

## November 2010 Newsletter

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## FABRIC TECHNOLOGIES

### Flame Retardant Lauffenmühle ULTIMATE Fabric Features CORDURA® Brand Fabric Technology

German textile producer Lauffenmühle GmbH & Co. KG joined with INVISTA's CORDURA® brand team to develop ULTIMATE fabric featuring CORDURA® fabric technology. This CORDURA® NYCO FR fabric forms part of Lauffenmühle's protective wear line of performance fabric retardant workwear. The development of ULTIMATE fabric featuring CORDURA® fabric technology signals the next chapter in the life of CORDURA® brand fabrics for workwear applications. Traditionally known as a reinforcement fabric for workwear garments, this offering from Lauffenmühle introduces CORDURA® fabric into the FR protective wear market.

To learn more about Lauffenmühle Ultimate fabric featuring CORDURA® fabric technology, visit [CORDURA® NYCO FR Fabric](#).

## AT WORK NEWS

### MASCOT International features CORDURA® brand fabrics in more garments in 2010/2011 catalogue



European workwear clothing and footwear company MASCOT International recently launched their 2010/2011 catalogue. The catalogue features 52 new additions to the MASCOT product range. Half of the new products are found in the Industry Range – garments which are specifically designed for industrial applications and are made from industrial laundry. As MASCOT have expanded their product offering, MASCOT's use of CORDURA® brand fabrics has also grown. Now featured in 22 garments in the 2010/2011 catalogue, CORDURA® brand fabrics help maximize the durability, versatility and reliability of work clothing from MASCOT International.

For more information contact Jackie Young, MASCOT International email: [jay@mascot.dk](mailto:jay@mascot.dk) and for a complete list of dealers and distributors, please visit [Mascot DK](#).

## OUTDOOR NEWS

### INVISTA's CORDURA® Fabric Featured in Sea to Summit Products

To serve the growing number of global outdoor enthusiasts seeking lightweight yet durable solutions, a wide variety of Sea to Summit outdoor products now feature CORDURA® Ultralite fabric technologies. Sea to Summit products are designed to be super-light-weight to facilitate everything from trekking across country to an overnight camping trip. With their ultra-lightweight constructions, Sea to Summit's products featuring CORDURA® fabrics technology provide a durable and reliable alternative for the outdoor traveler. "CORDURA® brand fabric has always been an obvious choice for our ultra-lightweight products because of its exceptional strength-to-weight ratio. It's our 'go to' fabric technology when designing a product that offers the durability that hardcore users demand," said Dave Thompson, Sea to Summit Product Designer.

The following are some of Sea to Summit products that feature CORDURA® fabric technology:

- TravellingLight™ Hanging Toiletry Bags
- TravellingLight™ Garment Mesh Bag
- Ultra-Sil™ Dry Sack
- Ultra-Sil™ Daypack

To learn more about the Sea to Summit products that feature CORDURA® fabric, visit [Sea to Summit](#) or [CORDURA® brand website](#).



## MILITARY / TACTICAL NEWS

### INVISTA Executives Visit Brazil To Focus on New Business Opportunities



Executives from INVISTA's CORDURA® brand team visited Brazil in October to gather information on market opportunities and to conduct meetings with cut and sew, fabric, and brand customers to broaden business activities in the country. This was considered a key step in the brand's Latin American expansion strategy. William Colven, INVISTA global director, and Cynthia McNaull, CORDURA® marketing director, initiated activities in Brazil with an overview presentation to their network of weavers, cutters, brands and military organizations that focused on key initiatives taken by the CORDURA® brand team worldwide. In the event, topics such as market trends, applications of CORDURA® fabric information on Brazilian market opportunities, products, and company positioning were presented and discussed.

To learn more about INVISTA's CORDURA® brand, end-use products, and marketing tools please visit [CORDURA® brand website](#).

## COMMUNITY NEWS

### INVISTA's CORDURA® Brand Donates to Gear to Grow Program at 2010 Summer Outdoor Retailer Show

As part of our CORDURA Cares(SM) program, INVISTA's CORDURA® brand team donated comfortably durable CORDURA® Baselayer fabric t-shirts to the Gear to Grow program, a non-profit organization that brokers gear between donors and organizations of the outdoor industry. Gear to Grow, one of the sponsors of the Outdoor Retailer Summer Market (OR Summer) show this year, is a project of the Pacific Mountain Institute that allows outdoor retailers and manufacturers to make donations designed to help promote and encourage involvement in outdoor recreational activities.

For information on how to make a donation, visit [www.GeartoGrow.org](http://www.GeartoGrow.org). For more information on CORDURA® Baselayer fabric t-shirts, visit [www.defendyourbase.com](http://www.defendyourbase.com) or [www.cordura.com](http://www.cordura.com).



## CORDURA® BRAND TEAM NEWS

### Maggie Niu – CORDURA® Brand End Use Marketing & Brand Manager, Asia Pacific Region



INVISTA's CORDURA® brand welcomes Maggie Niu as Asia Pacific's new end-use marketing and brand manager. In this role, Niu will be responsible for the development and execution of marketing strategies to increase sales of INVISTA's CORDURA® brand products in the Asia Pacific Region. She will manage the end-use marketing of CORDURA® fabrics, helping the brand stay up-to-date on market trends. Niu brings more than 10 years of experience in the textile industry to aid in the development and expansion of the Asia Pacific CORDURA® business.

To learn more about INVISTA's CORDURA® brand, end-use products, and marketing tools please visit [www.cordura.com](http://www.cordura.com).

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

- FISP – São Paulo, Brazil – October 6 to October 8
- Intermot (Motorcycle Show) – Cologne, Germany – October 6 to October 10
- Lineapelle Footwear Show (Fall) – Bologna, Italy – October 12 to October 14
- Future Soldier Exhibition and Conference – Prague, Czech Republic – October 14 to October 16
- Salão da Motocicleta – São Paulo, Brazil – October 20 to October 24
- Association of the US Army Annual Meeting (Fall) – Washington, DC – October 25 to October 27
- Expoprotection – Paris, France – November 2 to November 5
- EICMA (Motorcycle Show) – Milan, Italy – November 2 to November 5

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

Outdoor Retailer Winter Market - Salt Lake City, Utah

January 20 to January 23, 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).