

## March 2011 Newsletter

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## FABRIC TECHNOLOGIES

### INVISTA Announces New CORDURA® Fabric Collections From Participating Fabric Mills

INVISTA's CORDURA® brand team and participating mills debuted their latest collections of CORDURA® fabric technologies at the 2011 Outdoor Retailer Winter Market trade show in Salt Lake City, Utah.

The showcased innovative fabric collections were developed by Korean-based Dong Jin, an authorized CORDURA® fabric mill for more than 20 years; Massachusetts-based Tweave, LLC fabric mill, an authorized CORDURA® fabric mill for more than 15 years; and Brazil-based Industrias Texteis Milagre (ITM), an authorized CORDURA® fabric mill since 2003. Highlights on the exciting new fabric collections are as follows:

- Dong Jin International Corporation – 315/500 Box-Rip CORDURA® Fabric
- Tweave, LLC – Stretch CORDURA® Classic Fabrics
- Industrias Texteis Milagre – SUPERFAB 4507 collection featuring CORDURA® fabric technology

To learn more about INVISTA's CORDURA® brand fabric collections, our global authorized mills, end-use applications, Where to Buy, or to request fabric samples, please visit [CORDURA® Fabric Technologies](#).



## BRAND NEWS



### Tell Us Your Durability Story

Has your "durability" been tested lately? On an outdoor adventure? A day trip? A business trip? At work? At Play? Did you tough it out? Tell us all about it. The more obstacles you overcame, the better. We love hearing epic sagas about how people persevered and triumphed when the odds were stacked against them. Don't have a story? That's okay. There's sure to be one or two here you'll enjoy reading.

To submit your durability story or to read about other people's exciting adventures, be sure to visit [CORDURA® brand stories](#).

## OUTDOOR NEWS

## Eastern Mountain Sports® Bags Go the Extra Mile with CORDURA® fabrics

Eastern Mountain Sports® knows that big adventures demand tough gear. That's why they use CORDURA® fabrics in the EMS® Four Wheel Jive Daypack and EMS® Camp Duffel Bag. CORDURA® fabrics in both bags provide added durability to high wear areas to withstand years of use in the backcountry, in the classroom and anywhere else adventure calls.



For more information, visit [EMS®](#) or [CORDURA® brand outdoor products](#).

## ON THE GO NEWS

### INVISTA's CORDURA® Denim Fabric Now Available in Timbuk2®'s Innovative "Customize a Bag" Program



Timbuk2® and INVISTA's CORDURA® brand team launched the new Timbuk2® Custom Messenger Bag, featuring CORDURA® Denim Fabric. Based on an intimate blend of cotton and INVISTA's T420 nylon 6,6 staple fiber, CORDURA® Denim fabric retains the authentic look and feel of traditional 100 percent cotton denim, with added abrasion resistance and long-lasting durability.

The Timbuk2® "Customize a Bag" option featuring CORDURA® Denim fabric includes a memory adjust Cam Buckle that allows the wearer to click on/off for a consistent fit, a sneaky side entry Napoleon Pocket with zipper closure, and an Interior Slash Pocket that is perfect for document storage. This Timbuk2® messenger bag, featuring CORDURA® Denim fabric, proves you can marry style and long-lasting durability for a trendy, yet functional and durable accessory.

To learn more about Timbuk2® Messenger Bags as well as CORDURA® Denim fabric technology, please visit [Timbuk2®](#) or [CORDURA® Denim Fabric](#).

## COMMUNITY NEWS

### Gear to Grow Product Donation

As part of its CORDURA Cares(SM) program community outreach, INVISTA's CORDURA® brand team once again donated CORDURA® Baselayer shirts and socks to the Gear to Grow program at the Outdoor Retailer Winter 2011 show.

With an emphasis on educating the public and getting more people involved in outdoor recreation, the Gear to Grow program facilitates donations of gear and apparel by outdoor retailers, brands, and manufacturers by placing these items into the hands of organizations that are focused on getting individuals involved in outdoor recreational activities.



Please visit [CORDURA® brand community news](#) to learn more..

## CORDURA® BRAND TEAM NEWS



### Derek Young – INVISTA Performance Surfaces and Materials Global Sustainability Director

As INVISTA's Performance Surfaces and Materials global sustainability director, Derek Young continues to help advance sustainability efforts in their journey to deliver environmental excellence in four key areas: Enduring Materials, Sustainable Performance, Responsible Manufacturing, and Corporate Citizenship. Young also represents INVISTA's CORDURA® brand on the Outdoor Industry Association (OIA) Eco-Working Group and is a key member of the CORDURA Cares(SM) Sustainability Program development and execution team.

Young came to INVISTA with extensive background and experience in many areas of sustainability, including corporate strategy, community engagement, corporate responsibility, resource consumption, and waste minimization. He has worked with the U.S. EPA, and a number of national associations and organizations, including the National Governors Association, the U.S. Conference of Mayors, and the U.S. Green Building Council.

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

- TEXWORLD Show – Paris, France Feb 7-10
- ISPO – Munich, Germany Feb 7-10
- Premiere Vision – Paris, France Feb 8-10
- The Parachute Industry Association Meeting & Symposium – Reno, Nevada Feb 11-18
- International Defense Exhibition and Conference – Abu Dhabi Feb 20-24
- ISPO China – Beijing, China Feb 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:

Travel Goods Association - Chicago, Illinois	March 6-8, 2011
Kingpin Show - Shanghai, China	March 9 - 10, 2011

Have any ideas or suggestions for new content 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).