

FABRIC TECHNOLOGIES

ON THE GO

AT WORK

TEAM NEWS

WHERE ARE WE NEXT?

CORDURA® FABRIC TECHNOLOGIES

Comfortably durable fabrics from Penfabric Mill debuted at A+A Show



In line with the CORDURA® brand team's commitment to developing innovative and protective fabrics for the workwear industry, a new range of CORDURA® NYCO fabrics from Malaysian based Penfabric, part of the Japanese Toray Group of companies, were introduced to the European workwear market at the A+A show in Dusseldorf, Germany. Comfortably durable CORDURA® NYCO fabrics are suitable for a wide range of garment types such as trousers, jackets, coveralls and bib & braces, and are particularly valuable for harsh working conditions especially in areas where high stress is imparted on the garment.

To learn more about INVISTA's CORDURA® NYCO fabric portfolio, please visit <http://cordura.com/en/fabric/nyco-fabric.html>

CORDURA® BRAND ON THE GO NEWS

CORDURA® Denim Fabric Adopted by Swrve



INVISTA's CORDURA® brand fabric, popularly known for its long-lasting durability, has been adopted by designers of Swrve, a provider of stylish urban cycling apparel, to offer comfortable, yet high-performing cycling jeans. Made from comfortably durable CORDURA® Denim fabric, the jeans are customized for the urban biker, and offer necessary flexibility and functionality without sacrificing style and comfort for everyday wear.

To learn more about the Swrve jean adoption, please visit http://cordura.com/en/onthego-products/swrve_fp.html

CORDURA® BRAND AT WORK NEWS

INVISTA's CORDURA® Brand Team Brings New Innovations to A+A



INVISTA's [CORDURA® brand](#) team participated in the [2011 A+A Safety, Security and Health at Work International Trade Fair](#) Oct. 18--21 in Düsseldorf, Germany. At the show, the brand debuted the new range of [CORDURA® NYCO](#) fabrics available from Penfabric and showcased latest collections by leading workwear brands such as F. Engel, Blåkläder and Praybourne.

For more information on the latest CORDURA® fabric innovations visit www.cordura.com or read the full [A+A press release](#) here.

CORDURA® BRAND TEAM NEWS

INVISTA'S CORDURA® Brand Team Welcomes Iain Bradley, European Business Manager, Performance and Protective Fabrics



INVISTA's [CORDURA® brand](#) team welcomes Iain Bradley as the European business manager for the Performance and Protective Fabrics group. In his new role, Bradley will lead marketing, sales, and new business development activities to help grow CORDURA® branded sales in military and outdoor/performance apparel markets in the Europe, Middle East and Africa (EMEA) region.

To learn more about Iain Bradley and his new role on the CORDURA® brand team, please visit http://cordura.com/en/brand_news_press_rel/news_brand_welcomes_iain.html.

WHERE IS THE CORDURA® BRAND TEAM GOING NEXT?

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

Eicma (Motorcycle Show) – Milan, Italy – November 8-13

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: [Contact Us](#)
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