

## **CASE STUDY**

## **TVF: YOUR EQUESTRIAN PRODUCT FABRIC SOLUTION**



The responsibilities that accompany horse ownership, showing, riding, and husbandry are almost endless. For those who make the tack and accessories that make the equestrian world run, endless equals opportunity. It also means working with a fabric supplier with knowledge on the rigors of applications involving raising, working with, training, riding, and even showcasing horses.

The primary characteristic equestrian product manufacturers seek is consistency. When they begin to cut, sew, or load fabric rolls for a job, they want confidence that the material they're using performs to their expectation every time. TVF's in-depth relationship with mills, dye houses, and other textile partners ensures the fabric that equestrian product manufacturers create meet expectations each time. Testing is a critical component to consistency, and depending on the fabric selection, TVF employs a variety of testing methods ranging from inhouse to at the mill to third-party.

"Customers veer more toward nylon," TVF Senior Sales Consultant Laura Ballard says, noting nylon's strength and resistance to abrasion. She adds that customer preferences have largely remained consistent throughout the years, but says requests for more coordinated colors have been on the rise recently.

## FIVE POPULAR <u>EQUESTRIAN TEXTILES</u> FROM TVF:

Cordura<sup>®</sup> options such as 1000 Denier CORDURA<sup>®</sup> Classic (nylon) and CORDURA<sup>®</sup> HP (polyester) – known for exceedingly high tensile strength; high puncture, tear, and abrasion resistance.

600 Denier Heavy Polyester Duck and 1000 Denier Textured Nylon – both feature clear polyurethane back coatings and durable waterrepellent finishes.

1050 Denier High Tenacity Ballistic Nylon and 1050 Denier Ballistic Nylon – fabrics with excellent abrasion resistance and some of

the highest tensile strength sold by TVF.

4 oz. Mid-Weight Nylon Taslan – breathable (microporous coating), durable fabric with a waterrepellent finish for the outer shell of turnout gear and blankets. 8.5 oz. 94/6 Polyester Spandex Heavy Scuba Deluxe – unique, spongy feel, wicking finish, UPF50 protection, super-durable for riding pants.

In addition to consistency, TVF customers – many of which show horses, board them, or live in Amish communities where they produce their own coats, rain covers, straps, saddle bags, and other gear – decide to purchase based on expertise, weight, and strength. Their purchasing frequency varies from weekly to seasonally, and specialized options are available for services such as custom dyeing for end-uses like horse show season applications.

## FIVE POPULAR PRODUCTS TVF EQUESTRIAN CUSTOMERS PRODUCE:

 Horse blankets inside the stable or fair weather outside days.
Color-coordinated gear, blankets, and covers for show horses and stalls.

3. Coats/rain covers/turnout gear – waterproof breathable layers with a water-repellent shell and softer, insulating interior fabric.

4. Straps and saddle bags.

5. Durable, comfortable pants and other rider clothing.

The fabric characteristics that customers routinely cite include: waterproof, breathable, comfortable hand, abrasion resistant, durable, and easily-sewn. With any textile decision, there are trade-offs to consider like colorfastness to light and abrasion resistance, which lead customers to select between nylon, polyester, cotton, or blended options. <u>Connect with</u> <u>an experienced TVF Sales Team</u> <u>member</u> for your next equestrian fabric purchase.