

CORDURA Duck fabric challenges norm



CORDURA® Duck Fabric

The newest addition to its CORDURA NYCO fabric portfolio—CORDURA Duck fabric—is being debuted by INVISTA'S CORDURA brand team at this year's Winter Outdoor Retailer show, Jan. 20-23, 2011, in Salt Lake City, Utah.

Based on an intimate blend of cotton and INVISTA's T420 Nylon 6,6 staple fiber, CORDURA Duck fabric is specifically designed to deliver a comfortable, highly durable fabric solution with exceptional abrasion resistance and wear life.

"While most duck fabrics are traditionally 100 percent cotton canvas construction, our team challenged the norm," said Cindy McNaull,

global brand and marketing director for INVISTA's CORDURA brand.

"CORDURA Duck fabric is the latest example of our commitment to innovation and our focus on increasing customer satisfaction based on exceptional durability."

Like its sister product—CORDURA Denim fabric, launched in 2010—CORDURA Duck fabric is designed for apparel, gear, and accessory applications that require an extremely durable yet stylish solution. Overall, CORDURA Duck fabric offers the following key attributes:

- Exceptional abrasion resistance — Four times that of a comparable weight, traditional 100 percent cotton duck fabric (Martindale testing using woolen abradent and 12KPa weight, 410 g/m²)
- Heritage based on CORDURA NYCO fabric technology, which has more than 45 years of proven military performance

Targeted for essentially anywhere traditional 100 percent cotton canvas fabrics are used today, CORDURA Duck fabric provides a versatile option that is exceptionally durable without compromising the comfort, style and long lasting durability expected in today's value driven market. Based on a CORDURA brand durability platform that offers proven performance in many of the world's toughest environments, this fabric is designed with the outdoor enthusiast, worker, and weekend warrior in mind. End-uses are varied and cover a wide spectrum from outdoor, ready-to-wear, hunting, workwear, and even travel gear and accessories such as messenger bags and totes.

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