



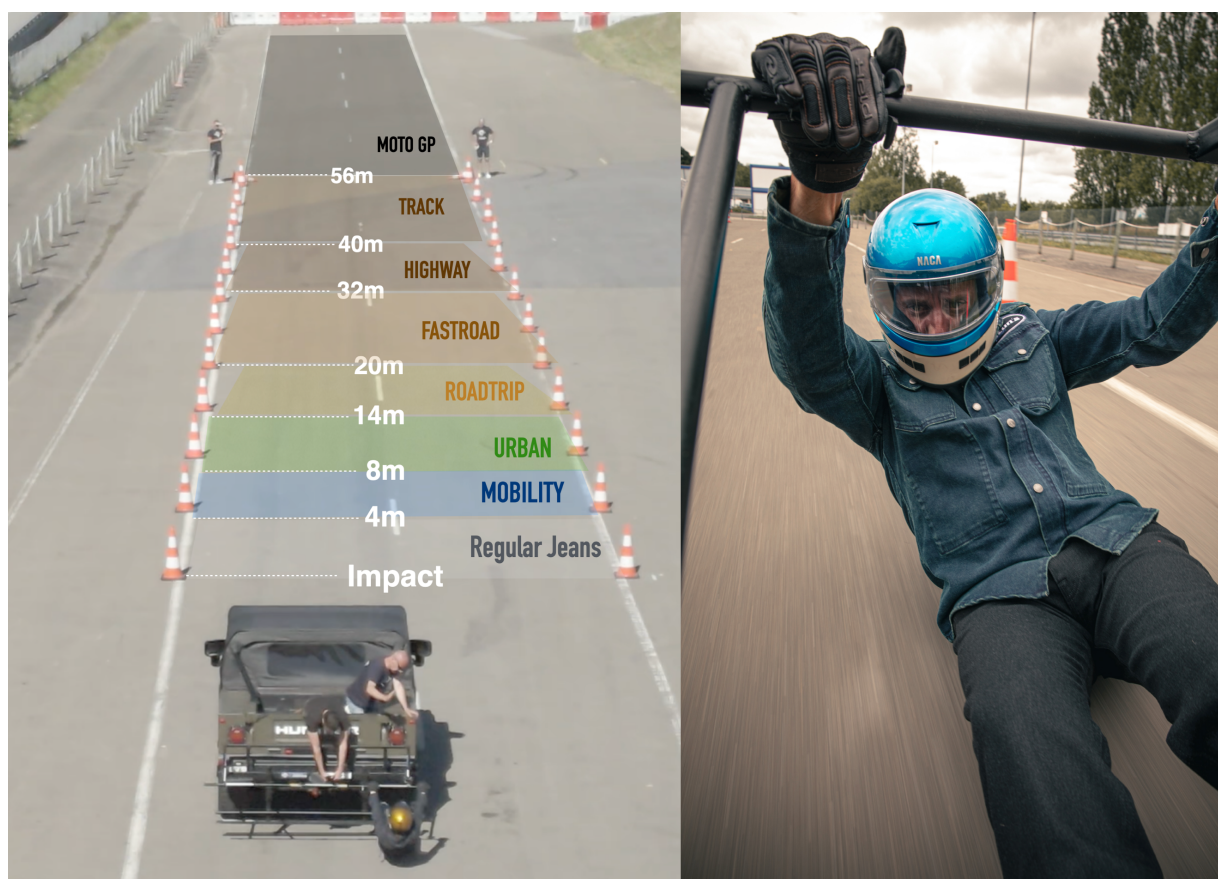
THE WORLD'S STRONGEST DENIM

Press release / July 2024

ARMALITH® 90 KM/H AT THE HEART OF THE MOTORCYCLE JEANS MARKET

It is a challenge for the biker to find the abrasion resistance of motorcycle jeans, given in the mass of CE standard criteria and the 60 pages of its instructions. With its new scientific framework, Armalith® provides clear and precise information, both for riders and gear brands.

The ARMALITH® standard is segmented into 7 levels of protection ranging from the most everyday uses (micro-mobility) to the most extreme (Moto GP). They are expressed by a maximum speed of resistance during a standardized motorcycle fall (17 092 Darmstadt) as well as a sliding distance during which the skin is protected (13 595-2 Cambridge).



