



THE WORLD'S STRONGEST DENIM

2024 Marketing program

ARMALITH® marketing program emphasizes and promotes the high performance fabric ingredient within your garment to create product recognition and differentiation. It highlights the unique attributes and performances to influence consumer perception and purchasing decisions. By leveraging the ingredient's reputation, it enhances the perceived value and credibility of the final product, ultimately driving consumer preference and loyalty.



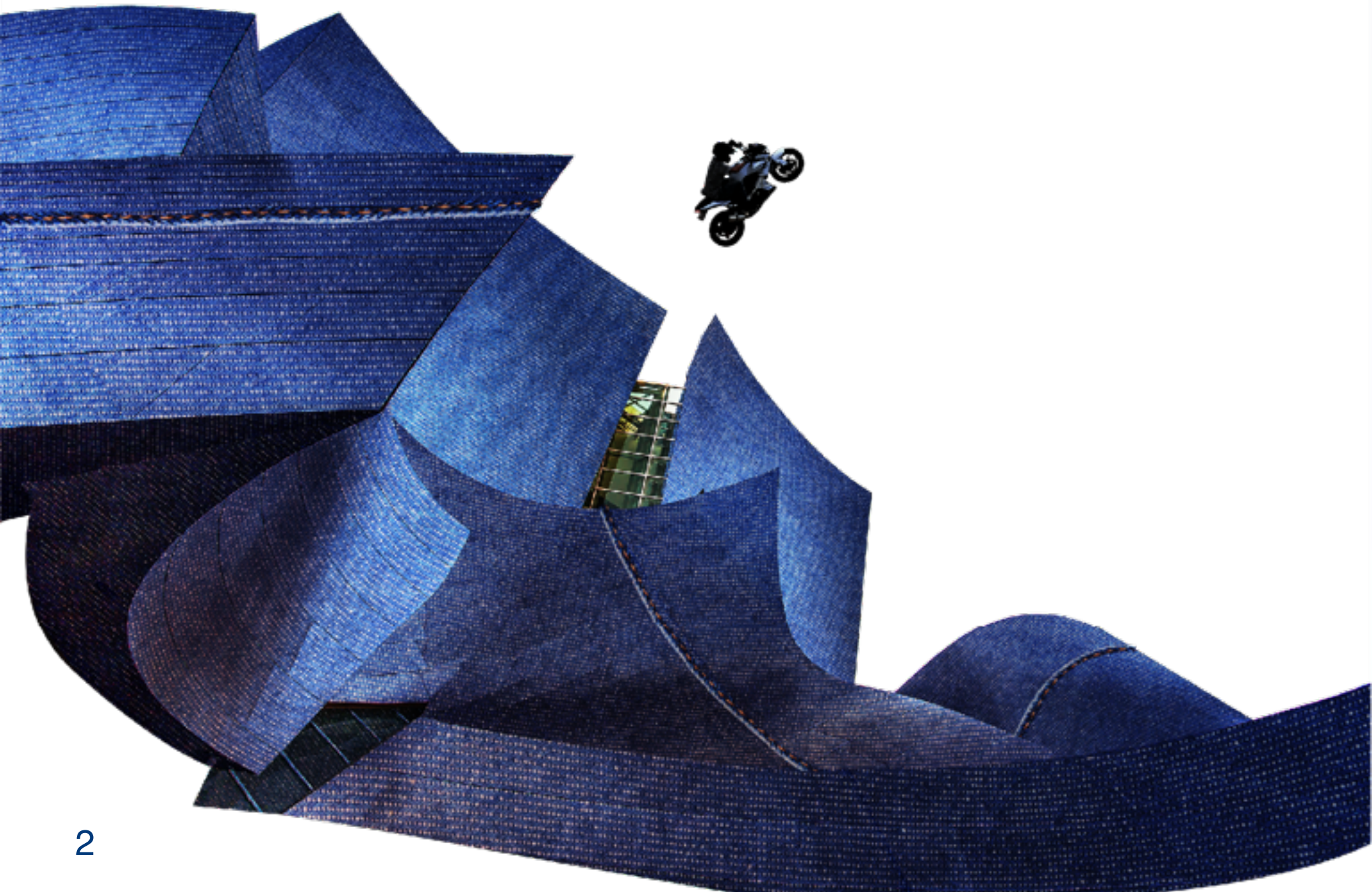


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FTA

The FTA (free trademark agreement) is a prerequisite to benefit from the Armalith marketing program.

It defines the framework in which the Armalith brand must always be used in connection with the product made of ARMALITH.





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Hang Tag

The Hang tag is the central element of the MK Armalith program, it informs about the level of performance achieved by the product, this information is scientifically substantiated. Particular care has been taken to make the information interesting and usable by the buyer, so as to complete and enhance the information of the CE 17092 standard.



