

**CORDURA**<sup>®</sup>  
BRAND



**WE'RE GAME IF YOU ARE.**

We're proud to support Justin "Trauma" Lichter and Helen Thayer, whose "face-any-challenge" adventurousness and toughness embody the ideals of the CORDURA® brand.



At 27, Justin "Trauma" Lichter has already set himself apart as one of the most determined and accomplished hikers in the world. Endeavoring to explore the world using only human power, he plans to hike the continental divides of all seven continents.



One of National Geographic's "Great Explorers," Helen Thayer was the first woman to travel — without replenished supplies and on foot — to the Magnetic North Pole. She has crossed the Gobi Desert, was the first to kayak remote areas of the Amazon, and, through her writing and photography, continues to inspire everyone whose life she touches.



# WITH OUTDOOR GEAR MADE OF CORDURA® FABRIC, YOU GET TO LIVE THE ADVENTURE. NOT CARRY IT.

Whether it's out on the rugged trails, or getting lugged around campus, abuse is a given for all outdoor gear. Surviving it is not. It takes a fabric with the strength to withstand a fall down the mountain-side (or a fall off a skateboard) without ripping, tearing, or scuffing. Fabric that can hold up to years of sweltering heat, frigid cold, jagged rocks, and being tossed, kicked, and exposed to all types of extreme conditions.

## CORDURA® FABRICS WITHSTAND THE ABUSE

CORDURA® fabrics have the strength, the abrasion resistance, and the tear resistance demanded by the great outdoors. That's why, when durability really counts, CORDURA® brand fabrics have been chosen by manufacturers of high-performance gear and apparel for more than 30 years. And it's not just manufacturers who prefer CORDURA® fabric. It's also the people who buy it. Consumers look for

our hangtag on the products they buy. In fact, 92% of surveyed consumers indicated they were interested in buying a product made with CORDURA® fabric after seeing our hangtag.\*

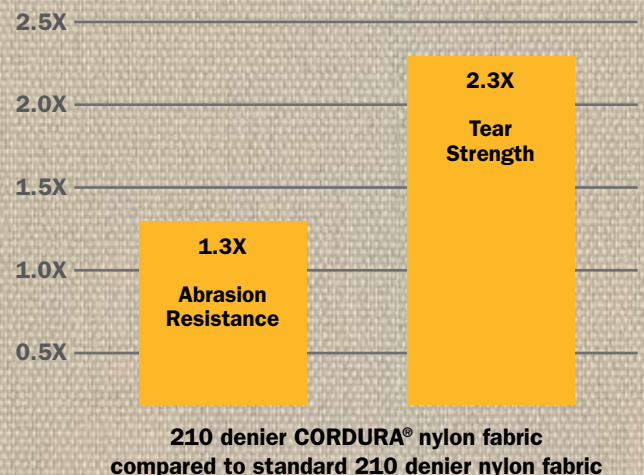
## DURABILITY WITH STYLE

Hikers, explorers, rock-climbers, adventure-seekers, or students. It never hurts to look good. But no outdoor enthusiasts worth their hiking boots

\*Source: Decision Analyst, Inc. 2000

*All outdoor-gear fabrics are not created equal. No matter its weight or style, the CORDURA® brand name says it all about exceptional abrasion resistance and tear strength.*

Test Methods: Tear Strength - ASTM: D2261;  
Abrasion Resistance - ASTM: D3884





would even think about trading durability for good looks. And with CORDURA® fabric, they don't have to. With advances in textile technology, CORDURA® brand

