



MAG

The Art of Finishing

Shoes and Leathergoods

CREAMS FOR FINISHED LEATHERS

BRUSHABLE CREAMS VICTORIA CREME®

DC 4000/54 series

- Soft cream, medium shine, ideal for natural finishes.
- Excellent for use as a first coat in preparing the leather. Apply by sponge.

VAL series

- Medium shine cream granted with a soft and waxy feel. Apply by sponge.

DC 4040/1-2-3...series

- Penetrating cream, medium shine, granted with a strong dyeing power, dry and silky feel. Excellent for antique effects. Apply by sponge.

DC 4000/S1 series

- Shiny cream. Ideal for single applications. Glossy, soft, good sealing power and easy-to-use as a single cream. Apply by sponge.

DC 4000/W series

- Very shiny and sealing cream with excellent transparency. Excellent for applications as a second coat. Apply by sponge.

SELF-SHINING CREAMS

AUTOLUX series

- Self-shining / brushable cream based on waxes and resins. Granted with excellent transparency and brightness. Apply by sponge.

ECOBRIILL series

- Self-shining cream that is totally water-based.
- Excellent application by sponge, high transparency and brightness. Easy to be brushed.

DC 4250 series

- Self-shining / brushable cream based on waxes and resins. Granted with excellent brightness and good flex resistance. Apply by sponge.

RENEW CREAM series

- Easy to apply self-shining cream. It highlights the natural shine of the leather. Non-film forming.
- It can also be used as a cleaner for finished leathers. Apply by sponge.

FLUID CREAMS

DC 4000/LP series

- Brushable liquid cream granted with excellent shine, repolishing ability and sealing power.
- Apply by spray.

DC 4000/LF series

- Brushable liquid cream, natural brightness, with an extremely soft and silky feel. Apply by spray.



MATT CREAMS

DC 4000/OP series

- Matt cream based on softeners with good penetration and a grippy feel. After brushing it keeps a natural appearance, slightly matt. Apply by sponge.

DC 4000/100-OP

- Semi-matt cream based on waxes. It revives colours and grants a waxy, slightly greasy feel. Excellent for veg-tanned leathers. Apply by sponge.



VICTORIA CREME®

DRESSINGS FOR FINISHED LEATHERS

Natural Shine

DC 4600 series

Very sealing dressing based on selected water-based components. It confers to leather a pleasant shine and a soft touch. It is spray applied and grants a very high flex resistance.

DC 4850 series

Soft water-based dressing. It is spray applied and confers a natural shine and a silky touch.

High Shine

AR 6000/S series

Glossy dressing with excellent flow-out properties, transparency and sealing power. AR 6000/S can be applied either by spray or sponge. It confers a crystal clear brightness with excellent flex resistance.

AR 6030 series

Prestigious wax and resin based glossy dressing in water solution. It has excellent flow-out properties, transparency and high shine. It is preferably applied by sponge even if it can be spray applied.

AR 6133 series

Prestigious wax and resin based glossy dressing in water solution. It is to be spray applied and confers excellent flow-out, transparency and high shine.



Solvent Based

N 10351/1

Very shiny dressing, penetrating and NC-free. It is to be spray applied and it has excellent adhesion. In order to increase penetration we suggest diluting it with its specific diluting solution DL 12/L.

N 10351

Matt dressing, penetrating and NC-free. It is to be spray applied and it has excellent adhesion. In order to increase penetration we suggest diluting it with its specific diluting solution DL 12/L.

SE 5150 series

Very shiny NC based dressing. It is to be spray applied and it has excellent adhesion. In the coloured versions it is used for darkening or uniforming effects. In order to increase penetration we suggest diluting it with its specific diluting solution DL 12/L.



REVIVERS FOR NUBUCK AND SUEDE

- **DC 4354/2**
- Water-based reviver for spray use.
- It confers a soft touch, a richer colour tone and pleasant writing effect. It is particularly suitable in uniforming colour differences that are evident once the shoe uppers are sewn together.

- **NUBUCK SHINE**
- Hydro-alcoholic reviver for spray use. It is suggested for use on medium-light coloured nubuck and suede as it increases the intensity of the colour without darkening it. It leaves a pleasant touch maintaining the writing effect.

- **SE 5200**
- Solvent-based reviver for spray use. It confers a soft touch and increases the writing effect typical of nubuck and suede leathers. It does not darken the leather. It can be mixed with the CX series of dyes where it may be necessary to uniform colour differences.

- **DC 4355**
- Water-based reviver for spray use. It confers a soft touch, increasing the writing effect typical of nubuck and suede without darkening the leather.

