

## CORDURA<sup>®</sup> Brand is Stronger Than Ever

It's a good thing CORDURA<sup>®</sup> fabrics are made for adventure, because there was plenty of it in 2008. Yes, it was a thrilling, action-packed year for our Outdoor and On the Go segments. One of the most exciting years in the history of the CORDURA<sup>®</sup> brand. So we thought we'd catch our breath for a moment and take a look back at some of the year's highlights. Hold on tight. And enjoy.

### Aunde Italia Chooses CORDURA<sup>®</sup> Fabric



The revolutionary FIAT 500 offers variety of interior color combinations

We started the year strong with FIAT's announcement of the adoption of CORDURA<sup>®</sup> fabric in their award-winning Cinquecento (FIAT 500) automobile. Striking knit CORDURA<sup>®</sup> fabric styles were selected as the upholstery of choice for the über-trendy vehicle.

*Link:*  
*"CORDURA<sup>®</sup> Fabric used in New Fiat" Press Release*

### Innovative Portfolio Additions

The spring months ushered in the introduction of highly desirable new fabric technologies, including the addition of CORDURA<sup>®</sup> Colorlock fabrics – solution-dyed nylon fabrics that offer long-lasting color retention, as well as an alternative to piece-dyeing for greater styling options. We also introduced CORDURA<sup>®</sup> Baselayer fabric, an important innovation for the military and tactical markets based on its distinctive combination of No Melt/No Drip, moisture-management and durability properties.

*Link:*  
*"INVISTA<sup>™</sup> Announces New Collection of CORDURA<sup>®</sup> Colorlock Fabrics" Press Release*

### Backpacker Magazine's 2008 "Get Out More" Tour

The CORDURA<sup>®</sup> brand team was a proud sponsor of Backpacker Magazine's "Get Out More" national tour, which educates consumers on the skills and equipment needed to explore the outdoors with confidence. The tour provided great exposure for the wide array of products that feature CORDURA<sup>®</sup> fabrics – from tents and hiking boots to packs and gear – and we give many thanks to

## A brand that's built to last.

For more than 30 years, CORDURA<sup>®</sup> fabrics have been selected by makers of high performance gear and apparel where durability counts.

It began in 1977 with the launch of 1000 Denier nylon air-jet textured CORDURA<sup>®</sup> brand fabric – a remarkably durable, yet practical fabric. Just a year later, JanSport<sup>®</sup> chose CORDURA<sup>®</sup> fabrics for their new line of daypacks. Giving the CORDURA<sup>®</sup> brand fabric line instant credibility. The rest, as they say, is history.

Today, you'll find CORDURA<sup>®</sup> fabrics in many top brands that are known for making tough, long-lasting products. In fact, CORDURA<sup>®</sup> fabrics are trusted by many militaries around the globe.

our valued brand customers for donating the products we showcased. The CORDURA® brand team participated at several tour stops along the way, including Trail Days, where they provided live music by Jason Adamo for hikers coming off the trail. Catch us on this year's GOM tour, which started in April!

*Links:*

- ["INVISTA's CORDURA® Brand Joins Backpacker Magazine's 2008 GOM Tour" Press Release](#)
- [Backpacker Magazine's "Get Out More" Tour webpage](#)
- [2008 GOM Tour on CORDURA.com](#)

### CORDURA® Brand Takes a Hike

The CORDURA® brand fabric team supported the 2008 Volunteer Vacation, sponsored by the American Hiking Society, by providing CORDURA® Baselayer t-shirts to volunteers working on the trail. Bobii Sankey, communications manager for the American Hiking Society said, "I'd never worn a shirt with CORDURA® fabric before and found it made a great difference during my time on the trail. Throughout the time spent hiking and building trail, the wicking capabilities of the fabric kept me completely dry and cool despite the hot days."

Volunteer Vacation encourages individuals to help build and maintain hiking trails across the country to allow outdoor enthusiasts to continue to enjoy nature.