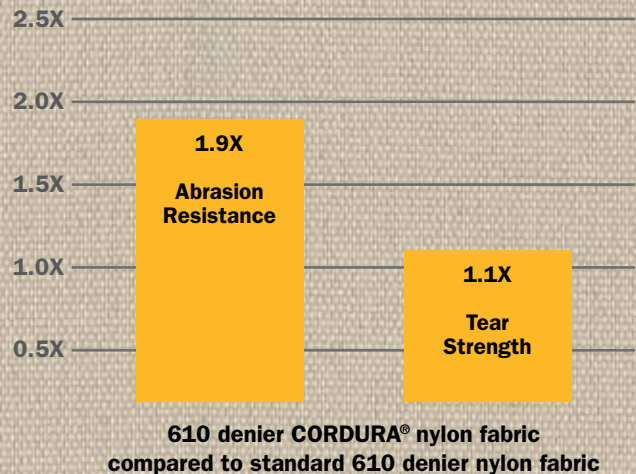
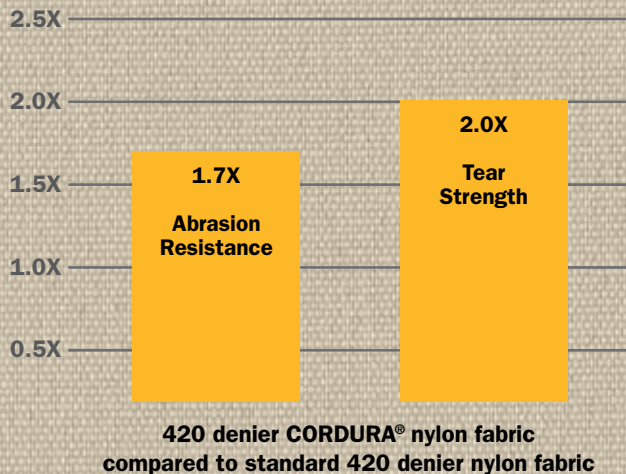
fabrics are now available across a wide range of styles and weights. That means more vivid colors, a variety of shiny, slick, and matte textures, bold new looks, and lighter weights — even ultra-lightweight rip-stops. All with that best-in-class durability and strength-to-weight ratio outdoor enthusiasts demand.

INVISTA works closely with each of its worldwide authorized mills to ensure the consistency and quality of CORDURA® fabrics.

### THE BRAND PEOPLE TRUST

Top outdoor-gear manufacturers rely on us to help them push style boundaries and provide the lasting durability and strength their customers demand. Beyond just shipping fiber to mills, we actually team up with the brands we work with and continually look for ways to help them innovate.

With adventure seekers always in search of even the smallest performance advantage, it's no wonder top



gear makers team up with CORDURA® brand to give them an edge in the ever-more-competitive outdoors marketplace.

### THE CALL OF THE WILD

With their incredible strength-to-weight ratio and abrasion resistance, CORDURA® fabrics have been the stuff of legends in the outdoor-gear market for over 30 years.

For stylish durability and extreme resistance to tears, rips, and abrasions, there's only one fabric that can take nearly anything man or Mother Nature can throw at it and come back for more: CORDURA® brand fabric.

For more information, call 1-800-577-3733. Or visit [www.CORDURA.com](http://www.CORDURA.com).

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### REPRESENTATIVE SAMPLE OF CORDURA® FABRIC OFFERINGS

	denier/decitex	weight (oz/yd2)	weight (g/m2)
<b>Ultra-lightweight nylon pack cloths, rip-stops and dobby's (parachute fabric strength, ultimate lightweight)</b>	30/33	1.1-1.6	37-54
	70/78	1.4-2.0	47-68
	100/110	1.8-2.5	61-85
<b>Lightweight nylon pack cloths, rip-stops and dobby's (Optimal strength-to-weight ratio)</b>	210/235	3.5-4.0	120-135
	315/350	4.5-5.5	150-190
	420/470	6.0-7.0	200-240
<b>Textured nylon (Original Classic CORDURA® fabric look)</b>	500/560	7.0-7.5	235-255
	500x1000/560x1100	8.0-8.5	270-290
	1000/1100	10.0-11.0	340-375
<b>Ballistic nylon (Highest tear strength, classic luggage fabric look and feel)</b>	630/700	9.5-11.0	320-375
	840/930	12.0-14.0	400-475
	1050/1170	14.0-16.0	475-545
<b>Solution-dyed textured nylon (Color consistency, fade-resistance, unique styling options)</b>	500/560	7.0-7.5	235-255
	650/725	8.5-9.0	290-315
	1000/1100	10.0-11.0	340-375
	1245/1390	13.0-14.0	440-475
<b>Polyester (Value-priced, optimal print medium)</b>	305/340	6.0-7.5	200-250
	505/560	7.5-9.0	250-300
	530/590	7.5-8.5	255-290
	610/680	8.0-9.5	275-325
	915/1020	10.5-11.5	350-400
	1220/1350	14.0-14.0	425-475



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