



THE WORLD'S  
**STRONGEST DENIM**

## ARMALITH®: The Future « GORE- TEX® » in Abrasion Protection and Durability

The ARMALITH® marketing program focuses on what matters: turning textile performance into a distinctive advantage for your brand, without overloading your messaging.





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## Agenda

Introduction  
Passport Labels  
Hang Tags  
Armalith official website  
Ordering MK Material  
Advertising  
Digital MK  
Press relations  
Sales meeting  
Event  
Conclusion  
Appendix 1 MK material Price list



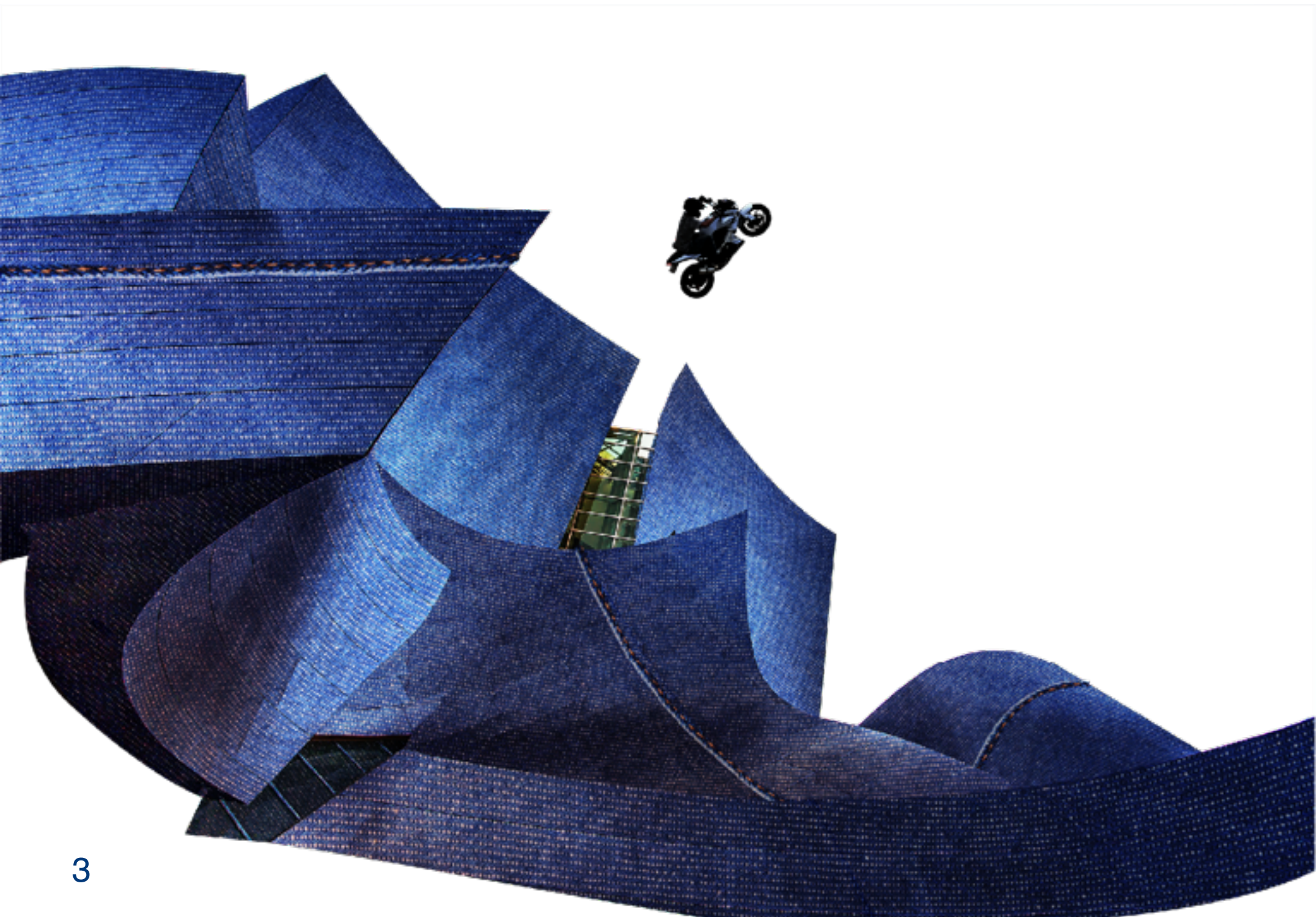




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## Introduction

As an ingredient brand, ARMALITH® takes care of safety, durability, and performance concerns directly with the consumer, allowing your brand to focus on its unique identity. With this streamlined approach, ARMALITH® addresses consumer concerns while delivering a compelling and accessible message, creating true differentiation in the market.







