



# U.S. HOUSE OF REPRESENTATIVES CUSTOM RETAIL COLLECTIBLES



*US House of Representatives*



*Leather Keychain*



*Leather Coasters*



## ISSUE:

The United States House of Representatives was refurbishing their chambers for the first time in 30 years. The process involved reupholstering the iconic seating resulting in piles of leather waste set for destruction.

## IMPORTANCE:

This “scrap” was witness to some of the most significant legislation in our Nation’s history, and the decision was made that it needed to be reclaimed in some fashion and saved for posterity.

## IMPACT:

Centricity worked with the House gift shop to design a line of collectibles featuring pieces of this historic leather, including coasters, keychains, cufflinks, and other gifts. The specialized packaging features the story of their creation. Visitors now have the opportunity to purchase a piece of this history to commemorate their visit to the Capitol and to use and display in their offices and homes.

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