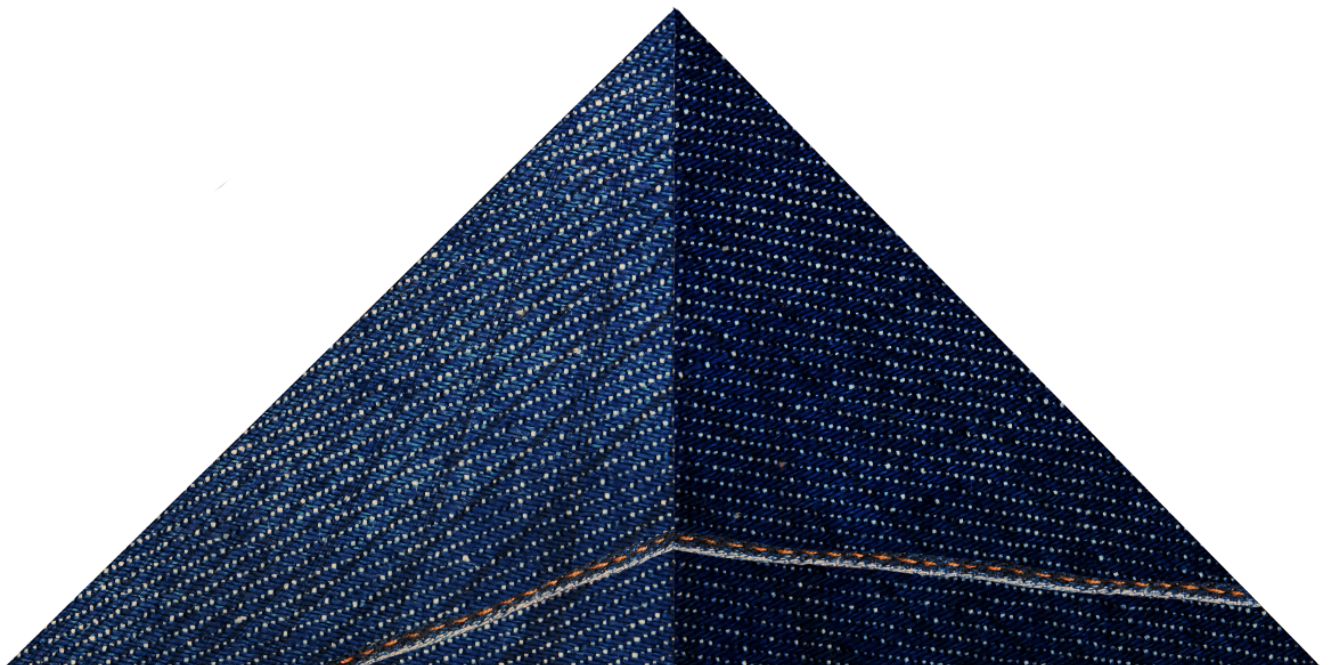




THE WORLD'S STRONGEST DENIM

ARMALITH®: The Future « GORE- TEX® » in Abrasion Protection and Durability

The ARMALITH® marketing program focuses on what matters: turning textile performance into a distinctive advantage for your brand, without overloading your messaging.

