

June 2010 Newsletter

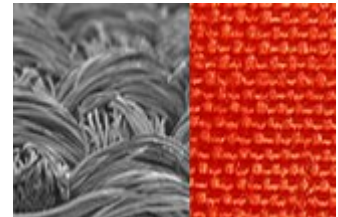
IN THIS EDITION

- **FABRIC TECHNOLOGIES**
- **BRAND NEWS**
- **AT WORK NEWS**
- **OUTDOOR NEWS**
- **MILITARY / TACTICAL NEWS**
- **ON THE GO NEWS**
- **COMMUNITY NEWS**
- **CORDURA® BRAND TEAM NEWS**
- **SHOW REVIEWS: WHERE HAS THE CORDURA® BRAND TEAM BEEN?**
- **WHERE IS THE CORDURA® BRAND TEAM GOING NEXT?**

FABRIC TECHNOLOGIES

INVISTA's CORDURA® Brand Team Announces Fabric with Sustainable Attributes

The CORDURA® EcoMade fabric collection highlights INVISTA's commitment to provide durable fabrics in alignment with the Enduring Materials pillar of the CORDURA Cares^(SM) sustainability platform. CORDURA® EcoMade fabrics are made with REPREVE® recycled polyester yarns that are specifically engineered to meet the performance and durability specifications of CORDURA® branded fabric. REPREVE® recycled polyester fibers are traceable, transparent and certified through Unifi's U TRUST™ verification program and third-party certified for recycled content through Scientific Certification Systems (SCS) as well as certified to the international Oeko-Tex 100 Standard*. The process to make CORDURA® EcoMade fabric reduces energy consumption and extends the useful life of polyester.



*REPREVE® is a trademark of UNIFI, Inc. and is registered with US Patent and Trademark office and with others. U TRUST™ is a trademark of UNIFI, Inc. U TRUST™, SCS, and Oeko-Tex certifications can be obtained and verified by UNIFI, Inc.

Look No Further . . .

Designers and consumers alike are learning more about CORDURA® fabrics and where to purchase them with the new "Where to Buy CORDURA® fabric?" section on the CORDURA.com website. An interactive mill finder allows customers to easily locate sources of INVISTA qualified CORDURA® fabrics across the globe - North and South America, Asia Pacific, Europe, Africa and the Middle East. For a first-hand look, visit www.cordura.com/en/trade/where_to_buy.html

BRAND NEWS



Unveiling the Durability Experience at CORDURA.com

Consumers now have an enhanced online experience with the recently launched Durability Experience module on the CORDURA® brand website. Online visitors can choose from seven durable characters ranging from hiker, biker, hunter, traveler, worker, soldier, or even skateboarder. The 3-D interactive feature allows users to rotate their choice of durable characters for a 360-degree view of the clothing and gear, along with pop-ups that appear with additional product details and links. To experience it for yourself, please visit www.cordura.com/en/products/durability-experience.html

AT WORK NEWS

Dunderdon Launches Updated Garments Featuring CORDURA® Brand Fabric

Swedish workwear company Dunderdon launched an upgraded line of garments to combine style and functionality. Featuring CORDURA® fabric technology, the new garments bring exceptional durability and comfort to professionals in the European construction and service industries. The CORDURA® NYCO fabric will be used in carpenter pants (article P11), service pants (article P14) and summer jackets (article J39). For a complete list of dealers, distributors and color availability, please visit the Dunderdon website at www.dunderdon.com



OUTDOOR NEWS



The Ship in the Bottle Launches Hammocks Made with Durable CORDURA® Fabric

Ahh, there's nothing quite as relaxing as swaying back and forth on a hammock on a beautiful day. And it's especially comforting when you know the hammock is made with CORDURA® Classic fabric. Constructed with this extremely durable fabric, you can rest assured that your Ship in a Bottle hammock will last for many beautiful days to come. Visit their website at www.theshipinabottle.com

MILITARY / TACTICAL NEWS

CORDURA® Baselayer freshFX® Fabric Helps Provide Long-Lasting Freshness

INVISTA's CORDURA® brand team recently unveiled its latest innovation in the military and tactical segment - CORDURA® Baselayer freshFX® fabric. Employing a silver-based technology, CORDURA® Baselayer freshFX® fabrics provide long-lasting freshness for the standard life of the garment. Along with lasting freshness, CORDURA® Baselayer freshFX® fabric continues to offer the performance features found in traditional CORDURA® Baselayer fabrics - No Melt, No Drip thermal protection when exposed to heat in flash fire situations, outstanding moisture management, extreme comfort and exceptional durability.