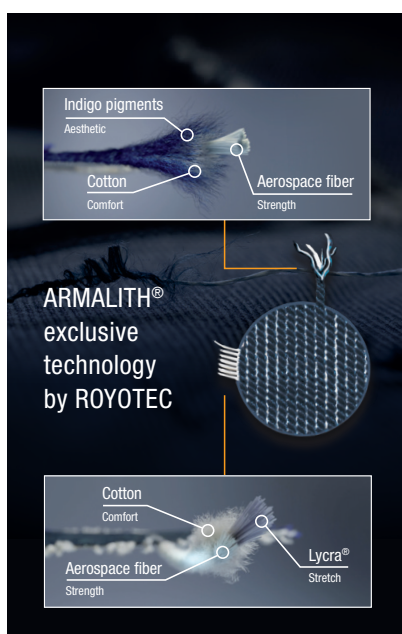
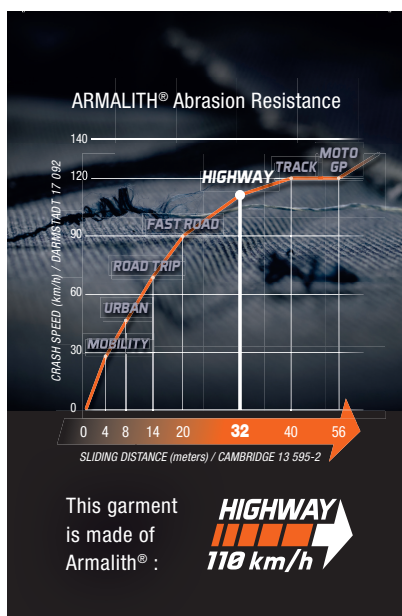
The jumper sheet is common to all levels of performance of the Armalith, it is qualitative and presents the logo as well as the general description in English, French, German and Italian. A flash code makes it possible to directly obtain the dynamic information on the official site in order to convince of the superiority of the product.



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Hang Tag / central sheet

The central sheet shows information of formidable efficiency on the front. You can find out the protective distance of the garment or the maximum fall speed for which the garment is designed. On the back it is possible to understand how such performances are made possible by the exclusive ARMALITH® technology.





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Care label

The care label must be sewn inside the garment in a permanent way. It gives reassuring information on the exceptional performance of the ARMALITH garment, it indicates the washing instructions and a disclaimer dissuades you from ironing the garment.





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Website

The official armalith website is an interactive and up-to-date source of information that is very useful for both brands and consumers. In particular, you will find technical explanations and comparisons as well as the BRAND LAB with outgoing 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
Armalith A	20m
Armalith AAA	54m

ARMALITH® TECHNOLOGY

UHMWPE
Ultra high molecular weight polyethylene.

Protection on the outside
Reinforced indigo yarns (warp threads)

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

Indigo pigment
Cotton covering

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 113595-2) 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 acquire a patina over time.

ARMALITH® is not only resistant to abrasion, snags and tears, 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® + TMO®)

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 MK MATERIAL

Once you have ordered Armalith fabric to the official licensee weaver, you get an official order confirmation.

Obtain your private access to the Brand Lab

Send an email to Charlotte, our MK manager : info@armalith.com and ask for your personal access.

Get in to the Brand Lab !



HOME TECHNOLOGY RANGE MEDIA CONTACT

BRAND LAB



Join the Community



HOME TECHNOLOGY RANGE MEDIA CONTACT

BRAND LAB

FREE RESOURCES

[Company Profile Revotec](#)
[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?](#)

Once you are logged in you have access to all the Brand Lab resources , then you can place your MK material order ! Once it is done our team come back to you to arrange all details.

FREE RESOURCES

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

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





THE WORLD'S STRONGEST DENIM

Advertising

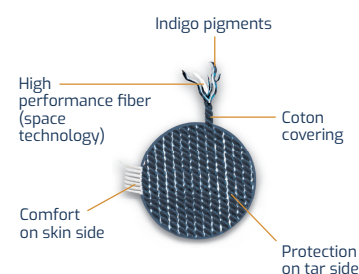
ARMALITH communicates regularly in the motorcycle press, we can provide or adapt visuals if you wish to communicate in your language or on local communication media



Never before has a denim managed to combine both comfort and protection as well as Armalith® has!

Thanks to the incorporation of a fiber originating from space technology, its extreme resistance to abrasion is unprecedented. Being soft and comfortable it protects your precious skin. **For all motorcycle jeans ask for jeans made out of Armalith®!**

armalith.com
Armalith®, only by Royotec



THE STRONGEST
& COOLEST DENIM

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THE WORLD'S STRONGEST DENIM

Digital marketing

Armalith is present on most social networks, do not hesitate to share and mention #armalith, you can also pick up some videos of unique performances in the world in our website or youtube





THE WORLD'S STRONGEST DENIM

Press relations

Do not hesitate to write a press release about your armalith product, our professional PR manager will distribute it to our professional press network





THE WORLD'S STRONGEST DENIM

Sales meeting

flying to your home and taking part in your sales meeting in order to bring a focus on the product by the inventor of ARMALITH, it's possible!





THE WORLD'S STRONGEST DENIM

Event

Showing that armalith jeans are out of the ordinary and making them a legend, that's what we love...





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Conclusion

The comprehensive ARMALITH marketing program provides a range of essential tools that enhance consumer differentiation and understanding of added value. The ARMALITH Hang Tag provides clear and easily understandable information, facilitating user engagement with the product. The "TEARME" sample allows customers to physically test and see the exceptional resistance of ARMALITH. The press kit intended for professionals and journalists offers solid and in-depth arguments, reinforcing the credibility of the product. Ready-to-use advertising visuals and a strong presence on social networks amplify the visibility of the ARMALITH brand with the target audience. The inventor's participation in sales seminars or spectacular events that showcase the exceptional performance of the ARMALITH has built awareness over the years. This comprehensive marketing program offers an integrated approach that informs, engages and inspires apparel brands to adopt ARMALITH, ensuring a decisive competitive advantage on the market.