Abrasion resistance tests for classification of Armalith® fabrics / Armalith® Test Days 2022

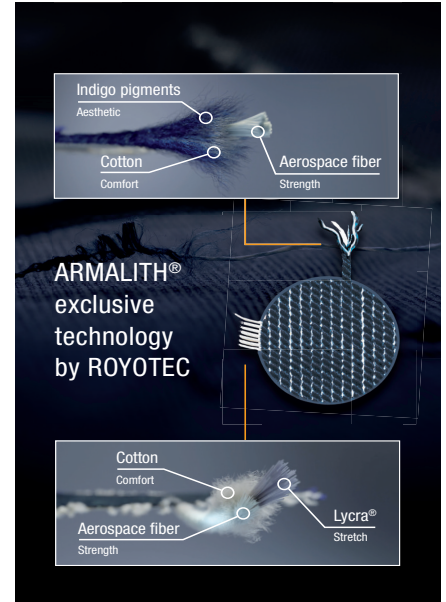
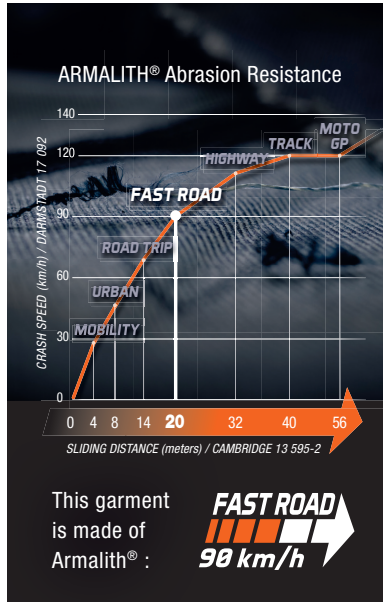
With its **FAST ROAD 90 km/h** version, Armalith® addresses the heart of the motorcycle jeans market represented by level **AA**⁽¹⁾ and demonstrates the precision of its reference.

Most manufacturers “set” the abrasion resistance of their products, and particularly their jeans to 70 km/h, the minimum required to meet class **AA**. Question of technology and cost.

The approved⁽²⁾ **FAST ROAD 90 km/h** Armalith® proves that within the same CE standard class, motorcyclists can have superior abrasion resistance (up to 110 km/h) in a single layer of fabric.

The CE standard rates **AA** a garment resistant to a simulated fall from 70 km/h up to 119 km/h. The energy to be managed varies with the square of the speed, to protect yourself from abrasion at 119 km/h you would need jeans almost three times⁽³⁾ more protective than at 70 km/h. Or jeans three times thicker and three times warmer, unless you use Armalith® technology.

The high price of Armalith® is no longer an obstacle since it has been halved. Already selected by leading brands, this authentic, durable and eco-produced denim, very breathable and stretchy, is available in indigo or black. Its central reference of 90 km/h should allow it to further increase the interest of specialized manufacturers.



Information label for Armalith® clothing meeting FAST ROAD 90 km/h protection

- (1) The CE standard breaks down the performance of clothing into 3 levels:
A urban level 45 km/h
AA motorcycle level from 70 km/h to 119 km/h
AAA motorcycle competition level 120 km/h
- (2) The fabric reference RT-902151 made by Royotec has passed the motorcycle abrasion test 17 092 Darmstadt at 105 km/h serves as the basis for **FAST ROAD 90 km/h** approval by Armalith®. This denim fabric is light (14Oz), breathable (75% cotton) and supple (28% stretch)
- (3) Determining the protection factor needed for a fall speed of 119 km/h compared to a fall speed of 70 km/h takes into account the kinetic energy, which is proportional to the impact of abrasion and varies with the square of the speed. The necessary protection factor is approximately 2.89.

Contact presse : Via Veneto - Christophe Marsella
christophe@via-veneto.com / 33 (0)6 32 39 40 73
 Site Armalith® : <https://fr.armalith.com/>
[Ressources images et textes](#)



THE WORLD'S
STRONGEST DENIM