ON THE GO NEWS



Club Glove® Golf Bags with CORDURA® Fabric are Made Tough for Easy Traveling and Peace of Mind

Perfect for the frequent flyer, Club Glove® Train Reaction® luggage by West Coast Trends easily locks together, allowing for effortless maneuverability of multiple bags through busy airports. And for golfers, there's The Last Bag™ golf bag used by more golf pros than any other travel bag. Its lightweight yet durable construction makes for easy handling and provides exceptional protection for clubs. And since both products are made with ultra-tough CORDURA® fabric, they'll keep going strong, trip after trip. www.cordura.com/en/featured_product/club-glove_fp.html

COMMUNITY NEWS

International Icon - Helen Thayer - Visits Southeast Region of United States

World-renowned adventurer, international athlete and CORDURA® brand goodwill ambassador Helen Thayer captivated audiences with stories of her adventurous lifestyle while recently touring retailers, museums and schools throughout the southeastern region of the United States. As part of the Corporate Citizenship pillar of the CORDURA Cares^(SM) program, the CORDURA® brand team donated backpacks made with CORDURA® EcoMade fabric filled with canned foods to the MANNA FoodBank at a Helen Thayer presentation in Asheville, NC.



CORDURA® BRAND TEAM NEWS



INVISTA Welcomes Sustainability Manager to Help Advance Efforts of INVISTA™s Performance Surfaces and Materials Business

Derek Young was recently named global sustainability manager of INVISTA Performance Surfaces and Materials. In this role, Derek will continue to help advance sustainability efforts to deliver environmental excellence in four key areas: Enduring Materials, Sustainable Performance, Responsible Manufacturing, and Corporate Citizenship. Young also represents INVISTA on the Outdoor Industry Association (OIA) Eco-Working Group.

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

2010 INVISTA Sourcing Fair, Seoul, South Korea - April 8

This year INVISTA's CORDURA® brand team was excited to participate in the 2010 INVISTA Sourcing Fair alongside LYCRA® fiber and COOLMAX® fabric. The fair kicked off with a choreographed routine from the Jackie Spinning Show Team for the 150 fair attendees. INVISTA's CORDURA® brand team highlighted global marketing activities, the new interactive website module 'Durability Experience' and CORDURA® brand fabric technologies, such as CORDURA® Baselayer fabric and CORDURA® Denim fabric to attendees.

Workwear and Corporate Clothing Show, Birmingham, United Kingdom - April 13-14

INVISTA's CORDURA® brand team was the presenting sponsor of the Workwear and Corporate Clothing Show's Business Manager Awards, a ceremony dedicated to appreciating the contributions of buyers of corporate clothing and workwear. Bill Colven, Global Business Director for INVISTA's CORDURA® brand, and Susannah Rayfield, European CORDURA® brand manager and European sales manager for INVISTA's industrial nylon staple business, shared the stage with U.K. fashion designer Jeff Banks as they introduced the awards and spoke about this dynamic industry.

Special Operations Forces Exhibition and Conference, Amman, Jordan - May 11-13

HIGHTEX 2010, Istanbul, Turkey - May 15-18 Denim By Premiere Vision Show, Paris, France - June 2 to June 3

This year INVISTA's CORDURA® brand team arrived in the fashion capital of the world to debut the latest innovations in CORDURA® Denim fabric at the sixth edition of the Denim by Premiere Vision show, an exclusive trade fair focused on denim innovations. INVISTA's CORDURA® brand team and Artistic Milliners worked together to optimize the performance characteristics of this exciting fabric portfolio. This year Artistic Milliners was inducted into the Denim by Premiere Vision exhibition - a true honor since only a few selective number of mills and the most elite of the denim community are approved to participate in the show.

Where is the CORDURA® Brand Team Going Next?

KISS (Korean International Safety Show) ~ Seoul, Korea	July 5 to July 8
Francaal ~ Sao Paulo, Brazil	July 5 to July 8
KingPin ~ New York City, New York	July 13 to July 14
European Outdoor Trade Fair ~ Friedrichshafen, Germany	July 15 to July 18

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.