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Subject: In a word: Naugahyde

Posted by [efinger](#) on Thu, 14 Apr 2016 00:44:15 GMT

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Greetings Kustom kats. Just doing a bit of research on our favorite synthetic material: naugahyde! Dont you dare call it pleather!! Im bit troubled by some the various misspellings of naugahyde here on the board. (Im guilty as well, I keep putting an extra H in there!) I consider us to be the purveyors and caretakers of some of the finest vintage examples outside the kustom car world. If we are who we say we are, we should know our history.

I'm sure many of you konnoisseurs know already, but it was invented by U.S. Rubber Company plant in Naugatuck, Connecticut. It looked like a "hyde" and was made in Naugatuck, these two words were linked and Naugahyde was born. Nauga + hyde = easy.

Sorry to be a bit excitable but I know we can do better!! Always made in the USA (now by Uniroyal) which is in itself something special, lets give it the respect it deserves!!

Long live the nauga!!

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