- **SUEDE FIX**
- Water-based fixing agent for nubuck and suede for spray use. It confers a soft touch, without darkening the leather maintaining the writing effect.



Revivers
for nubuck
and suede

FATLIQUORS

- **DC 4401**
- Water-based fatliquor for spray and sponge application. It not only confers a greasy and slightly waxy feel but it is particularly suitable for uniforming fatliquored nubuck leathers.

- **DC 0099**
- Water-based fatliquor for spray application. It is very darkening and has a very greasy and oily feel.

- **PATAGONIA/N**
- Waterproofing cream based on selected greases and oils. It is particularly suitable for waxy, fatliquored and pull-up leathers in general.

- **SE 5400**
- Solvent-based fatliquor spray. It is ideal for granting softness and a pleasant greasy/grippy touch to all leathers that have good absorption.



Fatliquors



Solid waxes

SOLID WAXES

ABRASIVE

DC 3800 series

Soft abrasive wax with high abrasive and darkening power. It is suitable for veg-tanned and brush-off leathers and for the wax emulsions on leather soles. It is applied by cotton or military brush.

DC 3800/A series

Medium-hard abrasive wax with high abrasive, sealing and dyeing power. It is applied by cotton or military brush. It is excellent for sealing the grain of very porous leathers.

DC 3800/B series

Hard and dry abrasive wax with high cleaning power and a discreet degree of shine. It is applied by cotton or military brush.

ANTIQUE

BURNISHING WAX

Darkening and antique abrasive wax with high darkening power. It is particularly suitable in brushing veg-tanned leathers or on leathers where a veg-tanned look is required. It is applied by cotton or military brush.

IRONING WAX

Darkening and antique wax to be used by a heat iron on absorbent leathers. Not suggested for use on nubuck and suede. It grants a very darkening power.

POLISHING

DC 3700 series

Hard carnauba-based wax. It is used for polishing shoe uppers, heels and soles. It is applied by woollen or soft cotton brush. DC 3700 confers brightness and a dry touch. It is available in neutral, black and brown tones. In the coloured versions, DC 3700 is applied by rotating pad, it is particularly suitable for the wax emulsion of heels and sole edges in leathers finished with the alcohol-based CX 7050 series of basecoats.

LEATHER DYES

WATERSTAIN® series

These are special water-based semi-fluid creams for the dyeing and finishing of crust leathers. They are a technological evolution in leather dyeing in the world of footwear, in tanneries, in leathergoods manufacturers and in the world of leather garments. They can be applied by sponge or pad directly on leather for uniform effects slightly two-tone effects. For a more uniform effect, WATERSTAIN® can be applied by rollercoater or by spray diluted with 30% of HP THINNER, previously diluted. Numerous colours are available. They can also be used in coloured finishing of buffed soles.

SUPERDYES series

SUPERDYES are hydro-alcoholic semi-fluid creams for the dyeing and finishing of footwear in natural crust or simply drum-dyed leathers. The aniline effect obtained is of traditionally finished footwear, typical of the veg-tanned "Tuscany" articles. They are applied by sponge directly on the leather, before cutting and sewing, or on the lasted footwear, after passing through the heat setter. Then they are left to dry for some minutes before proceeding with the normal finish with the VICTORIA CREMES®. Numerous colours are available.

SE 5950 series

SE 5950 are mixtures of solvents and dyes with high dyeing and penetrating power. They are used for dip-dyeing of shoe uppers, leather articles and veg-tanned crust leathers. They can also be spray applied using a fine spray gun 0,7 mm at a pressure of about 3.5 atm. They are characterised by high dyeing power and give a valid flow-out that allows for a uniform finish on the leather avoiding stains and streaks. Once dry, the article can be finished with the VICTORIA CREMES® series and the antique Burnishing Wax solid wax.

DIPPING DYES series

The DIPPING DYES series is a special alcohol-based formulation for dyeing crust leather. It is applied by spray or pad and it assures an excellent colouring, penetration and uniform dyed look. 1 or 2 applications may be necessary according to the desired finish or the type of leather being used. They can also be spray applied directly on the shoe upper in order to obtain a uniform colour finish, or hand applied for an antique aniline look. Footwear treated with the DIPPING DYES series can be finished with the VICTORIA CREME® series and the antique Burnishing Wax solid wax. Numerous colours are available. They can also be used in coloured finishing of buffed soles.



Leather Dyes



CLEANERS

WATER BASED

DC 1200
DC 1200 is a water-based solution of surfactants and detergents for cleaning leather shoe uppers. It prepares the leather very well for finishing, increasing adhesion and flow-out action. DC 1200 is applied by cloth, lightly rubbing and in a circular motion on the area to be cleansed.