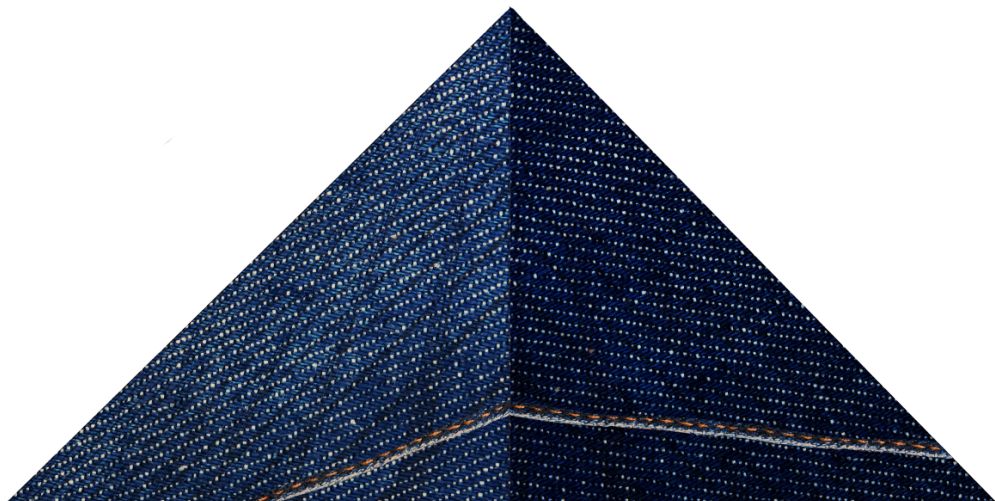




THE WORLD'S STRONGEST DENIM

Agenda

- Introduction
- Passport Labels
- Hang Tags
- Armalith official website
- Ordering MK Material
- Advertising
- Digital MK
- Press relations
- Sales meeting
- Event
- Conclusion
- Appendix 1 MK material Price list

