

## August/September 2011 Newsletter

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## FABRIC TECHNOLOGIES

### Experience the Softer Side of Durability With the New CORDURA® Apparel Fabric Collection

Ideally suited for inner layer, next-to-skin garments, such as t-shirts and baselayers, as well as jackets, trousers, jeans, and everything in between, the comprehensive new CORDURA® Apparel Fabric Collection offers customers a vast array of performance driven, versatile and trend-conscious styling options. A key component to the line-up is the new CORDURA® Naturalle™ fabric collection which is based on 'full dull' nylon yarn constructions that look and feel more like natural fiber based fabrics, yet still incorporate the built-in durability of CORDURA® fabric to seamlessly transfer these products from day to night and from the trail to the dinner table.

To experience the softer side of durability for yourself, visit [CORDURA® Naturalle™ fabric collection](#) to learn more, request samples, and more.

## APPAREL NEWS

### New Stretch CORDURA® Denim Fabrics Showcased at Kingpins Shows

INVISTA's [CORDURA® brand](#) team featured the latest CORDURA® Denim fabric innovations at the 2011 Kingpins shows in New York City and Los Angeles, Calif. The brand's new denim offerings—by INVISTA's authorized CORDURA® fabric mill, [Artistic Milliners](#) — include stretch styles, in weights ranging from 9.00 oz to 13.75 oz, as well as stylish coatings and fashion forward finishes. The new stretch CORDURA® Denim fabrics developed by Artistic Milliners are available in various Lycra® fiber and Lycra® T400 fiber compositions to bring freedom of movement to durable denim.



To learn more, please visit our [CORDURA® Denim fabric portfolio](#).

## OUTDOOR NEWS

### INVISTA Announces New Outdoor CORDURA® Fabric Collections From Global Authorized Mills



INVISTA's CORDURA® brand team and participating mills recently debuted their latest collections of CORDURA® fabric technologies at the Outdoor Retailer Summer Market 2011. The innovative fabric collections were developed by Korean-based Dong Jin, an authorized CORDURA® fabric mill for more than 20 years; Massachusetts-based Tweave, LLC fabric mill an authorized CORDURA® fabric mill for more than 15 years; and Brazil-based Industrias Texteis Milagre (ITM), an authorized CORDURA® fabric mill since 2003. New fabric technologies include: 315/500D Box-Rip CORDURA® fabric for bags and packs, Stretch CORDURA® Classic fabrics for apparel and footwear, and SUPERFAB 4507 for hiking and military footwear.

To learn more, please visit INVISTA's [CORDURA® brand fabric technologies](#).

## MILITARY / TACTICAL NEWS



### Arc'teryx LEAF Talos Combat Shirt Gives Soldiers and Law Enforcement a Way to Combat the Heat.

When the blistering desert heat attacks, the Arc'teryx LEAF Talos half-shell combat shirt has you covered. Designed to be worn under body armor or while carrying a pack, the torso and back panels are made with breathable No Melt, No Drip CORDURA® Baselayer fabric. In high-wear areas, such as the shoulders and sleeves, tear-resistant CORDURA® NYCO ripstop fabric is used for extra durability. Throw in a high mandarin collar and sleeves with zippered bicep pockets that can be rolled or cinched out of the way, and you have yourself one cool shirt.

The LEAF Talos halfshell combat top is available only through authorized Arc'teryx brand dealers and comes in sizes small through 2XL. Please visit the [Arc'teryx](#) brand web site for a complete list of dealers and distributors. Also visit [CORDURA® Baselayer fabric](#) for additional information about this patent pending fabric.

## ON THE GO NEWS

### INVISTA's CORDURA® Fabric Featured in Chrome Industries' Redesigned KURSK Pro Shoe

INVISTA's CORDURA® brand fabric is a key ingredient in the redesigned KURSK Pro shoe from Chrome Industries. The new design, featuring a 1000D CORDURA® Classic fabric upper, incorporates a SPD compatible sole that allows bikers to go from clipped to their wheels to walking the street in seconds. A revamp of Chrome Industries' best selling shoe line, the low profile style KURSK Pro is built with all of the detailed bike functionalities as the rest of the shoe line, but incorporates Pro extras such as clip-in compatibility, full length nylon shank plate and foot rocker.



To learn more about Chrome Industries, their newly designed Kursk Pro shoe collection, as well as CORDURA® fabric technologies, please visit [Chrome](#) or [CORDURA® Brand](#) web site.

## CORDURA® BRAND TEAM NEWS



### INVISTA'S CORDURA® Brand Team Welcomes Paulo Pustiglione, Business Manager for INVISTA's Performance and Protective Fabrics division in Brazil

INVISTA's CORDURA® brand team welcomes Paulo Henrique de Lima Pustiglione as business manager for INVISTA's Performance and Protective Fabrics division in Brazil. In this role, Pustiglione supports business strategy development for the CORDURA® brand outdoor, travel, workwear, and military portfolio, as well as product innovation, advertising and promotional campaigns designed to increase trade and consumer awareness for the CORDURA® brand in Brazil..

Please visit [CORDURA® brand team](#) to learn more about our group.

## Where has the CORDURA® Brand Team Been?

- Outdoor Retailer Show (Summer Market) – Salt Lake City, Utah August 4-7
- Interseg – Florianopolis, Brazil August 21-23
- Magic/ Project Tradeshow – Las Vegas, Nevada August 22-24

## Where is the CORDURA® Brand Team Going Next?

Be sure to schedule a meeting with CORDURA® brand team members at these upcoming tradeshow:

Sinprode - Buenos Aires, Argentina	September 8-10
National Independent Flag Dealers Association Meeting - Charlotte, North Carolina	September 9-11
Maneuver Warfighting Conference - Ft. Benning, Georgia	September 13-15
Government Contracts Committee Winter Meeting - Philadelphia, Pennsylvania	September 14-15
ISAF Fair (International Security Automation Fire) - Istanbul, Turkey	September 22-25
Adventure Sports Fair - Sao Paulo, Brazil	September 23-26
USMC Modern Day Marine Conference - Quantico, Virginia	September 27-29

Have any ideas or suggestions for new content/ fabric adoptions or wish to have a CORDURA® brand team representative contact you? If so, please let us know: [www.cordura.com/en/about/contact.html](http://www.cordura.com/en/about/contact.html).

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