

## August 2010 Newsletter

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## FABRIC TECHNOLOGIES

### INVISTA's CORDURA® Brand Team Unveils Ultra-Durable Denim Fabric at 2010 Outdoor Retailer Summer Market

Exceptionally durable CORDURA® Denim fabric - for use in leisure and recreation apparel and accessories - was unveiled at the 2010 Outdoor Retailer Summer Market Trade Show in Salt Lake City, Utah. The line is based on an intimate blend of cotton and INVISTA's T420 nylon 6,6 fiber. The fabric is designed to provide the authentic look and feel of traditional 100 percent cotton denim, with added durability and abrasion resistance, so your favorite jeans and accessories can look good day after day. CORDURA® Denim fabrics and garments are available from [Artistic Milliner](#).



### Trend-Setting Outdoor Fabrics Introduced to Leading Brands and Retailers at Summer OR Show

Other exciting CORDURA® fabric innovations debuted at the Summer Outdoor Retailer show include fashion forward 210D and 330 D high tenacity ripstop CORDURA® Lite fabrics from Korean based Dong Jin International, trend setting weaves and dot-embossed CORDURA® fabrics, including innovative 200D and hybrid nylon/poly collections from Lee Jo Textile Company Limited, pigment dyed and 'weathered' CORDURA® Classic fabrics along with high-tenacity--nylon 6,6 based CORDURA® Ultralite fabrics from Taiwan-based Chang Ho Corp., and SuperFab 4507 fabric, a tough-yet-flexible nylon 6,6-based CORDURA® Classic fabric technology designed to bring ergonomic support for outdoor, military and motorcycle footwear applications, from Brazilian-based Industrias Texteis Milagre. To get more information on authorized CORDURA® brand fabric mills, please visit [www.CORDURA.com](http://www.CORDURA.com).



**DONG JIN INTERNATIONAL CORP.**



**LEEJO TEXTILE CO., LTD.**



## BRAND NEWS



### Find INVISTA's CORDURA® Brand Fabric on Facebook!

INVISTA's CORDURA® Brand team is excited to announce that you can now follow the CORDURA® brand on Facebook. Be sure to stay up-to-date on the brand's latest activities, press releases, events and fabric innovations, along with valuable product reviews by our host brands! For more information on CORDURA® brand activities or fabric technologies, look for us on Facebook (<http://facebook.com/CORDURABrand>) or [www.CORDURA.com](http://www.CORDURA.com).

## AT WORK NEWS

### Cepovett Launches CRAFTWORKER® Apparel Line Featuring CORDURA® Brand Fabric

French workwear company Cepovett has adopted Klopman Vantage fabric featuring CORDURA® brand technology for its CRAFTWORKER® workwear line. The innovative line of apparel is tailored for the construction, professional trade and public-service markets. Klopman Vantage fabric, which is based on an intimate blend of INVISTA's T420 nylon 6,6 fibre and combed cotton, will be used for full garments and reinforcement patches. For more information, please visit [www.CORDURA.com](http://www.CORDURA.com) and [www.lecedre.com](http://www.lecedre.com).



## OUTDOOR NEWS

### CAN YOU DIG IT?



### Can You Dig It? The CORDURA® brand Team Gets Groovy with 70's Theme Party at the Recent Summer Outdoor Retailer Show

So here's the skinny: The CORDURA® brand booth featured a groovy '70s theme party to showcase the most recent addition to the CORDURA® brand family - CORDURA® Denim fabric. Food, drinks and music of the era accompanied games and opportunities to win prizes during the "Can You Dig It?" brand party. The party took place on August 4 from 4 p.m. to 6 p.m. at the Salt Palace Convention Center in Salt Lake City, Utah. To see party photos, please visit [www.facebook.com](http://www.facebook.com).

## MILITARY / TACTICAL NEWS

### CORDURA® Brand and CamelBak® Upgrade Hydration Pack Systems

INVISTA's CORDURA® brand has once again teamed up with [CamelBak®](http://www.camelbak.com), the originator and a world leader in hands-free hydration systems, to produce an exceptionally lightweight, yet highly versatile hydration pack for all-day excursions. The Linchpin™ tactical hydration pack, the newest addition to the CamelBak® Maximum® Gear line, is a fully integrated hydration system featuring all the key elements that both CamelBak® products and CORDURA® fabric are known. Featuring 500D CORDURA® Classic fabric, war fighters using the Linchpin™ hydration pack have a lightened load while still carrying the same amount of gear. The 500D CORDURA® Classic fabric has a tighter weave and is 35 percent lighter (per square yard) than standard 1000D CORDURA® Classic fabric, making this an extremely durable yet versatile tactical pack for carrying ammunition, cargo and hydration. For more information, visit [www.CORDURA.com](http://www.CORDURA.com) and [www.camelbak.com](http://www.camelbak.com).

## CAMELBAK®



## COMMUNITY NEWS

### INVISTA's Asia Pacific Regional Marketing and Business Manager Gives Speech at Asia Outdoor Trade Show 2010

INVISTA's CORDURA® Brand team member, Mr. WT Shieh, AP regional marketing and business manager, recently gave a speech at the Asia Outdoor Trade Show 2010 in Nanjing, China. The Asia Outdoor Trade Show has become a key industry event for outdoor exhibitors to showcase their latest innovations. Shieh discussed the current trends in the outdoor industry, the growing presence of outdoor recreation in the Asia Pacific region, as well as what the CORDURA® brand is doing to tap into the outdoor market. The show went from July 28 to July 31 at the Nanjing International Exhibition Center.



## CORDURA® BRAND TEAM NEWS



### CORDURA® Brand Team Congratulates Asia Pacific Team Member

The CORDURA® brand team congratulates Stella Wang for her new role as AP regional marketing and communications assistant for INVISTA's Performance Materials business. Based in Shanghai, Ms. Wang is responsible for providing marketing and communications support for print and on line advertisement placements; internal marketing communications support; and trademark registration and brand protection support. Ms. Wang is a recent graduate from Shanghai International Studies University and is a valuable member of the global CORDURA® brand support team.

## Show Reviews - Where has the CORDURA® Brand Team Been?

- GCC Military Footwear Meeting (WSA Footwear Show) - Las Vegas, Nevada - August 3 to August 5
- KingPin - Los Angeles, CA - August 3 to August 4
- Outdoor Retailer Summer Market - Salt Lake City, Utah - August 3 to August 6
- Parachute Industry Association - 2nd Meeting - Lexington, KY - August 6 to August 8
- National Guard Enlisted Association Show - St. Louis, MO - August 8 to August 11

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

**Be on the lookout for CORDURA® brand team members at these upcoming tradeshows:**

<b>Infantry Warfighting Conference - Fort Benning, GA</b>	September 14 to September 15
<b>Adventure Fair - Sao Paulo, Brazil</b>	September 23 to September 26
<b>USMC Modern Day Marine Conference - Quantico, VA</b>	September 28 to September 30

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).