

Tough customers require a tough sales message

CORDURA[®] Brand Fabric Marketing Kit

That CORDURA[®] brand hangtag attached to your outdoor gear already attracts tough customers. Now think bigger. Think your brand integrated into customized high-impact CORDURA[®] brand promotional materials.

IT'S A TOUGH WORLD OUT THERE. GEAR UP FOR IT.

There are plenty of reasons top outdoor gear and apparel brands choose CORDURA[®] fabric. High tenacity fiber technology. Incredible tear and tensile strength. Exceptional abrasion resistance. Sure there are cheaper alternatives. But in a world this tough, cheap just doesn't cut it. See what makes our fabrics so durable at CORDURA.com

CORDURA[®]
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Ad templates. Banner-ups. Point of Purchase Banners. Product copy and artwork for your website or catalogue. And so much more.

The same story we're telling to promote CORDURA[®] brand material, from extreme abrasion resistance, to the softer side of durability, is now available to amp up your own sales.

Contact us to find out more about custom CORDURA[®] brand marketing materials available to your business. 1-800-577-3733, email cordura@INVISTA.com or visit cordura.com.

CORDURA[®]
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High durability CORDURA[®] Classic fabrics are the fabrics of choice for tough and rugged work conditions. Manufactured by authorized fabric producers, CORDURA[®] Classic fabric collections for workwear use high tenacity nylon 6.6 fiber from INVISTA.

- Exceptional protection against localized abrasion
- Excellent strength-to-weight ratio
- Heritage of the CORDURA[®] brand with proven performance in some of the world's toughest environments
- CORDURA[®] Classic fabrics can be manufactured to meet EISA performance standards:
 - Low shrinkage
 - Low pilling
 - High color fastness
 - High crease recovery

Martindale Abrasion (P150 Grit paper, 90%) ISO 12947-2

Fabric	Weight (gsm)	Number of Cycles
100% Cordura Classic Fabric	233 gsm	~180
6000 Polyester	190 gsm	~10
100% Cotton	200 gsm	~5
100% Nylon 6	200 gsm	~10

Presenting a more durable, comfortable denim.

Where can you find long-lasting durability, abrasion-resistance and comfort all woven together? CORDURA[®] Denim fabric. It's tough stuff with the look, feel and comfort of traditional 100% cotton denim. **Work hard. Play harder.**

CORDURA[®]
denim
F A B R I C

TAKE IT TO THE EDGE.

4 times abrasion resistance of a comparable weight traditional 100% cotton denim fabric*. *Based on 465 g/m² denim fabric.

Number of Cycles Industrial Laundered ISO 15797-2002

Washes	CORDURA [®] Denim (465 g/m ²)	100% Cotton Denim (465 g/m ²)
As Received	~250,000	~50,000
10 Washes	~250,000	~50,000
25 Washes	~250,000	~50,000
50 Washes	~250,000	~50,000
100 Washes	~250,000	~50,000

CORDURA[®] Denim vs 100% Cotton Denim fabric
Martindale Abrasion BS EN ISO 12947-2:1999
Standard Woolen Abrasion with 120kPa weight
Test stopped at 250,000 rubs

- Classic look of denim without compromising on comfort and durability.
- Good colourfastness versus 100% cotton denim.
- Based on INVISTA's T420 nylon 6.6 fiber - proven performance in some of the world's toughest environments.
- Heritage of the CORDURA[®] brand.

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