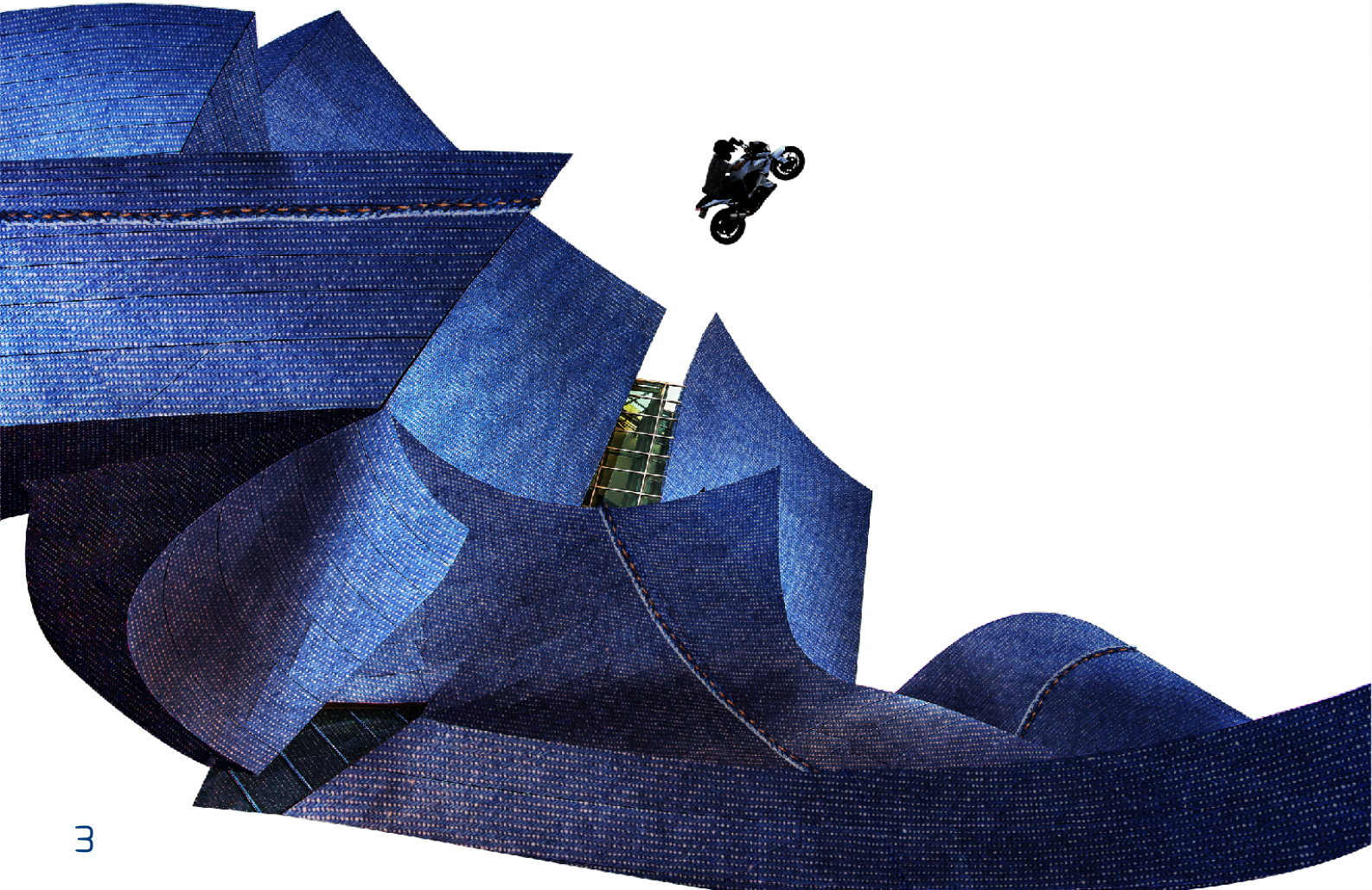




THE WORLD'S STRONGEST DENIM

Introduction

As an ingredient brand, ARMALITH® takes care of safety, durability, and performance concerns directly with the consumer, allowing your brand to focus on its unique identity. With this streamlined approach, ARMALITH® addresses consumer concerns while delivering a compelling and accessible message, creating true differentiation in the market.





THE WORLD'S STRONGEST DENIM

ARMALITH® Jacquard Labels: A Strategic Advantage for Collaboration

Numbered authenticity labels backed by blockchain are a key tool for maximizing the impact of the ARMALITH® brand.

While strongly recommended, they remain optional for 2025, offering flexibility to partners. These labels certify product quality, protect against counterfeiting, and enhance consumer trust, positioning your products with unmatched differentiation





