix broken springs when he re-dyes a couch. New panels can be sewn in or pieces of leather replaced when pet damage is present.

Matt and Kathy Schmidt own and operate Fibrenew St. Charles together. Life-long St. Charles residents and parents of three children, the two take pride in providing outstanding customer service and professional, quality workmanship. Matt said he is detail-oriented and honest. He said he takes pride in hearing his customers say, "That's amazing!" when he finishes a restoration project. *st*

For more information on Fibrenew St. Charles, contact Matt and Kathy Schmidt at 636-209-5550 or at stcharles@fibrenew.com or visit http://www.fibrenew.com/st_charles.

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