



THE WORLD'S
STRONGEST DENIM

Welcome to the Brand Activation guide

Before you start, make sure you have:

1. Your fabric order confirmation
→ Received from one of our official weavers
2. Your Brand Lab access credentials
→ Request them via contact@armalith.com if not already received





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Your Fabric Order Confirmation

We use it to:

- Verify that your fabric comes from an official Armalith® weaver
- Confirm the fabric reference is pre-qualified
- Determine the performance segment (e.g. 70 km/h, 90 km/h...)
- Estimate the number of labels based on the ordered quantity
- Retrieve billing and delivery information for your labels





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Trademark License Agreement

Before using the Armalith® name or tags, a simple trademark license must be signed.

This agreement:

- Authorizes your brand to use Armalith®
- Ensures the Armalith® brand is always used in connection with its certified technology
- Frames how the brand and visuals can be used
- Covers royalty mechanisms collected via the fabric supplier, or directly

The contract is short, and protects your rights as much as the brand's integrity.





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Ordering Marketing Materials

Once your fabric order is confirmed you can submit your marketing material request

The form lets you:

- Upload your fabric order confirmation
- Select hangtags
- Order authenticity labels
- Order other MK material

The form acts as a wish list, our team follows up. Please launch this step asap, so we can schedule production and delivery in time.





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Label Payment & Invoicing

After submitting the form, you'll receive a tailored invoice based on your situation

- If royalties have already been collected by the weaver, only the physical cost of materials applies
→ e.g. hangtags: €0.33 / labels: €0.20
- If royalties were not collected with the fabric, they'll be added to the invoice
→ 5% on fabric price

Labels activation is handled by the Armalith® team.



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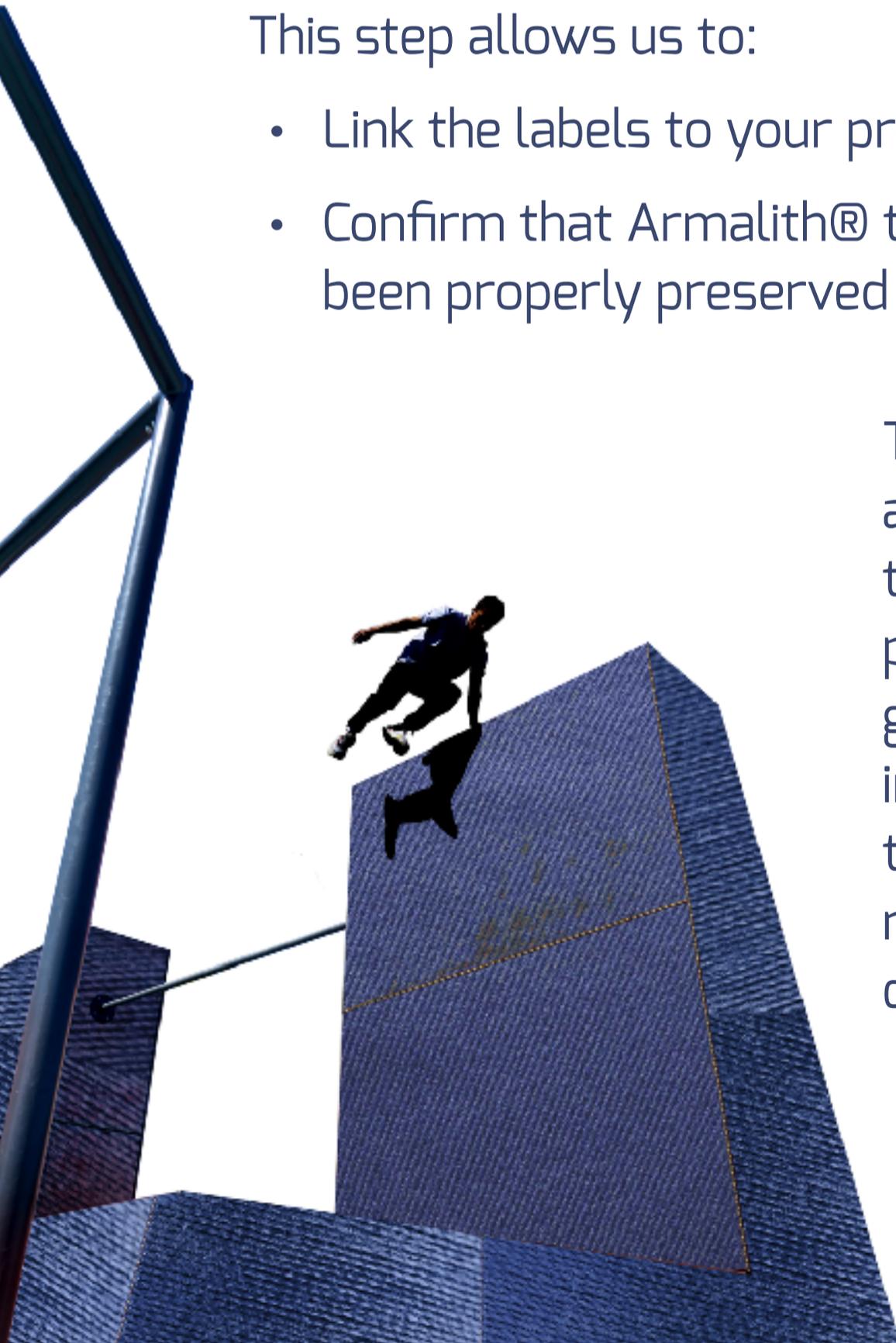
Production Batch Declaration

Each garment number must be declared via a simple batch form

This step allows us to:

- Link the labels to your product line
- Confirm that Armalith® technology has been properly preserved during production

This declaration allows us to enrich the digital passport with garment-specific information, the level that truly matters to the end customer.





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Communicating with Armalith®

Once your brand is activated, you can integrate Armalith® into your communication strategy as a key ingredient

We recommend:

- Presenting the performance level (e.g. 90 km/h) as a clear differentiator
- Including Armalith® in your product storytelling, where it brings value
- Using hangtags and QR codes to educate sales teams, retailers, journalists and consumers
- Leveraging visuals, crash-test footage or tech content from the Brand Lab