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## ARMALITH® Jacquard Labels: The Keystone of Collaboration

Numbered authenticity labels backed by blockchain enable the use of the ARMALITH® brand

Their acquisition grants access to all marketing materials. In addition to certifying the quality and performance of the product, these labels protect against counterfeiting and ensure visibility and consumer trust.





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## ARMALITH® Hang Tags: A High-Quality Communication Tool



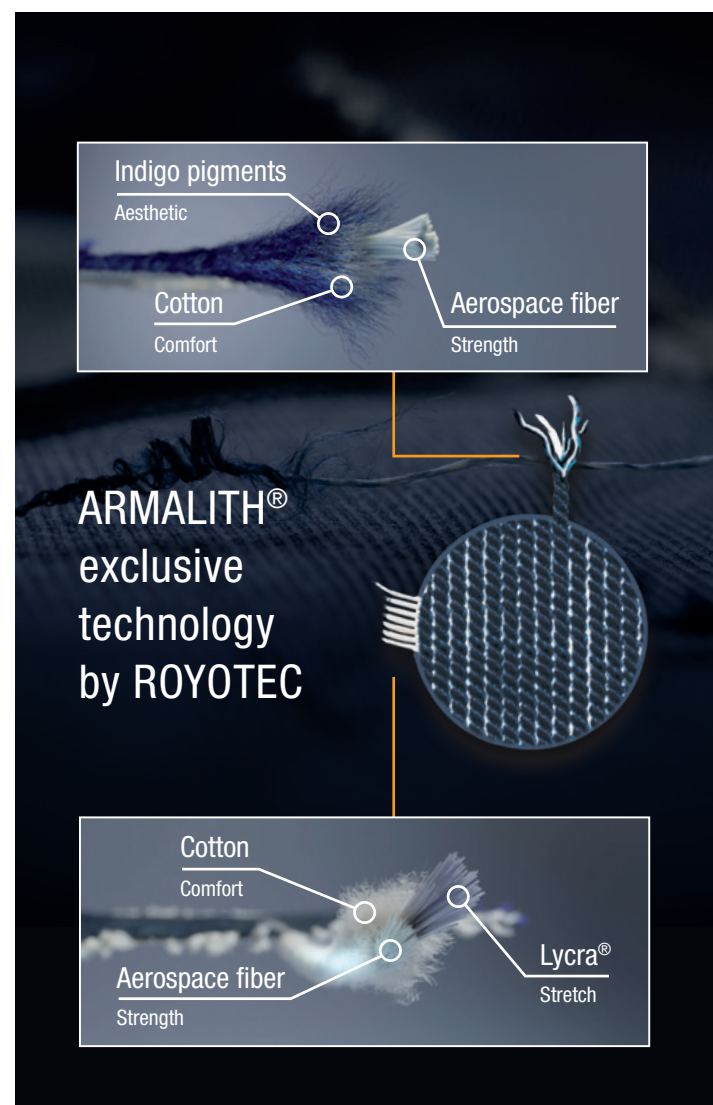
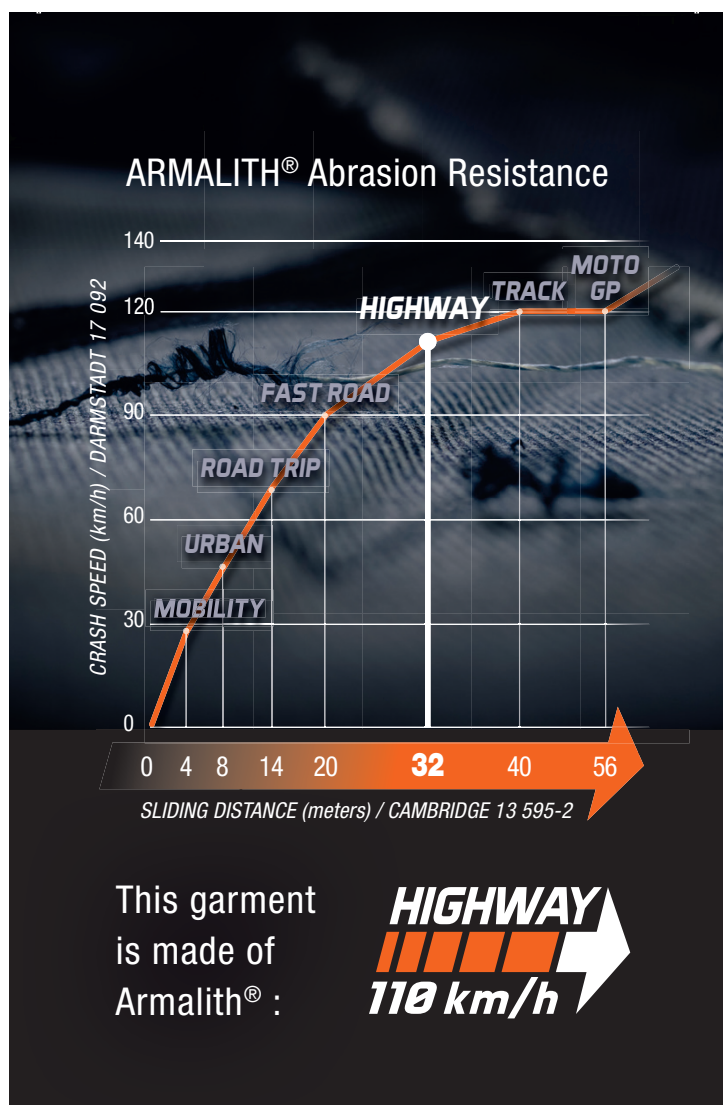
The ARMALITH® hang tag is offered at cost price and stands out due to its premium quality, particularly thanks to its foil finish. We can also provide the artworks for direct manufacturing at the production site. This communication tool reflects the excellence and performance of the brand while adapting to the needs of our partners.



