

December 2010 Newsletter

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FABRIC TECHNOLOGIES

CORDURA® Duck Fabric Provides New Durable Take on Traditional Duck Fabric

The newest addition to its CORDURA® NYCO fabric portfolio- CORDURA® Duck fabric- will be debuted by INVISTA's CORDURA® brand team at the 2011 Winter Outdoor Retailer show in Salt Lake City, UT. Based on an intimate blend of cotton and INVISTA's T420 Nylon 6,6 staple fiber, CORDURA® Duck fabric is specifically designed to deliver a comfortable, highly durable fabric solution with exceptional abrasion resistance and wear life.

Designed for any clothing that requires extremely durable and wearable fabric, CORDURA® Duck fabric offers a look to similar denim and offers the following key benefits:

- Exceptional abrasion resistance Four times that of a comparable weight, traditional 100 percent cotton duck fabric.
- Based on CORDURA® NYCO fabric technology, which has more than 45 years of proven military performance.
- A CORDURA® brand heritage that offers proven performance in many of the worlds toughest environments.



To learn more about INVISTA's CORDURA® Duck fabric, end-use products, Where to Buy information, and marketing tools please visit <http://www.cordura.com/en/fabric/duck-fabric.html>.

BRAND NEWS

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INVISTA's CORDURA® brand team continues to build awareness to brand customers and highlight the benefits of CORDURA® fabric through social media outreach. In addition to its recent Facebook debut, the CORDURA® brand Twitter account (@CORDURABrand) went live on November 19. Be on the lookout for brand customer testimonial videos, featured product mention and Outdoor Retailer Winter Market updates.

To learn more about the CORDURA® brand Facebook page, visit <http://www.facebook.com/CORDURABrand> or follow the CORDURA® brand on Twitter @CORDURABrand.

AT WORK NEWS

INVISTA and BPC Amersfoort Launch B Functional by Brams Paris Featuring CORDURA® Brand Technology

INVISTA and BPC Amersfoort have come together to unveil the latest innovation in CORDURA® fabric for workwear apparel. BPC Amersfoort, known for the collection B Functional by Brams Paris, features the recently unveiled CORDURA® Denim fabric. The adoption brings together the best of each brand- the experience of BPC Amersfoort, as a leading European designer of denim workwear apparel and the renowned durability of CORDURA® fabric. The BPC Amersfoort B Functional collection by Brams Paris featuring CORDURA® Denim fabric is available in sizes 30 to 40 for men and 32 to 36 for women.



For a complete list of dealers and distributors, please visit [BRAMSPARIS](#) or [CORDURA® brand](#).

OUTDOOR NEWS

Manhattan Portage bags made with CORDURA® fabric withstand the test of time since 1983.



Whether you're a bike messenger, savvy business pro or anything in between, you'll appreciate the exceptional strength, style and functionality of The Empire, Pro Bike and Vintage messenger bags made out of 1000D CORDURA® Classic fabric. For those looking for a strong, sturdy bag to safely tote books and laptops around town, there's the Big Apple Backpack, Deluxe Computer Bag and legendary DJ Bag, which are also made with ultra durable 1000D CORDURA® Classic fabric. Surely, the only thing tougher than these bags is choosing which one to get.

To learn more about the Manhattan Portage products that feature CORDURA® fabric, please visit [Manhattan Portage](#) or [CORDURA® brand](#).

MILITARY / TACTICAL NEWS

INVISTA Executives Visit Brazil To Focus on New Business Opportunities

As soldiers spend increasing time in hot, rugged environments, the kit that soldiers wear every day must perform in such conditions. Understanding the need for lightweight but durable, comfortable and tough military uniforms, the CORDURA® brand team worked to develop a 175gsm (5oz) CORDURA® NYCO fabric with high tear strength and exceptional abrasion resistance for use in military desert uniforms. The fabric is a true rip-stop construction based on a 50/50 blend of cotton and INVISTA's nylon 6.6 fibre. Testing by INVISTA shows the fabric to achieve an abrasion resistance of 250,000 cycles based on Martindale abrasion testing with woollen abradant with a 12KPa weight making it 5 times more abrasion resistant when compared to a selection of equivalent weight military desert fabrics based on cotton rich cotton/polyester blend fabrics.

To learn more about CORDURA® NYCO fabric technology, including our Authorized Mill Locator for Where to Buy info, visit <http://www.cordura.com/en/fabric/nyco-fabric.html>.

COMMUNITY NEWS

INVISTA's CORDURA® Brand Team Returns to the 2010 Expoprotection Show in Paris

INVISTA's CORDURA® brand team once again was an active participant in this year's Expoprotection show in Paris, France. This year, INVISTA's CORDURA® brand team shared the CORDURA® brand fabric workwear innovations of the past, present and future with manufacturers and buyers of workwear, including the debut of its latest fabric innovation CORDURA® Duck fabric. This durable, comfortable fabric has a traditional canvas construction and is based on an intimate blend of 75 percent cotton and 25 percent INVISTA's nylon 6.6 fibre. CORDURA® Duck fabric provides the look and feel of a high-cotton content fabric while providing the exceptional durability associated with the CORDURA® brand.

For more information on the CORDURA® brand fabric technologies, visit www.CORDURA.com.

CORDURA® BRAND TEAM NEWS



Paulo Henrique Pustiglione, CORDURA® Brand Business Manager, Brazil

INVISTA's CORDURA® brand welcomes Paulo Henrique 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. Pustiglione brings five years experience in textiles to aid in the development and expansion of the South American CORDURA® brand business.

To learn more about INVISTA's CORDURA® brand, end-use products, and marketing tools please visit www.CORDURA.com.

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

- Expoprotection Paris, France November 2 to November 5
- EICMA (Motorcycle Show) Milan, Italy November 2 to November 5

Where is the CORDURA® Brand Team Going Next?

Outdoor Retailer Winter Market - Salt Lake City, Utah - Booth# 39210

January 20 to January 23, 2011

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.

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