

May - June 2011 Recap Newsletter

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FABRIC TECHNOLOGIES

SUPERFAB 4507 Collection

The SUPERFAB 4507 collection made with CORDURA® Classic fabric technology was on exhibit April 12-15 at Brazil's FIMEC 2011 show, an international fair for chemical products, components, machines and shoe equipment. A new collection of shoes constructed with the SUPERFAB 4507 fabric and developed by Industrias Texteis Milagre, a CORDURA® brand authorized mill, was showcased. SUPERFAB 4507 is a durable and flexible fabric, designed to bring ergonomic support when used in the axis as well as in the tongue of boot linings. SUPERFAB 4507 fabric uses CORDURA® Classic fabric technology and is designed for application in sports shoes, military and motorcycling end uses.



To learn more, please visit [CORDURA® Brand Fabric Technologies](#) and also visit [ITM SUPERFAB 4507 fabric](#) for additional information.

BRAND NEWS



CORDURA® Brand Team Calling on Outdoor Industry to Support Gear to Grow at 2011 Outdoor Retailer Summer Market Trade Show

INVISTA's CORDURA® brand booth (38213), at this year's [Outdoor Retailer \(OR\) Summer Market Trade Show](#), will serve as the collection site for [Gear to Grow's](#) Summer Market gear drive. Gear to Grow, a non-profit program that brokers donated outdoor gear and apparel to non-profits that promote outdoor recreation, will collect gear for the program prior to and during this summer's OR. Exhibitors are encouraged to participate by dropping off surplus samples and equipment at the CORDURA® brand booth (38213) during show hours. Additionally, exhibitors can ship donations to the Salt Palace Convention Center prior to the show along with gear they plan to exhibit. Planning to ship before the show? Notify Gear to Grow at contact@gear2grow.org.

AT WORK NEWS

Workwear and Corporate Clothing Show Overview

INVISTA's CORDURA® brand team once again was an active participant in the 2011 Workwear and Corporate Clothing in Coventry, U.K. In addition to being an exhibitor, the CORDURA® brand team also sponsored the fashion show, which featured four distinct CORDURA® brand fabrics in catwalk fashions created by recognized U.K. designers. As a premier U.K. show dedicated to international manufacturing and supply of work related apparel, the event was an ideal platform for suppliers, distributors, manufacturers and fabric and textile producers to unveil their newest innovations.



Please visit [Fashion Footage](#) to view some of the features.



OUTDOOR NEWS

The CORDURA® brand Search for the Most Durable Person™ Contest Presented by The Gear Junkie



The [Gear Junkie](#), a well-known online product review and news website for the outdoor industry, recently concluded 'The CORDURA® brand Search for the Most Durable Person' contest. Running from May 1-31, the contest encouraged outdoor enthusiasts to submit anecdotes telling why they believe they are a durable person. The grand-prize winner received an all-expense-paid trip to Salt Lake City, Utah, in August during the 2011 Outdoor Retailer (OR) Summer Market trade show. The trip also included a hiking excursion with The Gear Junkie's very own editor and publisher, Stephen Regenold, during the Outdoor Retailer [Open Air Demo 2011](#), at Jordanelle State Park.

For more information on INVISTA's CORDURA® brand and its collaboration with The Gear Junkie, please visit www.CORDURA.com or www.gearjunkie.com.

MILITARY / TACTICAL NEWS



INVISTA's CORDURA® Brand Exhibits in the Largest Defense and Security Fair in Latin America

INVISTA's CORDURA® brand South America team recently exhibited at the LAAD – Defense & Security tradeshow. During the show, which took place April 12-15, Brazilian and foreign companies specializing in equipment and services to armed forces gathered. Showcased at the event by Arroyo, a cut and sew manufacturer, were boots made with 1000d CORDURA® Classic fabric. Also showcased was a bulletproof vest made with 500d CORDURA® Classic fabric by the cut and sew manufacturer, Inbra.

Visit <http://www.cordura.com/en/tactical/index.html> to learn more about our military/tactical fabrics and end-uses.

ON THE GO NEWS

CORDURA® Ballistic Fabric Featured in First-Class Club Glove TRS Ballistic Luggage Line

INVISTA's CORDURA® brand recently announced the adoption of CORDURA® fabric by Club Glove, a leader in the design and manufacture of premium travel bags, golf bags, club covers, accessories and luggage. Designed for the discerning golfer or globetrotter seeking ultra durable yet stylish luggage, the Club Glove TRS Ballistic Luggage Line is constructed from U.S. woven 1050d CORDURA® Ballistic nylon fabric. Available in three styles and sizes—carry-on, check-in and extra large check-in bag—the Club Glove TRS Ballistic Luggage collection incorporates a ultra-durable Club Glove wheel base and retractable handle for ideal balance and convenience, adding to the travel ease for the on-the-go consumer.



To learn more about the new Club Glove TRS Ballistic Luggage line, as well as CORDURA® Ballistic fabric technology, please visit www.clubglove.com or www.CORDURA.com.

COMMUNITY NEWS

INVISTA's CORDURA® Brand Team on Location in Fashion Capital

For the second consecutive year, INVISTA's CORDURA® brand team featured the latest [CORDURA® Denim fabric](#) innovations at the 2011 Denim by Premiere Vision show, which took place May 25–26 in Paris, France. The brand's new denim offerings—by INVISTA's authorized CORDURA® fabric mill, [Artistic Milliners](#), included stretch styles, in weights ranging from 9.00 oz to 13.75 oz, as well as stylish coatings and fashion forward finishes. As a part of its key messaging for the show, the INVISTA team offered a range of innovative options to help customers deal with the

rising cost of raw materials.

To learn more about upcoming trade shows the CORDURA® brand team will be attending, please visit [CORDURA® brand trade shows](#).



CORDURA® BRAND TEAM NEWS

CORDURA® Brand Fabrics Featured in May Issue of AATCC

INVISTA's CORDURA® brand team participated in an interview for AATCC magazine, a leading not-for-profit association serving textile professionals. The May issue focused on the dawn of chemical fibers, specifically nylon and highlighted CORDURA® Denim fabric. Bill Colven, global business director for INVISTA's CORDURA® brand, was interviewed on the performance characteristics, tensile strength and resistance to tearing and abrasion of CORDURA® Denim fabric. Cindy McNaull, global CORDURA® brand and marketing director, was also quoted in the article. The feature emphasized the performance qualities of CORDURA® Denim fabric, the extended durability and versatility across the ready to wear, military and workwear segments.

Visit [CORDURA® Denim fabric](#) to learn more.

Where has the CORDURA® Brand Team Been?

- Soldier Systems APBI – Springfield, Virginia May 9-10
- International Defense Industry Fair – Istanbul, Turkey May 10-13
- International Exhibition of Technology for Defense and Disaster Prevention – Peru May 11-15
- Denim by Premier Vision – Paris, France May 25-26
- Kingpins Hong Kong – Hong Kong June 8-9
- Outdoor China – Shanghai, China June 23-25

Where is the CORDURA® Brand Team Going Next?

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

KISS (Korean International Safety & Health Show) - Seoul, Korea	July 4-7
Bread and Butter - Berlin	July 6-8
Francal - Sao Paulo, Brazil	July 11-14
European Outdoor Trade Fair - Friedrichshafen, Germany	July 14-17
Kingpins New York - New York, New York	July 19-20
Asia Outdoor - Nanjing, China	July 27-30

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.