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INVISTA Announces Improvements in Energy Efficiency and Emissions at North American Plants; Company Retains Five Winds International to Provide Further Sustainability Focused Market Insights

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Initiatives support CORDURA CaresSM program fundamentals

WICHITA, Kan. – March 15, 2011 – INVISTA, owner of the CORDURA® brand, has achieved substantial improvements in energy use and emissions reductions in its Performance Surfaces & Materials (PS&M) business unit. The business has made this progress by increasing energy efficiency and analyzing which units to operate most effectively. To build on this progress, INVISTA's PS&M division has established a new operations goal to reduce energy usage and increase energy efficiency in its operations to achieve a 20 percent reduction in energy intensity by 2020, beginning in 2011.

"We have dedicated resources at all of our North American plant sites to achieve significant energy improvements, and we're proud of the progress that they and their teams have been making," said Derek Young, global sustainability director for INVISTA Performance Surfaces & Materials (PS&M). "Collectively, we are committed to producing products responsibly and efficiently, conserving resources, eliminating waste, and designing long-lasting products that give consideration to sustainable attributes such as recycled content, recyclability, and renewable content."

As part of the improvements in energy efficiency and emissions at INVISTA PS&M's North American plants, since 2007:

INVISTA PS&M has reduced Total Fuel Energy Intensity by 13 percent due to a sharpened focus on waste elimination in site-generated utilities such as steam. Utility system upgrades aimed at eliminating heat losses have been key to driving this improvement.

INVISTA PS&M has reduced Total Fuel CO₂ Intensity by 21 percent.

- One example that contributed to this accomplishment is that coal boilers were permanently retired and replaced with a state-of-the-art natural gas boiler at INVISTA's Seaford, Delaware facility, resulting in decreased CO₂ emissions.

INVISTA PS&M has Reduced Total CO₂ Emissions Intensity by 6 Percent by redirecting bulk continuous filament (BCF) production to more energy-efficient assets.

Fuel energy intensity was measured in millions of British thermal units (MMBTUs) per ton of product, and CO₂ intensity was measured in tons, either used as fuel or emitted, per ton of product manufactured.

These achievements have also resulted from the action INVISTA has taken to enhance their plants in accordance with a recent environmental agreement.

The progress being made by INVISTA is directly in line with the CORDURA® brand team's CORDURA CaresSM program launched in 2009. The brand's sustainability platform is ultimately rooted in INVISTA's commitment to environmental, health and safety excellence as well as providing long-term value to society and consists of four key pillars: *Sustainable Performance, Enduring Materials, Responsible Manufacturing and Corporate Citizenship.*



Further, INVISTA has retained Five Winds International, a leading sustainability management consulting firm, to provide a market analysis of the key trends relative to sustainability, as well as an assessment of life-cycle trends and methodologies that are influencing sustainability efforts today and in the future. The research conducted for INVISTA will include the Performance Surfaces & Materials (PS&M) business unit, which produces qualifying filament and staple fiber technologies used in the CORDURA® brand fabric portfolio, as well as fibers used in flooring, bedding, airbag and industrial-use products. The analysis will focus primarily on North America but also account for global trends.

"INVISTA commissioned the analysis by Five Winds to gain a more comprehensive perspective on the market trends shaping sustainability, and to provide a high-level analysis of life-cycle considerations, a key area of focus for the CORDURA® brand business," said Cindy McNaull, global brand and marketing director for INVISTA's CORDURA® brand. "The results of the study will help us continue to improve our analysis processes, enhance strategic planning, and build upon the fundamentals of the CORDURA CaresSM platform which is firmly rooted in our belief that "Sustainability Begins With Products That LastSM."

About CORDURA® brand

INVISTA's CORDURA® brand essence celebrates individual durability: *As Long As The World Is Full Of Durable People, We'll Keep Making Durable FabricsSM*. Known for its resistance to abrasions, tears and scuffs, CORDURA® fabric is a primary ingredient in many of the world's leading high-performance gear and apparel products ranging from luggage, upholstery and backpacks to footwear, military equipment, tactical wear, workwear and performance apparel. The CORDURA® brand is a registered trademark of INVISTA, one of the world's largest integrated polymer, intermediates and fibers businesses. To distinguish the CORDURA® brand, the word "CORDURA[®]" must be spelled out in all caps in and used with an ®, and it must be followed by the word "brand" or "fabric."

To learn more about INVISTA's CORDURA® brand, end-use products, and marketing tools please visit www.CORDURA.com.

About INVISTA

INVISTA is one of the world's largest integrated producers of polymers and fibers, primarily for nylon, spandex and polyester applications. With a business presence in over 20 countries, INVISTA's global businesses deliver exceptional value for their customers through technology innovations, market insights and a powerful portfolio of global trademarks including: ADI-PURE®, ANTRON®, AVORA®, C12™, COMFOREL®, COOLMAX®, CORDURA®, CORFREE®, DACRON®, DBE®, DYTEK®, FRESHFX®, LYCRA®, PERFORMA™, POLARGUARD®, POLYSHIELD®, POLYCLEAR®, SOLARMAX®, STAINMASTER®, SUPPLEX®, SUPRIVA™, TACTEL®, TACTESSE®, TERATE®, TERATHANE® and THERMOLITE®. For more information, visit www.INVISTA.com.

About Five Winds International

Five Winds International is one of the world's most experienced sustainability management consulting firms. Its focus is on helping clients understand sustainability, improve their performance and succeed in the marketplace. Since 1998, Five Winds has worked with many respected firms to develop the strategies, management systems, tools and processes needed to achieve leadership in sustainability. With respect to sustainability communications, Five Winds works with its clients to identify the issues that matter to them and their stakeholders, then assess and communicate performance in a clear, credible and meaningful way. Five Winds International has offices in Canada, Europe and the United States. Find Five Winds International online at www.fivewinds.com

For more information on sustainability reporting or Five Wind's other Strategic Sustainability Services, please contact: Jennifer Clipsham at +1 (519) 822-6668 x 222.

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