

# ARMALITH® TEST DAYS

## ARMALITH® TEST DAYS: THE WORLD'S TOUGHEST DENIM CHALLENGES THE ASPHALT

Last July, journalists, influencers and brand owners were invited to the first edition of the Armalith® Test Days, on the Jean-Pierre Beltoise circuit in Trappes. Pierre-Henry Servajean, creator of Armalith® and initiator of the event, entrusted them with a mission: to test the abrasion resistance of the strongest denim in the world.

After a meticulous preparation for the calibration of the tests under the expert eye of a textile engineer, two whole days were dedicated to push more than 60 motorcycle jeans to their extreme resistance limit. With real people inside.

These tests were based on a precise protocol: constant pulling speed at 28 km/h and measurement of the distance covered until tearing, from 5 to over 80 m. They allowed a scientific comparison between different materials representative of the market, including several qualities of Armalith®. A bailiff ensured the validity of the tests, secured by David Julienne's stunt team.

This "out of the lab" operation has several advantages: to get as close as possible to the real conditions of a motorcycle slip, but also to demonstrate that the CE standard does not provide absolute certainty concerning abrasion resistance.

The proof? CE AAA jeans that tear well before a non CE Armalith® AA jeans! Or Armalith® AAA jeans that rival leather pants for 80m! As for non-motorcycle jeans, even from a major brand, they give up in less than 5 m. However, this is the daily equipment of a majority of motorcyclists(1) ...

The Armalith® Test Days have therefore confronted motorcycle jeans to the reality of asphalt by combining the Darmstadt (abrasion speed) and Cambridge (abrasion distance) standards, in a protocol more realistic than laboratory machines. This will create a new benchmark that we should see soon.

Some of the brand's customers did not hesitate to wet their shirts, or rather their jeans, during these tests. They arrived with relative confidence in the exercise that was proposed to them, but left with the comfort of having chosen Armalith®. *"This experience allowed me to test personally what would happen in case of a real fall: after 20 m of sliding, the jeans resisted perfectly, they are hardly marked! You feel protected while wearing what looks like normal jeans!"* said Olivier Farjot, sales director of Helstons, which manufactures pants, jackets and shoes in Armalith®.

Challenge taken up! Riding with confidence in pants that offer the freedom of a real jean is now a reality.

(1) - MAIDS study: 70% of European motorcyclists and scooterists ride in classic jeans.