

Presenting a more durable, comfortable denim.

**CORDURA**<sup>®</sup>  
BRAND  
denim  
F A B R I C



## HARD WORKING COMFORT...

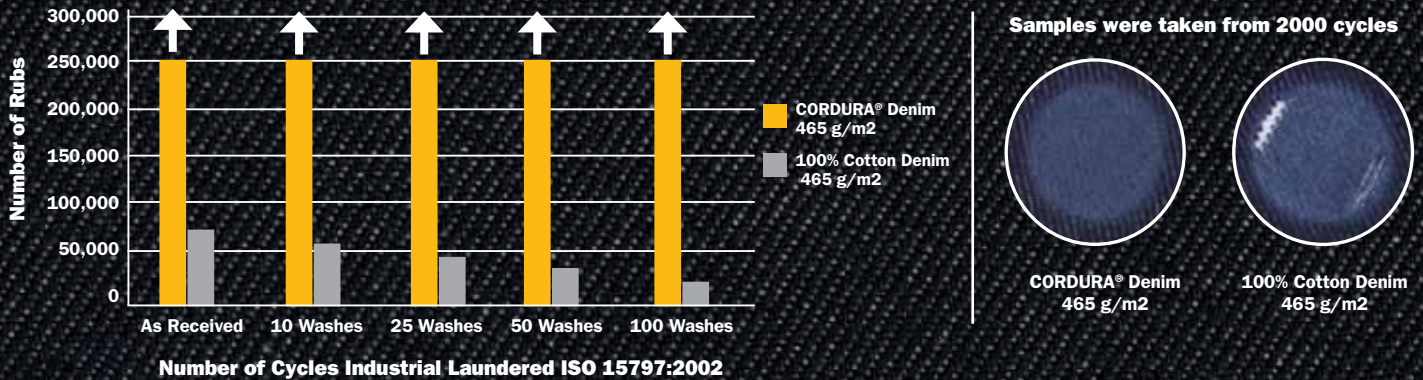
Durable. Versatile. Reliable. CORDURA<sup>®</sup> Denim fabric helps your hard-working jeans last longer. Based on an intimate blend of cotton and INVISTA's T420 nylon 6.6 fibre, CORDURA<sup>®</sup> Denim fabric retains the authentic look and feel of traditional 100% cotton denim, but with added abrasion resistance and toughness. Jeans made with CORDURA<sup>®</sup> Denim fabric are exceptionally durable without compromising on comfort and style. Work hard and play hard in jeans made with CORDURA<sup>®</sup> Denim fabric.

## HARD WORKING COMFORT...

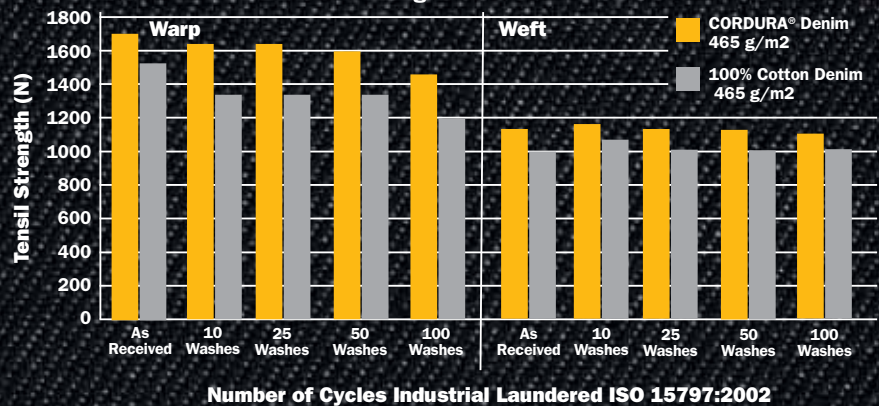
### DURABILITY

What makes CORDURA<sup>®</sup> Denim fabric so tough? INVISTA's T420 fibre. It's specifically engineered to be blended with cotton and cellulose fibres for high durability.

**CORDURA<sup>®</sup> Denim fabric vs 100% Cotton Denim fabric**  
Martindale Abrasion BS EN ISO 12947-2:1999 Standard Woollen Abrasion with 12KPa weight  
Test stopped at 250,000 rubs



**CORDURA<sup>®</sup> Denim fabric vs 100% Cotton Denim fabric**  
Tensile Strength BS EN ISO 13934-1:1999

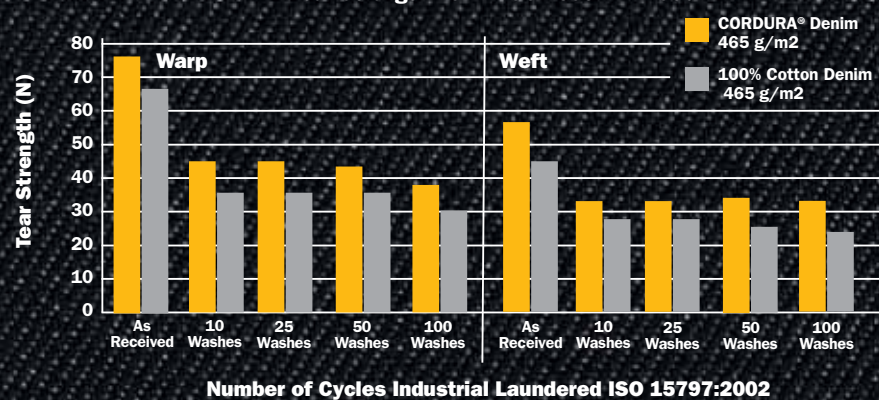


- Exceptional abrasion resistance – 4 times that of a comparable weight traditional 100% cotton denim fabric\*.

\*Based on 465 g/m<sup>2</sup> denim fabric.

- Brings with it the heritage of the CORDURA<sup>®</sup> Brand which has proven performance in many of the world's toughest environments.

**CORDURA<sup>®</sup> Denim fabric vs 100% Cotton Denim fabric**  
Tear Strength BS EN ISO 139347-2:2000



### COMFORT

Just because you are hard working doesn't mean you do not have a softer side. CORDURA<sup>®</sup> Denim fabric feels as good as your favourite pair of jeans. The authentic look, comfort, and feel of traditional 100% cotton denim with built-in long-lasting durability.

For more information, call +44 1452 633126, email [cordura@invista.com](mailto:cordura@invista.com) or visit [cordura.com](http://cordura.com)