DC 1201
DC 1201 is a water-based solution of surfactants and detergents with anti-mould properties for cleaning leather shoe uppers. It prepares the leather very well for finishing, increasing adhesion and flow-out action. DC 1201 is applied by cloth, lightly rubbing and in a circular motion on the area to be cleansed.

SOLVENT BASED

SE 5098
Cleaner based on light solvents. It cleans and degreases the shoe uppers from glue residues, leather marker pens, and other residues due to the lasting operations. SE 5098 is applied by cotton cloth.

FOR PATENT LEATHERS

SE 5097
This is a special solvent-based cleaner/renewal for patent leathers. We suggest applying the product by soft cloth and after complete drying, polish with a woolen cloth or brush with a woolen brush. Apart from cleaning and degreasing, SE 5097 also has an antistatic action.

FOR NUBUCK AND SUEDE

NUBUCK & LEATHER FOAM CLEANER
Water-based foam cleaner to use with its specific foamer. It delicately cleans any type of leather in nubuck, suede and finished leathers. Do not use on patent leather. Apply a small amount of product on a soft cloth or sponge and proceed by carefully cleaning the leather article.

WATERPROOFERS

HYDROGUARD 042
Solvent-based waterproofer for spray use. The product needs to dry very well and it grants a powerful waterproofing result on leather. It slightly revives the colour too.

ECOGUARD
Water-based waterproofer for spray use. The product needs to dry very well and it grants a good waterproofing result on leather.

HYDROGUARD 002
Solvent-based waterproofer/reviver for nubuck and suede. It grants a notable waterproofing result on leather.

HYDROGUARD W14
Water-based waterproofer for spray use. The product needs to dry very well and it grants a good waterproofing result on leather. It revives the colour and grants a notable waterproofing result on leather.





Softeners

SOFTENERS

• **LEATHER SOFTENER**

- Water solution of surfactants and plastifiers to soften leather shoe uppers before lasting. This avoids cracking of the grain and makes the shoe upper more elastic without altering the appearance.
- It provides a soft touch to leather.
- It is applied by soft cloth or by spray.

• **DC 4500**

- Water solution of surfactants and plastifiers to soften leather shoe uppers and avoid cracking of the grain during lasting.
- It avoids cracking of the grain and makes the shoe upper more elastic without altering the appearance. It is applied by soft cloth or by spray immediately before lasting.

• **DC 4501**

- Hydro-alcoholic solution of surfactants and plastifiers to soften leather shoe uppers before lasting. It is applied by soft cloth or by spray.
- The amount of time that passes between the application and lasting is related to the quantity of product applied. Before use, check the stability of the product on the finish of the leather.



WASH-OFF PRODUCTS

• **DECOLOR**

- Alcohol-based wash-off product for a soft, decoloured effect
- For lightly finished footwear .
- The product is applied manually by sponge or cloth in order to obtain non-uniform stripes or fading effects.

• **WASHING**

- Glycol solvent-based wash-off product for a soft, decoloured effect for lightly finished footwear. The product is applied manually by sponge or cloth in order to obtain non-uniform non-uniform stripes or fading effects.

Wash-off products



Topcoats

TOPCOATS

• FINAL BRIGHT

- Glossy NC emulsion with excellent fixing power. It is spray applied on finished leathers diluted 1:1 in water.
- It notably increases the dry/wet rub resistances and keeps a pleasant touch.

• FINAL MATT

- Matt NC emulsion with excellent fixing power. It is spray applied on finished leathers diluted 1:1 in water.
- It notably increases the dry/wet rub resistances and keeps a pleasant touch.

• FINAL SHINY

- Glossy water-based emulsion made of synthetic polymers.
- It is applied by spray in a single coat on finished leathers.
- It forms a transparent, extremely tough film, with good elasticity. These characteristics make FINAL SHINY an excellent glossy topcoat.
- It has excellent flex resistance and excellent wet and dry rub resistances.

• FINAL OPAQUE

- Matt water-based emulsion made of synthetic polymers.
- It is applied by spray in a single coat on finished leathers.
- It forms a matt, extremely tough film, with good elasticity. These characteristics make FINAL OPAQUE an excellent matt topcoat. It has excellent flex resistance and excellent wet and dry rub resistances.