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## Hang Tag

The central tag provides highly effective information on the front. You can see the garment's protection distance or the maximum fall speed for which the garment is designed. On the back, it is easy to understand how ARMALITH®'s exclusive technology enables such high performance.







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## Website

The official ARMALITH® website is an interactive and regularly updated source of information, highly useful for both brands and consumers. It includes technical explanations, crash test videos, and comparisons, as well as access to the **BRAND LAB**, which offers links to partner brands

**PROTECTIVE**  
Ultra resistant to abrasion, tearing, cutting and UV rays.

**COMFORTABLE**  
Stretch, lightweight, single layer fabric with cotton next to your skin.

**SUBLIME**  
Technology integrated into a genuine denim core.

**ARMALITH® TECHNOLOGY**  
ARMALITH® is made by assembling cotton fibre with UHMWPE fibre, until now only used in space, military and offshore applications. This exclusive technology produces a genuine denim with a core framework that gives it the mechanical qualities of leather.

ARMALITH® is resistant to abrasion, sagging and tearing and provides exceptional comfort in all seasons.

**\* REQUEST A FREE SAMPLE**  
\* Professionals only

**ABRASION TEST\***  
Resistance comparison using the CE-13595-2 standard: (8m/d)

Material	Resistance (m/d)
Regular raw denim	2m
Armolith A	20m
Armolith AAA	54m

**ARMALITH® TECHNOLOGY**

**UHMWPE**  
Ultra high molecular weight polyethylene.

**Indigo pigment**  
**Cotton covering**

**Protection on the outside**  
Reinforced indigo yarns (warp threads)

**Comfort on the inside**  
Cotton and lycra yarns (weft threads)

**THE PRINCIPLE OF ARCHITECTURE**  
The genius of « Architecture » is that the technology is integrated directly into the fabric and not used as a lining for a garment.

ARMALITH® is a patented material, made by assembling a cotton fibre with a high-performance reinforcing fibre.

ARMALITH 2.0 is the only textile capable of protecting against abrasion (including as defined in the mechanical standard 110995-2) with a single layer of fabric, while still providing the comfort and look of real jeans.

ARMALITH 2.0 is a composite fabric, but it is also flexible, soft, absorbent, breathable, and dyed with a beautiful indigo color that will remain as genuine over time.

ARMALITH® is not only resistant to abrasion, tears and frays, but is also an integral part of the history of real jeans.