### CORDURA® Brand is a Big Hit at 2008 Outdoor Retailer Shows

At the Winter Outdoor Retailer Show in Salt Lake City, the CORDURA® brand team hosted a Scavenger Hunt, asking entrants to search the show for products featuring CORDURA® brand fabrics in exchange for a wide range of prizes. We also had the pleasure of featuring world-renowned adventurer Helen Thayer for the first time as a spokesperson for the CORDURA® brand. Visitors flocked to our booth for a book signing of her best-selling novel *Polar Dream*. The live music, beer and notorious shrimp that followed at the booth party certainly provided much-deserved entertainment and humor.



*Two of the many volunteers take a break from all their hard work while on vacation.*

The Summer Outdoor Retailer Show was especially monumental for the CORDURA<sup>®</sup> brand as we celebrated the launch of our advertising campaign celebrating “Durable People.” We also significantly increased our booth size and redesigned the booth to be more inviting for our customers and to accommodate more of our authorized CORDURA<sup>®</sup> fabric mills. Booth visitors were met with the new booth layout, new artwork from the campaign and a display of the campaign headline, *As Long As The World Is Full Of Durable People, We’ll Keep Making Durable Fabrics.*<sup>™</sup> The CORDURA<sup>®</sup> brand team once again hosted a party to honor all durable people with food, beer, live music and prizes. We were also honored to announce that the winner of the Project OR Design Competition used CORDURA<sup>®</sup> fabric.

*Links:*

- *“CORDURA<sup>®</sup> Brand Announces Winners of ‘Great Winter Market Scavenger Hunt’ at OR Winter Market” Press Release*
- *“CORDURA<sup>®</sup> Brand Unveils New Global Brand Campaign” Press Release*
- *“CORDURA<sup>®</sup> Fabric Featured in Winning Project OR Design” Press Release*



*A large crowd gathered to hear the lucky winners of the Durable People contest.*



*Brand Manager Cindy McNaull (left) and her agency team from Howard, Merrell & Partners took a quick break from all their hard work at the show.*



*The live band at Summer OR played some loud favorites and helped draw a big crowd.*



*The new CORDURA<sup>®</sup> brand booth took on a fresh look and brought more traffic.*



*Ryan Ocampo, a student from Fashion Institute of Technology (FIT) in New York City, received top honors for his army inspired jacket made with CORDURA<sup>®</sup> fabric.*

### Adventurer Helen Thayer: The Personification of Durability

Once Helen Thayer was introduced as our brand spokesperson at the Winter Outdoor Retailer Show, the world-renowned adventurer spent the next 12 months spreading CORDURA<sup>®</sup> brand attributes across the outdoor industry. Helen made numerous appearances in 2008, sharing her experiences and enthusiasm of the outdoors in many ways:

- Speaking at various stops on the “Get Out More” Tour
- Book signings and presentations at various outdoor retailers, such as REI and Mast General Stores
- Working with the Girl Scouts of America to build a sense of adventure and excitement for the outdoors among young women
- Teaching students through her “Adventure Classroom” presentation at schools around the country, including North Carolina State University
- Interactive speaking events at the NC Museum of Life and Science and the Raleigh Marbles Museum

*Link:*  
[Helen Thayer on CORDURA.com](#)

### CORDURA<sup>®</sup> Brand Team Captivates Audiences

“Professor” Allen Mortimer (North American outdoor and military segment manager) made a brand presentation to students and faculty at the North Carolina State University School of Textiles. Not to mention, several CORDURA<sup>®</sup> brand team members made their radio debuts in 2008. Visit the link below to hear what our team had to say...

*Link:*  
[Xplor the Outdoors on CORDURA.com](#)



*Helen Thayer spent time on some arts and crafts with the kids at the Marbles Museum in Raleigh, NC. Her feats as an explorer give her some great stories to share with children.*

### CORDURA<sup>®</sup> Brand Recap

INVISTA's CORDURA<sup>®</sup> brand team had a very busy 2008! The innovative spirit behind the company was celebrated through the introduction of the exciting new "Durable People" advertising campaign, which was unveiled in the summer of 2008.

*Link:*  
*"INVISTA Unveils New Global Brand Campaign" Press Release*

We are also happy to announce that after much hard work, our new brand website officially launched in January 2009. Please visit the all-new CORDURA.com for additional information on the CORDURA<sup>®</sup> brand – latest news, ordering hang-tags, finding the right fabric mill – it's all there.