



CORDURA[®] Brand is Stronger Than Ever

It's a good thing CORDURA[®] fabrics are made for adventure, because there was plenty of it in 2008. Yes, it was a thrilling, action-packed year for our Workwear segment. One of the most exciting years in the history of the CORDURA[®] brand. So we thought we'd catch our breath for a moment and take a look back at some of the year's highlights. Hold on tight. And enjoy.

CORDURA[®] Brand Expert Speaks. People Listen.

European business manager for INVISTA's CORDURA[®] brand Tim Anson, Ph.D., was featured as an industry expert on trends in the European workwear market at the Interactive Workshop Conference. This was hosted by the Workwear and Corporate Clothing Show at the NEC in Birmingham, UK, where CORDURA[®] fabric was also exhibited.

Link:
"CORDURA[®] Brand Textile Expert Featured at Workwear and Corporate Clothing Show"
Press Release

A brand that's built to last.

For more than 30 years, CORDURA[®] fabrics have been selected by makers of high performance gear and apparel where durability counts.

It began in 1977 with the launch of 1000 Denier nylon air-jet textured CORDURA[®] brand fabric – a remarkably durable, yet practical fabric. Just a year later, JanSport[®] chose CORDURA[®] fabrics for their new line of daypacks. Giving the CORDURA[®] brand fabric line instant credibility. The rest, as they say, is history.

Today, you'll find CORDURA[®] fabrics in many top brands that are known for making tough, long-lasting products. In fact, CORDURA[®] fabrics are trusted by many militaries around the globe.



The Rhino Returns to Europe

Our "Rhino" print ad sure made an entrance and quite an impression in 2008. Featured in key European workwear publications, the ad promoted the growing use of CORDURA[®] brand fabrics in stylish image-wear ranges. It included the image of a rhino sporting a fashionable scarf with the headline "Just Because You're Tough Doesn't Mean You Can't Look Good."

CORDURA® Brand Team Out in Force at ExpoProtection, Paris 2008

INVISTA's CORDURA® brand team was well-represented at the Expoprotection Show in Paris to debut its newly designed stand and promote its full array of reinforcement fabrics. In collaboration with Klopman International, the team also officially launched Klopman Vantage fabric featuring CORDURA® brand technology – a fabric suitable for full-garment use that answers the growing need for workwear garments that combine comfort with durability and compliments our existing CORDURA® fabric portfolio for workwear reinforcements. A champagne reception, co-hosted by Klopman International, introduced the innovative fabric to tradeshow attendees.

Links:

- [Klopman Vantage Fabric Featuring CORDURA® Brand Technology Launches at Expoprotection™ Press Release](#)
- [Klopman Vantage fabric featuring CORDURA® brand technology webpage](#)
- [Corporate Clothing "Protection Expo"](#)
- [International Fiber Journal "CORDURA® Brand Showcases Innovations in High Tenacity Yarn"](#)

CORDURA® Brand Recap

INVISTA's CORDURA® brand team had a very busy 2008! The innovative spirit behind the company was celebrated through the introduction of the exciting new "Durable People" advertising campaign, which was unveiled in the summer of 2008.

Link:

["INVISTA Unveils New Global Brand Campaign" Press Release](#)

We are also happy to announce that after much hard work, our new brand website officially launched in January 2009. Please visit the all-new CORDURA.com for additional information on the CORDURA® brand – latest news, ordering hangtags, finding the right fabric mill – it's all there.



The booth at the ExpoProtection show featured all of the latest workwear apparel made with CORDURA® fabrics.