**THE COMPOSITION OF ARMALITH® 2.0**  
57% cotton – 12% Lycra® – 33% UHMWPE.

**WARP YARN**  
Indigo pigment  
Cotton covering  
UHMWPE core

**WEFT YARN**  
Cotton covering  
Two components (Lycra® + TPOC)

The weft yarn is visible inside the monolayer fabric, and is composed of cotton for its ability to absorb water and its authentic denim look, and Lycra® for its exceptional comfort.

The high performance reinforcing fibre is UHMWPE, a product of aerospace research. Compared to neylon®, Ultra High Molecular Weight Polyethylene is 5 times more resistant to abrasion, 40% lighter, has 2.5 times greater tensile strength, and retains its properties 10 times longer when exposed to UV light.



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## Ordering Marketing Materials

Once you have ordered ARMALITH® fabric, you will receive an official order confirmation from the manufacturer.

To get your private access to the Brand Lab: Send an email to Charlotte, our marketing manager: [info@armalith.com](mailto:info@armalith.com) and request your personal access.



HOME TECHNOLOGY RANGE MEDIA CONTACT

BRAND LAB



## Join the Community



HOME TECHNOLOGY RANGE MEDIA CONTACT

BRAND LAB

### FREE RESOURCES

[Company Profile Brochure](#)  
[Armalith marketing material program](#)

[2019 Press Release : ARMALITH VS Tarmar](#)  
[2022 Press Release : Armalith Test Days](#)  
[ARMALITH® booklet](#)

[Abrasion performance of fabric](#)  
[ARMALITH EXO](#)

### RESOURCES OF THE COMMUNITY

Benefit from the support of PHP SAS and the feedback of the pioneering brands :

- Armalith Garmenting Guideline
- Marketing studies
- Legal information
- Profiles factories and suppliers

JOIN THE COMMUNITY







# THE WORLD'S STRONGEST DENIM

## Ordering MK material

### CONNECT TO THE BRAND LAB

E-mail address

Password

Sign in

Join now

[Forgot your password?](#)

Enter the Brand Lab and access all the resources you need to order your marketing materials! Once the order is placed, our team will follow up to organize all the details.

#### FREE RESOURCES

[Company Profile Royotec](#)  
[Armalith marketing material program](#)

[2019 Press Release : ARMALITH VS Tarmac](#)  
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[ARMALITH® booklet](#)

[Abrasion performance of fabric](#)  
[ARMALITH EXO](#)

#### RESOURCES OF THE COMMUNITY

Benefit from the support of PHP SAS and the feedback of the pioneering brands :

Production :

[2024 PriceList](#)  
[2024 DATA SPEC](#)  
[2024 Mentor Company Profile](#)  
[2023 PriceList](#)  
[Armalith Garmenting Guideline](#)  
[Armalith Quality Guideline](#)  
[The Ten Sustainability Commandments](#)

Marketing :

[Media Resources](#)  
[The strongest jeans in the world / Bailiff's report 2022](#)  
[The strongest jeans in the world / Bailiff's report 2006](#)  
[Free Trademark Agreement](#)  
[ARMALITH Range QR Code](#)

Order Marketing Material :

[Order MK material after an armalith fabric order](#)





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## Advertising

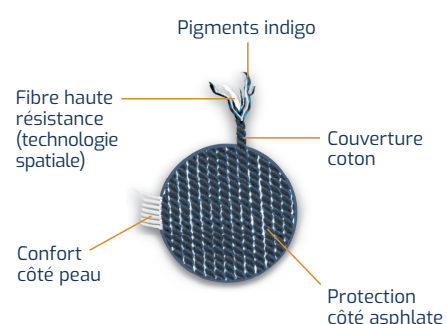
ARMALITH® regularly communicates in the press, and we can provide or adapt visuals if you wish to communicate in your own language or through local communication channels.



Jamais un tissu jean n'a réussi une telle fusion entre confort et solidité. L'Armalith® l'a fait !

Grâce à l'intégration d'une fibre issue de la technologie spatiale, sa résistance extrême à l'abrasion est unique au monde. Doux et confortable, il protège votre bien le plus précieux : votre peau. **Pour vos jeans motos, exigez des jeans taillés dans l'Armalith® !**

[fr.armalith.com](https://fr.armalith.com)  
 Armalith®, only by Royotec



RCS Lyon 8 793 769 075 - Photo © Philippe Lemaire / Agence Mouton



THE STRONGEST  
& COOLEST DENIM





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## Digital Marketing

ARMALITH® is present on most social media platforms. Feel free to share and mention #armalith. You can also find some unique performance videos on our website or on YouTube.







