

## April 2011 Newsletter

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## FABRIC TECHNOLOGIES

### CORDURA® Fabric Versatility from Baselayer to Ballistic

CORDURA® brand fabric has been recognized as a fabric of choice for products where durability counts. Initially used in luggage and military apparel, our portfolio has expanded to include fabrics for various end-uses such as footwear, outdoor, performance apparel and workwear products. From Baselayer to Ballistic, all of the CORDURA® brand fabrics are incredibly versatile and have been featured in a wide variety of end use products.

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® Brand Fabric Collections](#).



## BRAND NEWS



### CORDURA® Brand Website Now Live in Chinese

As part of its commitment to growing CORDURA® brand recognition and sales in the Asia Pacific region, INVISTA has now launched an interactive Chinese website, located at [CORDURA® brand Asia Pacific Region](#).

The CORDURA® brand business is dedicated to expanding its brand presence through showcasing its wide array of durable fabrics and end-uses to new generations of durable people throughout the region.

To learn more about INVISTA's CORDURA® brand, end-use products, and marketing tools

please visit the [CORDURA® brand website](#).

## AT WORK NEWS

### **CORDURA® Brand Fabric Featured in High Performance Kiplay Workwear Garments**

INVISTA's CORDURA® brand fabrics continue to make an impression in the world of workwear—most recently with Kiplay, which adopted durable CORDURA® fabrics for its Techniforce and Techniprotect lines. The French workwear manufacturer selected high tenacity, 100 percent nylon 560 dtex CORDURA® Classic and CORDURA® NYCO fabrics for their durable, versatile, and reliable performance. Specializing in workwear since 1921, Kiplay uses its expertise acquired over the years to offer companies, and their employees, garments with high levels of comfort and performance. .

To learn more about Kiplay and the Techniforce and Technoprotect collections featuring CORDURA® brand fabric, visit the [Kiplay website](#).

For more information on CORDURA® brand workwear applications and fabric technologies, visit [CORDURA® brand workwear](#).

## OUTDOOR NEWS

### **INVISTA's CORDURA® Brand Fabric Featured in Project OR Design by "People Choice" Award Winner**

The sixth [Outdoor Retailer Winter Market](#) design competition, known as Project OR, held Jan. 20-23 in Salt Lake City, Utah, featured six talented students from some of the nation's top design schools. The students designed and produced innovative outdoor prototype products constructed with fabrics supplied by Project OR sponsors. INVISTA's CORDURA® brand fabric was featured in the 2010 Summer Project OR winning design and has once again been selected by this year's runner-up winner, Silvia Guttmann, design student at the University of Minnesota, who was awarded the People's Choice Award by Outdoor Retailer attendees for her women's ice climbing pant, "Gilly Pants" featuring [CORDURA® brand fabric](#).

To watch a video of Project OR and the People's Choice design award featuring CORDURA® fabric from 2011 Winter OR, please visit [Project OR Winter Market](#).

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

## MILITARY / TACTICAL NEWS



**Versatility. Modularity. Ruggedness. The FAST Pack EDC by Triple Aught Design is a triple threat.**

The FAST Pack EDC, made with 1000D CORDURA® Classic fabric, is 1,800 cubic inches of gear-hauling greatness that will carry you through your toughest treks. It combines the advanced ergonomics found in mountaineering packs with the rugged construction and practical modularity of tactical gear. Built for short trips, travel or daily carry, it features top and bottom straps to secure essentials such as rope and sleeping bags. It also sports signature design elements like the Flashlight Cave, which provides quick access to your most crucial effects. To top it all off, it's covered in PALS webbing for easy customization. The FAST Pack EDC is designed for the ultimate adventure. .

To learn more about products featuring CORDURA® brand fabrics, please visit [CORDURA® brand featured products](#).

## ON THE GO NEWS

### **LYCRA® Magazine Editor, Judith Ecohard, Sports her Timbuk2® Messenger Bag Featuring CORDURA® Denim fabric, Proving Fashion and Function Can Go Hand in Hand**

Want to learn more about matching Durability with Style? Check out Judith's review of her Timbuk2® Messenger bag featuring CORDURA® Denim fabric and find out why this trendy, yet oh so functional accessory became her "go-to hauler" during New York's Fashion Week..

Read Judith's recent blog post on CORDURA® brand fabrics [here](#).

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



## COMMUNITY NEWS

### ISPO China Show Overview

INVISTA's CORDURA® brand team once again was an active participant in one of the sports retailing industry's most powerful trade events: this year's ISPO China Show. Bringing together leading retailers, brands, manufacturers, and cutting edge technologies, ISPO China highlighted the latest products for the upcoming season in the outdoor and snowsports markets. The CORDURA® brand team was out in force with a [newly designed booth](#) and Chinese website aimed at showcasing the wide array of CORDURA® fabric technologies suitable for outdoor activities.



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

## CORDURA® BRAND TEAM NEWS

### INVISTA to Build New Nylon6,6 Intermediates and Polymer Plant in China

INVISTA plans to build the most energy efficient and technologically advanced nylon intermediates plant in the world, underscoring its continuing focus on improving energy efficiency and developing innovative technologies. When the new plant is complete, it will be the most energy efficient and technologically advanced nylon intermediates plant in the world. The state-of-the-art plant will employ INVISTA's latest advances in its proprietary butadiene-based technology to produce hexamethylene diamine (HMD) and adiponitrile (ADN), along with a variety of specialty chemicals and nylon 6,6 polymer..

To learn more about INVISTA's polymer plant, please visit [INVISTA Builds New Plant](#).

## Where has the CORDURA® Brand Team Been?

- Workwear and Corporate Clothing Show – Birmingham, United Kingdom April 5-61
- Lineapelle Footwear Show – Bologna, Italy April 6-8
- Fimec – Novo Hamburgo, Brazil April 12-15
- Latin America Aerospace Defense – Rio de Janeiro April 12-15
- Government Contracts Committee Spring Meeting – Fort Lauderdale, Florida April 13-16
- Parachute Industry Association Specifications Meeting – Myrtle Beach, South Carolina April 28-30

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

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

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
Safety & Health– Birmingham, United Kingdom	May 17-19
SOF Commanders Conference– Tampa, Florida	May 17-19
TechTextile – Frankfurt, Germany	May 24-26
Denim by Premier Vision – Paris, France	May 25-26

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).