Earthing Leather

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Innovative Leather Product Competition
Earthing or grounding is associated with important physiological benefits. It is proposed use of tiny amounts of graphene in tanning processes to obtain leather with conductivity properties to have our body with an adequate supply of electrons. Graphene is more conductive than copper or similar metals.
Human being evolved in contact with the Earth, and the plantar surface of the foot is richly covered with nerve endings. The Earth is a natural source of electrons which are essential for proper functioning of our immune systems, circulation, synchronization of biorhythms, etc. It has also been suggested that the modern epidemic of chronic and stress-related diseases began when rubber and plastics was used to make the soles of the shoes. It is time to reconnect our organism to the earth through the use of leathers with better conductive properties of electricity.
The target market

Today we need to wear shoes designed to protect against chilly and challenging ground conditions, but it is necessary that this footwear be healthy. The market for this technology is very broad, especially people concerned about health and interaction with the environment.
The purpose of the crowd-funding campaign

The costs to develop the project are aimed at:
- Develop the technology that makes possible the integration of graphene in the tanning process of the skins. Both in vegetable tanning and in tanning with chromium.
- Study of the resulting material to check the required properties.
- Develop an appropriate campaign for its introduction into the market.