

LYRA MAG.

Covering Fashion, Beauty,
Accessories, Performance Wear,
Outdoor Gear, Housewares, Gifts &
Gadgets, Travel, Eco/Sustainable-
Lifestyles, Charity and Industry
Events...Plus Editorial Previews and
Tradeshows.

saturday, september 5, 2009

**CORDURA® CARES: "... DURABLE FABRICS FOR
A SUSTAINABLE WORLD"**



PLUS:CORDURA® ECOMADE FABRICS FROM RECYCLED POLYESTER

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OUTDOOR RETAILER MARKET, SLC-UTAH

One of the more freewheeling chats we had at OR...was with **CORDURA® brand team**- the employees of a biz that is synonymous with tough durable fabrics that comes in many different weights and textures. **CORDURA® fabric is easily found in hordes of products, "including luggage, backpacks, boots, military wear and performance apparel."**

Frankly, we look for THAT hangtag if we're buying an item we know is going to be subject to being roughed/rubbed up. (NOTE: Should be a liquid form in nail polish).



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Cindy McNaull, the smart Global CORDURA® Brand Manager hosted our tutorial on the three part platform, "two years" in development...that comprises the **CORDURA® CARES™ Sustainability Program**.

Noting, "...sustainability is a big picture story," McNaull named the tri-components...

Sustainable Performance, Enduring Materials, and Corporate Responsibility...

...all "anchored by the tagline '*Sustainability begins with products that last™.*'"

Durability makes up the CORDURA BRAND®'s DNA...sparing our landfills by being a bunch of fabrics in gear/apparel that are so **long lasting**.

What we were really excited to learn about was the new **CORDURA® EcoMade fabrics**---"a collection" of textiles made with **REPREVE®** recycled polyester yarns. Importantly, there's **no green washing** here as Repreve®'s textiles are soup-to-nuts traceable, transparent and certified (third party and corporate parent UNIFI®'s U TRUST™ verification program).

PLUS: CORDURA® EcoMade fabric ranks right up there with the standard 610 denier CORDURA® HP fabric, a high performance polyester--- in overall performance.

Hopefully, this is just the beginning of a whole host of post consumer/post industrial based fabrics yet to hit the market.

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Under the Corporate Responsibility MO...CORDURA® brand is committed to "...getting kids off the couch," according to Helen Thayer, explorer extraordinaire and CORDURA® brand ambassador. In partnership with the Outdoor Industry Association, local Salt Lake City kids are participating in outdoor events, nicely tricked out with black backpacks made out of CORDURA® EcoMade fabric.

And like many companies (but not enough, clearly), Invista™ supports manufacturing efforts to conserve resources, eliminate waste, and reduce emissions in a meaningful (measurable) way.



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MORE:

Cordura®-thirty years young... is owned by Wilmington, DE based **Invista™**---a subsidiary of Wichita, Kansas based Koch Industries, INC-a massive private company. Beginning with our first **Jansport®** backpack back in grade school, Cordura®'s tough and durable fabrics (from ultra light weight ripstop nylon to "high tenacity" polyester fabrics) are probably in every piece of luggage we own that has survived airport baggage systems and the only pair of snowboarding pants we haven't shredded to bits.

No wonder the **military** uses Cordura® fabrics too-including the breathable, comfortable no melt/no drip Baselayer Fabric...in collaboration with Tru-Spec® and TAC WEAR

INFO: DEFEND YOUR BASE
CORDURA.

Posted by J Ecochard at 12:38 PM ([Permalink](#))

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