



# The WHY explained

Armalith®: the denim with a hidden superpower

*7 pages to explore Armalith's invisible power — from first glance to full adoption*

# THE INGREDIENT BRAND CONCEPT



	
Story, style, fit	Extreme performance built-in
Own customer link	Independent technical proof
Visible spotlight	We carry eco + technical load

# CE compliance protects your brand legally. Armalith certification empowers your brand commercially



- Legal foundation
- Basic compliance
- Mandatory for all



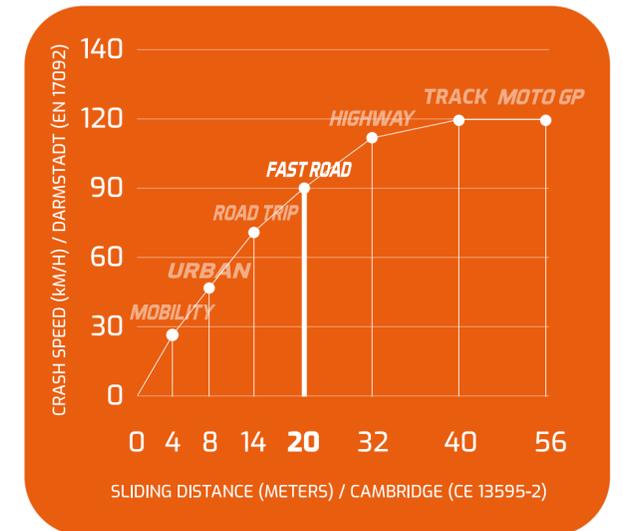
- Consumer protection**
- Trust & credibility**
- Faster time-to-market**

- 7 levels of protection
- Lab + blockchain proof
- Eco-design, Kevlar-free

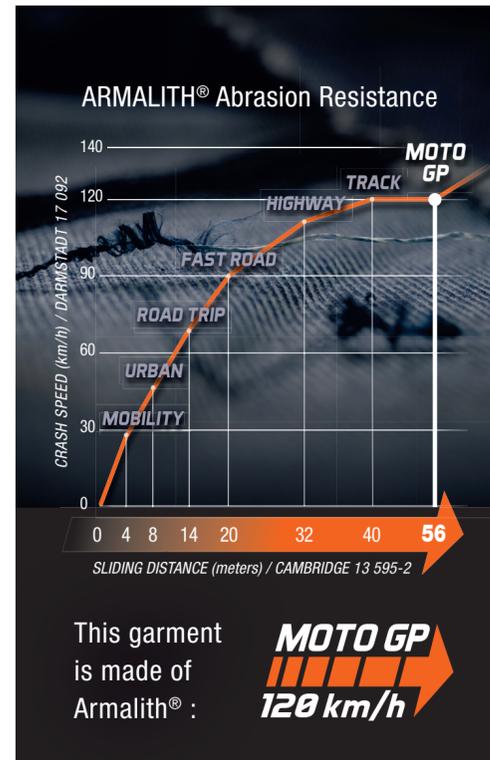
# From tested fabric to certified garment

Each fabric is tested in independent labs and certified across 7 performance levels.

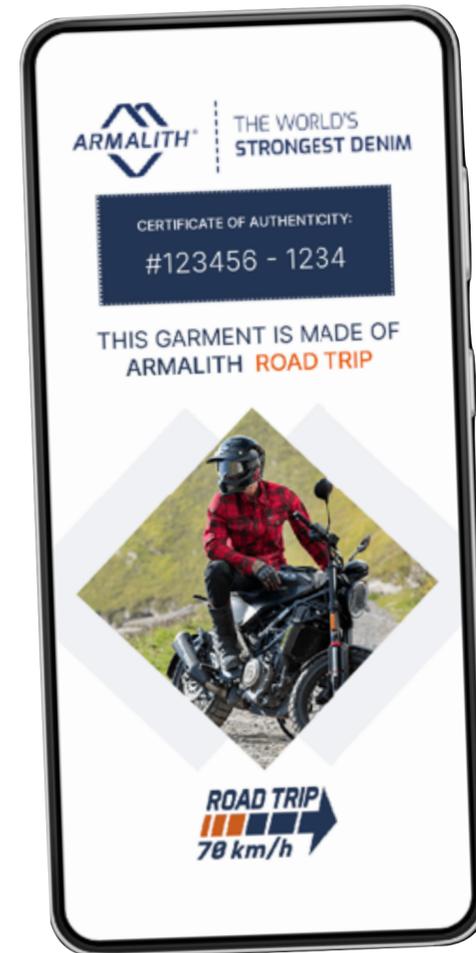
Certification is secured by blockchain and transferred to each garment through the jacquard label



# Certification made visible



Hangtags: premium design by performance level



Scannable labels: blockchain-backed proof and specs, garment by garment.



# From crash-tests to catwalks



Armalith® has become a cultural reference with over 1 million jeans sold worldwide and a presence that keeps growing across riders, brands, and designers.



# Join the Armalith movement !



Your brand, certified and ready to communicate

★ REQUEST  
A FREE SAMPLE

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