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## Press Relations

We encourage you to draft the press release for your ARMALITH® product. However, if needed, our team is available to assist you in crafting it to ensure a precise and aligned message with your communication strategy. Once finalized, we can also distribute it through our specialized press network







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## Sales meeting

We can visit you and participate in your sales meetings to train your sales team directly with the inventor of ARMALITH®. It's possible!



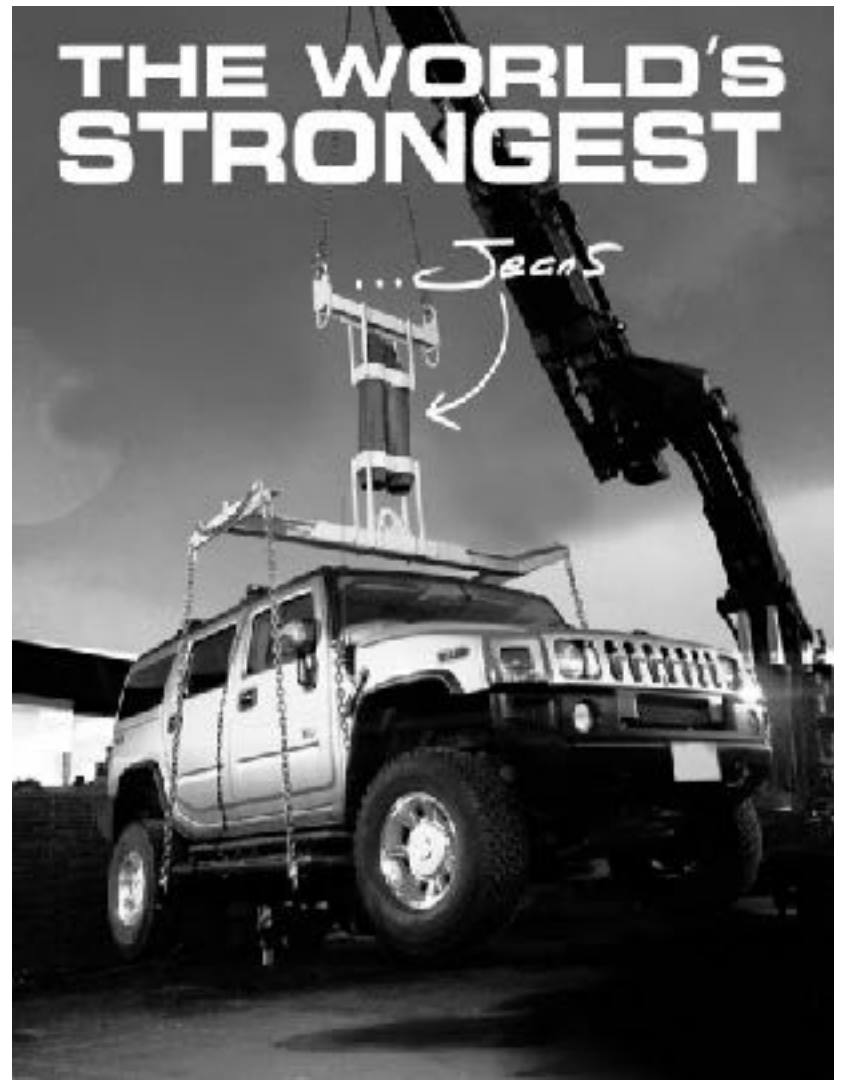




# THE WORLD'S STRONGEST DENIM

## Events

Showing that ARMALITH® jeans are extraordinary and turning them into a legend is what we love...







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## Conclusion: ARMALITH®, The Technology that Frees Your Style

By adopting ARMALITH®, brands offer their customers differentiated and high-performance products. By handling the technical aspects, ARMALITH® frees brands to focus on what truly matters: telling a captivating lifestyle story and delivering a unique customer experience.





# THE WORLD'S STRONGEST DENIM

Picture

Item

Description

Price



Certificate  
Label (cost  
price + Brand  
license)

Woven label to  
sew in the  
garments

0,80\* €

Certificate  
Label (cost  
price)

Woven label to  
sew in the  
garments

0,20 €



Hang  
Tags

To affix  
outside of  
the garment

0,33 €

MK material is sold at cost price, Hang tags might be produced locally after express authorization and artwork validation by PHP.

\*In case the fabric has been charged without collecting the ARMALITH royalties