

## January 2011 Newsletter

### IN THIS EDITION

- **FABRIC TECHNOLOGIES - CORDURA® Lite fabric**
- **BRAND NEWS - On YouTube**
- **AT WORK NEWS - One Tough Pair of Pants**
- **OUTDOOR NEWS - Outdoor Retailer Winter Market**
- **MILITARY/TACTICAL NEWS - S.O.Tech's Mission Bag**
- **ON THE GO NEWS - Kelty Mocking Bird Pack**
- **CORDURA® BRAND NEWS - Energy Efficiency and Emissions**
- **WHERE HAS THE CORDURA® BRAND TEAM BEEN?**
- **WHERE IS THE CORDURA BRAND TEAM GOING NEXT?**

## FABRIC TECHNOLOGIES

### CORDURA® Lite fabric

INVISTA's line of high strength, technical yarns used in airbag fabrics also lends itself to 315d CORDURA® Lite fabric. The same fiber used to make automotive airbag fabric is woven into a balanced warp x fill construction and coated with a combination of Poly Urethane (PU) and silicone, resulting in optimum tear, abrasion and water resistance. With a uniquely situated weight between 210d and 420d, 315d fabric is the perfect lightweight choice for either base or shell side fabric for technical packs and bags.

To learn more about INVISTA's CORDURA® Lite Airbag Fabric, end-use products, Where to Buy information and marketing tools, please visit [CORDURA® Lite Fabric](#).



## BRAND NEWS

### CORDURA® Brand on YouTube



The CORDURA® brand YouTube channel is live! To add another dimension to the already growing social media presence of the brand, INVISTA's CORDURA® brand team developed a home for its videos. Visit the page for the latest brand customer testimonials, team interviews and brand stories.

To learn more about the CORDURA® brand, customer testimonials, team interviews and brand stories, please visit [CORDURA® brand on YouTube](#).

## AT WORK NEWS

**INVISTA's CORDURA® Brand Fabric Reinforcements Make Riggs Workwear® by Wrangler® One Tough Pair of Pants**

INVISTA's CORDURA® brand team and the Riggs Workwear® by Wrangler® merchandising team joined forces in a promotional effort. The two teams updated the marketing message and highlighted the features and benefits of CORDURA® fabric reinforcements in the Riggs Workwear® by Wrangler® collection, a leading mens work wear apparel brand.



A newly designed sticker helps draw attention to the exceptional durability and functionality that CORDURA® fabric offers to pocket reinforcements in the Riggs Workwear® jeans collection. The diverse collection, designed for the working man, centers around durability, performance, protection and comfort while also featuring styles under names like Work Horse, Tradesman, Contractor and Carpenter.

To learn more about the collection visit [Riggs Workwear®](#).

## OUTDOOR NEWS

### INVISTA's CORDURA® Brand Team Returns to the Outdoor Retailer Winter Market Trade Show in 2011

INVISTA's CORDURA® brand team had a successful showing at the Outdoor Retailer Winter Market in Salt Lake City on Jan. 19-23. As the center of attention, CORDURA® Duck fabric drew crowds to its booth where people learned more during a free backyard barbeque lunch offered one day at the show.

Brand customer products were abundant in giveaways\* held both at the booth and exclusively via Twitter (@CORDURABrand). The team also played tour guide by providing reference cards depicting where attendees could find brands using CORDURA® fabric in their product on the show floor. Connecting with old and new friends and educating them on the wide array of CORDURA® fabric technologies available for outdoor segments was a highlight of the show. Were looking forward to OR Summer in just a few, short months!

\*A special thank you to our brand customers: Timbuk2, The North Face, Kelty, Sea to Summit, Paladin Designs and Rickshaw Bags, who donated products used in show giveaways.

For more information on CORDURA® brand activities or fabric technologies and featured products please visit the [CORDURA® website](#) or [CORDURA® featured products](#). To see photos from the OR Winter Show visit our [CORDURA® Facebook page](#).

## MILITARY / TACTICAL NEWS



### S.O.TECHs Mission Go Bag

Is there anything the Mission Go Bag can't do? Not likely. S.O.TECHs Mission Go Bag™, made rugged and ready with 500D CORDURA® Classic fabric, is as versatile of a bag as they come.

Designed for comfort, strength and adaptability, it converts into a shoulder bag, a briefcase, a waist/fanny pack that rides below body armor, and even a vest pouch for front or back wear using the PALS/MOLLE compatible Flex-Tab™ attachment system. In other words, if you're looking for a pack that's packed with features, you found it.

For more information, please visit [CORDURA® brand fabric technologies](#).

## ON THE GO NEWS

### Kelty Mocking Bird Pack

With two removable side pockets and sleek rucksack styling, Kelty's Mocking Bird pack, featuring CORDURA® brand fabric, is a true vintage favorite. The authentic leather accents, padded adjustable shoulder straps (considered truly innovative back in the day!) and metal zippers make this pack a true replica poised for modern, urban life. The pack features durable 500d CORDURA® Classic fabric.

For product related information visit [Kelty Packs](#). For CORDURA® fabric information, be sure to visit [CORDURA® fabric](#).



## CORDURA® BRAND TEAM NEWS

## INVISTA Announces Improvements in Energy Efficiency and Emissions at North American Plants; Company Retains Five Winds International to Provide Further Sustainability Focused Market Insights

INVISTA Performance Surfaces & Materials (PS&M) has achieved substantial improvements in energy use and emissions reductions. The business has made this progress by increasing energy efficiency and analyzing which units to operate most effectively. To build on this progress, PS&M has established a new operations goal to reduce energy usage and increase energy efficiency in its operations to achieve a 20 percent reduction in energy intensity by 2020, beginning in 2011.

As part of the improvements in energy efficiency and emissions at INVISTA PS&M's North American plants, since 2007:

- INVISTA PS&M has reduced Total Fuel Energy Intensity by 13 percent
- INVISTA PS&M has reduced Total Fuel CO2 Intensity by 21 percent
- INVISTA PS&M has Reduced Total CO2 Emissions Intensity by 6 Percent

### Where has the CORDURA® Brand Team Been?

- SHOT Show - Las Vegas, Nevada Jan. 18-21
- Bread and Butter Show - Berlin, Germany Jan. 19-21
- Outdoor Retailer Winter Market - Salt Lake City, Utah Jan. 20-23
- Kingpins Show - Los Angeles, California Jan. 25-26

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

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

TEXWORLD Show - Paris, France	February 7-10, 2011
ISPO - Munich, Germany	February 7-10, 2011
Premiere Vision - Paris, France	February 8-10, 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](http://www.cordura.com/en/about/contact.html).

©2011 INVISTA. CORDURA® is a registered trademark of INVISTA for durable fabrics.

---

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

---

INVISTA  
2801 Centerville Road  
Three Little Falls Centre  
Wilmington, DE 19808  
US

[Read](#) the VerticalResponse marketing policy.

