

CORDURA® Brand Newsletter

CORDURA® Fabric Gets Groovy in JanSport® Heritage Collection

The CORDURA® brand team is proud to team up with **JanSport** in their new **Heritage Collection**. JanSport is known as the original outdoor gear brand that equips people around the globe with quality backpacks, travel gear and collegiate apparel.

Helen Thayer Heads South to Wave the CORDURA® Brand Flag

For a week in May, world-renowned adventurer, three-time author and CORDURA® brand ambassador Helen Thayer, made several stops in North Carolina and Tennessee to spread the message about choosing products made with CORDURA® fabrics for long-lasting durability. Her trip included Adventure Classroom events in Charlotte, NC; book signings at Mast General Stores in Knoxville, TN and Waynesville, NC; standing-room only retail presentations at REI in Pineville and Charlotte, NC; **radio interview** with the Charlotte NPR affiliate, WFAE.

Introducing New Hangtags and Sew-in-Labels

The CORDURA® brand team recently debuted its newly designed hangtags and sew-in-labels as part of its global branding effort to enhance and reinforce brand value. With manufacturers, retailers and consumers top-of-mind, the complimentary hangtag and sew-in-label silhouettes were designed to instill the brand's universal brand promise of durability, versatility and reliability. Read more in the **press release** and on the **CORDURA® brand hangtag ordering site**.

CORDURA® Baselayer Brand Campaign Honored

Howard, Merrell & Partners, agency of record for the CORDURA® brand, was recognized at the 2009 Triangle ADDY® Awards in Durham, NC. The CORDURA® Baselayer brand campaign garnered several key creative awards.

The agency was also awarded a **W3 Silver Award** for the interactive microsite **www.DefendYourBase.com** that was developed to support the CORDURA® Baselayer fabric launch.

INVISTA's CORDURA® Brand Team Sponsors 2009 Business Manager Awards

The CORDURA® brand team came out in force at the Workwear and Corporate Clothing Show (Birmingham, UK) as title sponsor of the inaugural Business Manager Awards. This opportunity helped to recognize the hard work and dedication of the European workwear industry's garment and textile buyers. Read more in the **press release**.

Klopman Vantage Fabric Wins "Fabric And Fibre Innovation Award"

Klopman Vantage Fabric featuring CORDURA® brand technology received the Company Clothing 2009 "Fabric and Fibre Innovation Award." British celebrity, Myleene Klass, and leading designer, Alex van Baalen, hosted the gala dinner and awards event. Read more in the **press release**.

AS LONG AS THE WORLD
IS FULL OF
DURABLE PEOPLE,
WE'LL KEEP MAKING
DURABLE FABRICS.™

