

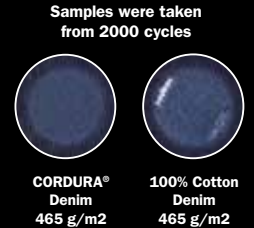
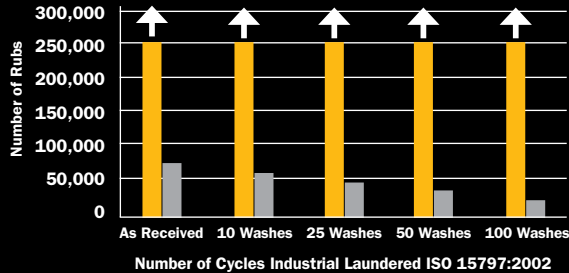
## Presenting a more durable, comfortable denim.

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**<sup>®</sup>  
BRAND  
**denim**  
F A B R I C



- 4 times abrasion resistance of a comparable weight traditional 100% cotton denim fabric\*. \*Based on 465 g/m<sup>2</sup> denim fabric.



■ CORDURA® Denim 465 g/m<sup>2</sup>    ■ 100% Cotton Denim 465 g/m<sup>2</sup>

**CORDURA® Denim fabric vs 100% Cotton Denim fabric**  
Martindale Abrasion BS EN ISO 12947-2:1999  
Standard Woollen Abrasion with 12KPa 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.

**B.T.DENUM**