Penetrating agents

PENETRATING AGENTS

• HP THINNER

- It is a water solution based on glycol ethers used to dilute WATERSTAIN and HP COLOURS allowing for a spray application. The suggested mixture is: 10% HP COLOURS - 90% HP THINNER or 70% WATERSTAIN - 30% HP THINNER.
- After a careful filtering the product is used in uniforming the shoe upper when there are differences in tones after sewing or to obtain two-tone effects. It is necessary to clean the shoe upper with DC 1200 beforehand to improve the adhesion of the mixture.

• DL 12/L

- Solvent-based dilutant used in diluting lacquers and varnishes such as SE 5150 and N 10351/1.
- It can also be used in diluting the CX series of anilines.

DC 3500 series

Water based liquid emulsions consisting of waxes and resins. Ideal for bright, sealing and semi-covering finishes where good rub resistance is required and flex resistance. They are available in various colours.

DC 3000 series

Water based cream with natural shine. Ideal for elegant finishes and for slightly semi-covering "cloudy" effects.

SE 9390/SF

Solvent-based matt agent for PU soles.

SE 5600 series

Solvent lacquer for the glossy finishing of edges of thunit rubber soles.

Products for soles



Products for heels

BASECOAT

CX 7050 series

This is a range of alcohol dyes for all types of leather heels. Apply by sponge or brush. After buffing the heel has a smooth and sealed appearance ready to be finished with the wax emulsions of the DC 1000 and DC 2000 series.

WAX-BASED EMULSIONS

DC 1000 series

They are emulsions of natural and synthetic waxes for bright and transparent edges and heels. Suggested for finishing of high levels heels. A variety of colours are available.

DC 2000 series

They are emulsions of natural and synthetic waxes for bright and semi-covering leather edges and heels. Suggested for finishing of masonite heels. A variety of colours are available.

Products for welts

SMILE series

Very elastic and sealing water-based lacquer for finishing leather regenerated leather welts. A variety of colours are available in both the glossy and matt versions.



LEATHER WORLD CARE

LWC is a complete line of products specifically formulated to maintain and improve the beauty, softness and naturalness of footwear, bags and leather articles.

Leather World Care proposes three different lines: Elite, Adventure and Friendly. They are differentiated by the diverse packaging and formulations of the products according to the customers needs.

- **Elite** is the top line, elegant and prestigious.
- **Adventure** is a fashionable line, sporty and trendy.
- **Friendly** is a modern line for wide general use.

Cleaners, protectors, waterproofers, creams and revivers...

in a practical packaging for the final consumer.



COLOURS KIT

HP COLOURS

HP COLOURS are colour preparations consisting of pigments and binders in water dispersion with excellent covering, anchorage and sealing power. They also have excellent light and heat fastness properties.

HP COLOURS are ready-to-use colours. They can be used in the Shoe Finishing sector as touch-ups for shoe uppers that may be damaged during the working operations. They are applied by brush or sponge directly on the damaged shoe upper and left to dry for a few minutes. Then the footwear can be finished with the FENICE creams and dressings.

HP COLOURS are available in **15 primary colours** and can be mixed to obtain the desired tone. The HP METAL COLOURS series are also available.

We have created the “**SHOE REPAIR KIT**” to assist shoe manufacturers in remedying frequent damage to shoe uppers. It consists of: 15 primary HP COLOURS - 1 colour chart with all the formulations - DC 1200 cleaner for shoe uppers - HP THINNER which is a diluent for spray application - 3 x HP METAL COLOURS (gold, silver and pearl).

WATERSTAIN® KIT

“WATERSTAIN® KIT” has been created for the immediate preparation of different colour shades. Apart from dyeing crust leather, WATERSTAIN® can be used by sponge or spray to uniform, recolor and touch up aniline leathers that have been damaged or that have discoloured due to wear-and-tear. The kit contains:

- **WATERSTAIN® COLOURS** - 17 colours
- **1 WATERSTAIN®** colour chart with formulations
- **HP THINNER**, diluting solution for spray application
- **FINAL SHINY**, glossy topcoat
- **FINAL OPAQUE**, matt topcoat



SECTION LACQUER®

Matt edge ink: AR 6450/T Series SECTION LACQUER® TOP MATT

Matt edge ink granted with excellent adhesion, very high resistances to wet/dry rubs and excellent flex resistances. They confer an extremely smooth, sealed, glossy and dry touch to the edges of bags, belts and leathergoods articles in general. They can be applied manually or by machine in one or two coats according to the absorption of the leather. Drying takes place quickly and the adhesion of the product is very good even on very sealed or low absorbent leathers. Numerous colours are available. It is always necessary to check adhesion of the product on the treated leather at least 24 hours after application.

