

DuPont say jeans
should offer
protection



PROTECTING ASSETS

Kevlar jeans crackdown

The manufacturer of abrasion-resistant material Kevlar is cracking down on what it calls illegal use of its trademark among manufacturers of riding jeans.

American company DuPont says it is concerned about an “explosion” in the number of denim jeans on the market that claim to have an abrasion-resistant Kevlar lining.

It says companies need to prove their jeans have protective qualities, or stop using the Kevlar name in the product’s promotional material.

Manufacturers use panels of Kevlar to line either certain areas of their jeans, or the whole garment. But the amount of Kevlar thread in these panels can vary widely, as can the size of the panel itself. Hence DuPont’s decision to introduce a two-stage licensing scheme.

DuPont’s higher Type A licence is available to garments that pass the CE protection standard EN 13595, at either Level 1 or the higher Level 2. MCN is aware of only two products eligible for this licence.

The firm’s lesser Type B licence is available for jeans where key impact areas like hips and knees pass the abrasion test from the CE standard.

Yves Kirpach, DuPont’s global brand protection manager for Kevlar, told MCN: “Our big hope is

that this brings about safer products for motorcyclists. We have seen how some jeans that claim to have a function of protection have performed in accidents and it is very worrying.

“The message we are trying to convey is that bikers should not just blindly buy something because it is cheap. There is a good reason to spend £200 rather than £70.”

Australian company Draggin Jeans is the first to obtain a licence from DuPont to use the Kevlar name. Two of its models can be licensed to the

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higher Type A mark, and the rest to Type B.

Other companies are expected to join Draggin in confirming a licence agreement with DuPont soon, but over 100 companies have been told to stop using the Kevlar name in anything other than the label inside the product and its technical description, otherwise they will face legal action.