

September 2010 Newsletter

IN THIS EDITION

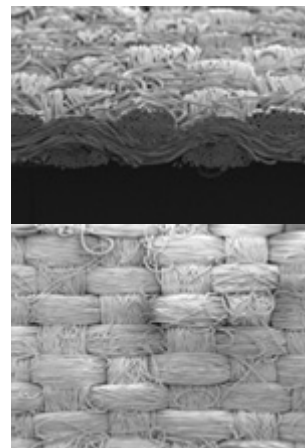
- **FABRIC TECHNOLOGIES**
- **BRAND NEWS**
- **AT WORK NEWS**
- **OUTDOOR NEWS**
- **MILITARY / TACTICAL NEWS**
- **COMMUNITY NEWS**
- **CORDURA® BRAND TEAM NEWS**
- **SHOW REVIEWS: WHERE HAS THE CORDURA® BRAND TEAM BEEN?**
- **WHERE IS THE CORDURA® BRAND TEAM GOING NEXT?**

FABRIC TECHNOLOGIES

INVISTA's CORDURA® Brand Business Classifies Fabric Offerings

For more than 30 years, INVISTA's CORDURA® brand team has been recognized worldwide as a fabric of choice for products where durability counts – military uniforms and load carriage, outdoor clothing and equipment, performance workwear, luggage and footwear. INVISTA's CORDURA® brand team recently re-classified these fabrics to help customers better understand the attributes and benefits of each technology. The new fabric classifications are as follows:

- CORDURA® Ballistic fabric
- CORDURA® Baselayer fabric
- CORDURA® Classic fabric
- CORDURA® Colorlock fabric
- CORDUARA® Denim fabric
- CORDURA® EcoMade fabric
- CORDURA® HP fabric
- CORDURA® Lite fabric
- CORDURA® NYCO fabrics
- CORDURA® UltraLite fabrics



For more information on the new classification of INVISTA's CORDURA® brand fabric technologies, please visit [CORDURA® brand fabric technologies](#).

BRAND NEWS



INVISTA'S CORDURA® Brand Fabric Reinforcements Make Riggs Workwear® By Wrangler® One Tough Pair of Pants

INVISTA's CORDURA® brand team and the Riggs Workwear® by Wrangler® merchandising team joined forces to update the marketing message and highlight the benefits of CORDURA® fabric reinforcements in the Riggs Workwear® by Wrangler® collection, a leading men's workwear apparel brand. A newly designed sticker helps draw attention to the exceptional durability and functionality that CORDURA® fabric offers to pocket reinforcements in the Riggs Workwear® jeans collection. The diverse collection designed for the working industry is centered on durability, performance, protection and comfort. The collection features styles designated by names like Work Horse, Tradesman, Contractor and Carpenter.

To learn more about the collection, please visit www.riggsworkwear.com.

AT WORK NEWS

OSE Directory Sponsorship

INVISTA's CORDURA® brand business is a "Silver" sponsor for the recently launched Occupational Safety and Environment (OSE) directory. The OSE directory is a global multi-language reference site for environmental and health and protection related products and services, including CORDURA® fabric technologies targeted at the workwear apparel and footwear sectors and a corresponding 'where to buy' link to authorized CORDURA® fabric mills that service these end-uses.

For more information, please visit [OSE Directory](#) and [CORDURA® Brand](#).

OUTDOOR NEWS

Keeping Up On Outdoor Trends

In order to stay on top of the latest trends in the outdoor industry, INVISTA's CORDURA® brand team tries to keep a close eye on the latest news and innovation needs. In a January 2010 U.S.-based Zoomerang online survey of 230 outdoor enthusiasts, 83 percent of respondents ranked "durable fabric" as an important attribute when they are shopping for a backpack or technical pack. And 68 percent of consumers surveyed were willing to pay more for a product made with CORDURA® brand fabric. Keep in mind, INVISTA offers CORDURA® brand hangtags and sew in labels free of charge to qualifying customers to help your merchandising efforts!



For more information on how to order CORDURA® brand hangtags and labels, please visit <http://cordura.com/en/trade/hangtags.html>.

MILITARY / TACTICAL NEWS

INVISTA'S CORDURA® Brand Team Presents At Infantry Warfighting Conference



INVISTA's CORDURA® Brand team was excited to exhibit at this year's 2010 Infantry Warfighting Conference from Sept. 13 to Sept. 15 at the Columbus Georgia Convention and Trade Center in Columbus, Ga. More than 1,000 people attended this year's conference and listened as some of the Army's top leadership and civilians gave presentations on lessons learned from today's modern battlefield. The CORDURA® brand team especially appreciated all the feedback we got from soldiers on their CORDURA® Baselayer fabric apparel.

For more information on fabric technology and where to purchase, be sure to visit www.defendyourbase.com.



To see photos, please visit <http://facebook.com/CORDURABrand>.

COMMUNITY NEWS

Helen Thayer Shares African Adventures with the Salt Lake Community

This summer, CORDURA® Brand goodwill ambassador Helen Thayer presented “Walking Africa...An Exploration of Culture and Wildlife” to youth organizations and community centers in Salt Lake City, Utah. The presentation highlighted Helen’s experiences and insights from her latest trip to Africa, where she and her husband, Bill Thayer, walked 7,000 miles across Africa’s Sahara Desert, the Atlas Mountains and the vast Serengeti plains. She also shared anecdotes from living with the Maasai, Bushmen and Berber tribes. Helen shared her insights and experiences to audiences at the Utah Museum of Natural History, REI, the Boys and Girls Club of Greater Salt Lake City, and the Neighborhood House. INVISTA’s CORDURA® brand team and Helen had the great joy of presenting 30 CORDURA CaresSM program backpacks featuring CORDURA® EcoMade fabric to children at the Neighborhood House.



To see photos, please visit <http://facebook.com/CORDURABrand>.

CORDURA® BRAND TEAM NEWS



Nate Smith, III – End Use Marketing Manager –Travel/ Outdoor Segments for INVISTA’s CORDURA® Brand

INVISTA’s CORDURA® brand team is excited to welcome a new addition to the team - Nate Smith- as the CORDURA® brand end-use marketing manager for the travel and outdoor segments. In this role, Smith will have responsibility for creating pull-through marketing strategies and business models to increase the value creation of the CORDURA® brand in the global travel (luggage) and outdoor recreation segments. Before joining INVISTA’s CORDURA® brand team, Smith previously worked as a marketing consultant and director of sales for various outdoor companies. He specialized in building sales teams and applying innovative marketing strategies to increase client acquisition.

INVISTA Sponsors Kingpins Denim Shows in New York and LA

INVISTA showcased the latest innovations for denim at the Kingpins shows in New York (July 13 to July 14) and Los Angeles (Aug 2-3). The team highlighted products representing four distinct fabric themes: Super Stretch, Super Recovery, Super Comfort and Super Durability. The stand featured innovative fabrics and garments, all made with products from INVISTA by some of its key denim customers, including the recently launched CORDURA® Denim fabric line.

For additional information on the CORDURA® Denim fabric technology, please visit www.CORDURA.com.

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

- Infantry Warfighting Conference – Fort Benning, GA – September 14 to September 15
- Adventure Fair - Sao Paulo, Brazil – September 23 to September 26
- USMC Modern Day Marine Conference – Quantico, VA – September 28 to September 3

Where is the CORDURA® Brand Team Going Next?

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

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.

©2010 INVISTA. CORDURA® is a registered trademark of INVISTA for durable fabrics.