Matt edge ink, high viscosity: AR 6450/MW SECTION LACQUER® DENSE MATT

Matt edge ink granted with high viscosity, very high covering power, excellent adhesion, very high resistances to wet/dry rubs and excellent flex resistances. They confer a slightly matt and dry touch to the edges of bags, belts and leathergoods articles in general. They can be applied manually or by machine in one or two coats according to the absorption of the leather. Drying takes place quickly and the adhesion of the product is very good. Numerous colours are available. It is always necessary to check adhesion of the product on the treated leather at least 24 hours after application.

Glossy edge ink: AR 6350/P SECTION LACQUER® TOP DENSE

Glossy edge ink granted with excellent adhesion, very high resistances to wet/dry rubs and excellent flex resistances. They confer an extremely smooth, sealed, glossy and dry touch to the edges of bags, belts and leathergoods articles in general. They can be applied manually or by machine in one or two coats according to the absorption of the leather. Drying takes place quickly and the adhesion of the product is very good even on very sealed or low absorbent leathers. Numerous colours are available. It is always necessary to check adhesion of the product on the treated leather at least 24 hours after application.

In order to support leathergoods manufacturers in creating a colour-matched colour quickly we created the “SECTION LACQUER® KIT” with primary colours to make SECTION LACQUER® edge ink colours with all the formulations, a cleaner for finished leathers and a matt or gloss topcoat.

SECTION LACQUER® Edge paint specialities





Sealing Primers

SEALING BASECOATS

HS 5750

- High concentration and viscous water-based emulsions of synthetic polymers.
- They can be applied manually or by machine in one or two coats and they confer a matt appearance with a perfectly sealed edge. They are used as a primer before applying Fenice's series of SECTION LACQUER® edge inks.
- They grant excellent adhesion and excellent flex resistance.

HS 5750/TL

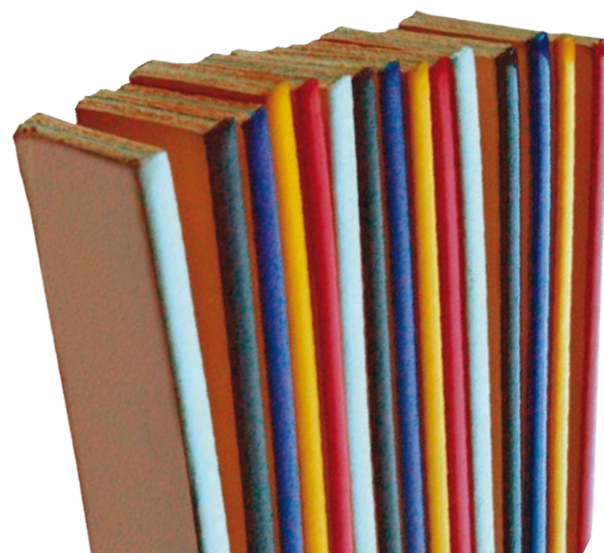
- High concentration and medium viscous water-based emulsions of synthetic polymers.
- They can be applied manually or by machine in one or two coats and they confer a matt appearance with a perfectly sealed edge. They are used as a primer before applying Fenice's series of SECTION LACQUER® edge inks.
- They grant excellent adhesion and excellent flex resistance.

F 5750

- High concentration and viscous water-based emulsions of synthetic polymers. They can be applied manually or by machine in one or two coats and they confer a matt appearance with a perfectly sealed edge. They are used as a primer before applying Fenice's series of SECTION LACQUER® edge inks.
- They grant excellent adhesion, fast drying and excellent flex resistance.

SL 6700

- High concentration and high viscosity water-based emulsions of synthetic polymers. They can be applied manually or by machine in one or two coats and they confer a matt appearance with a perfectly sealed edge. They are used as a primer before applying Fenice's series of SECTION LACQUER® edge inks.
- They grant excellent adhesion and excellent flex resistance.



Adhesion promoters and topcoats

AR 6250/P

- Glossy water emulsion consisting of synthetic polymers with tough film, and excellent adhesion and flexing. It is used as an adhesion promoter before the application of the Fenice SECTION LACQUER® edge inks. It can be applied manually or by machine.

UW 13/8

- Glossy water emulsion consisting of synthetic polymers with tough film, and excellent adhesion and flexing. It is used as an adhesion promoter before the application of the Fenice SECTION LACQUER® edge inks, or as a final glossy topcoat. It can be applied manually or by machine.

UW 13/9

- Matt water emulsion consisting of synthetic polymers with tough film, and excellent adhesion and flexing. It is used as a final matt coat after application of the Fenice SECTION LACQUER® edge inks.
- It can be applied manually or by machine.



Adhesion promoters and topcoats



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