THE WORLD'S STRONGEST DENIM

ARMALITH® Hang Tags: A High-Quality Communication Tool



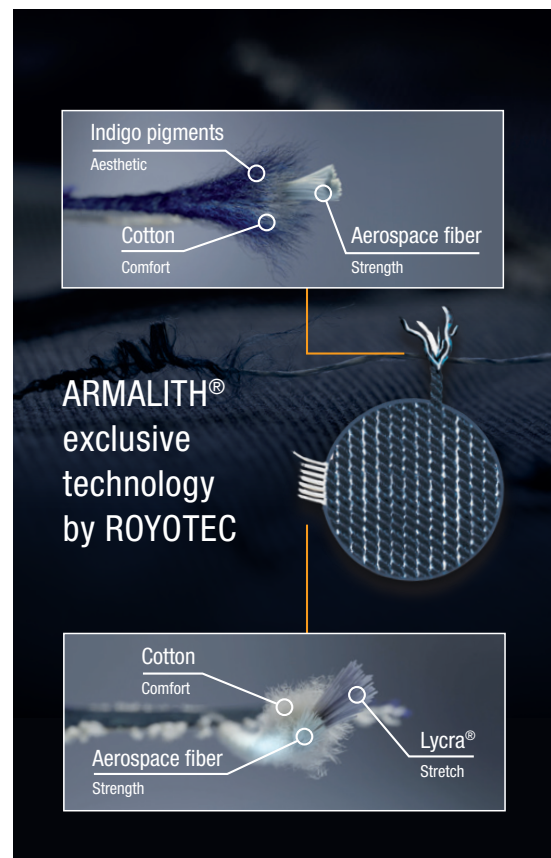
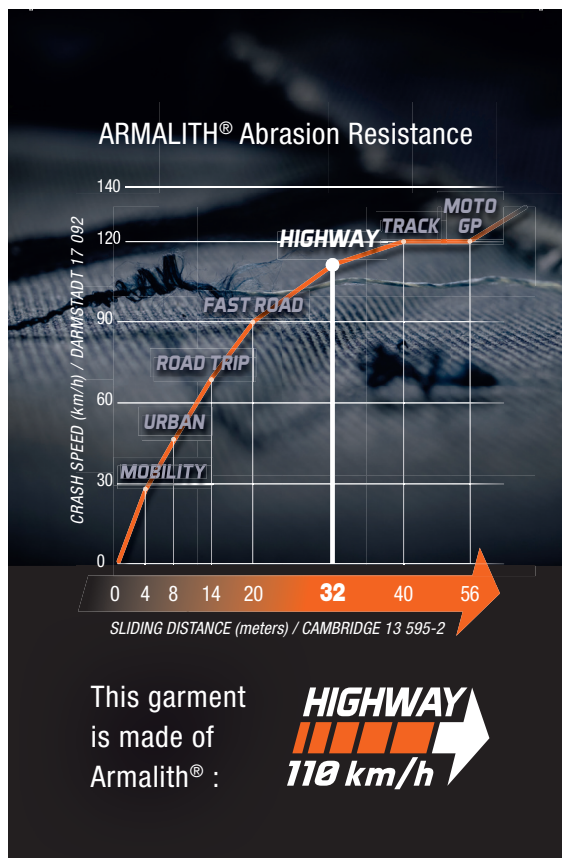
The ARMALITH® hang tag is offered at cost price and stands out due to its premium quality, particularly thanks to its foil finish. This versatile tool can be used independently or alongside other branding elements, providing partners with a flexible yet powerful way to highlight the excellence and performance of their ARMALITH®-based products. Artworks can also be provided for direct manufacturing at the production site, adapting to the unique needs of our partners.



THE WORLD'S STRONGEST DENIM

Hang Tag

The central tag provides highly effective information on the front. You can see the garment's protection distance or the maximum fall speed for which the garment is designed. On the back, it is easy to understand how ARMALITH®'s exclusive technology enables such high performance.





THE WORLD'S STRONGEST DENIM

Website

The official ARMALITH® website is an interactive and regularly updated source of information, highly useful for both brands and consumers. It includes technical explanations, crash test videos, and comparisons, as well as access to the BRAND LAB, which offers 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.

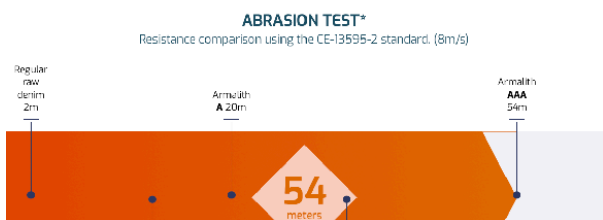
SUBLIME
Technology integrated into a genuine denim core.

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, snagging and tearing and provides exceptional comfort in all seasons.

*** REQUEST A FREE SAMPLE**
* Professionals only



ARMALITH® TECHNOLOGY

UHMWPE
Ultra high molecular weight polyethylene.

Indigo pigment

Cotton covering

Protection on the outside
Reinforced indigo yarns (warp threads).

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

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 a composite fabric, but it is also **flexible, soft, absorbant, breathable, and dyed with a beautiful indigo color** that will acquire a patina over time.

ARMALITH 2.0 is the only textile capable of **protecting against abrasion** (including as defined in the microscopic standard 13595-2) with a **single layer of fabric**, while still providing the comfort and look of real jeans.

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 – 10% Lycra® – 33% UHMWPE.

WARP YARN
Indigo pigment
Cotton covering
UHMWPE core

WEFT YARN
Cotton covering
Two components (Lycra® + T40C)

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 Kevlar®, 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.**



THE WORLD'S STRONGEST DENIM

Ordering Marketing Materials

Once you have ordered ARMALITH® fabric, you will receive an official order confirmation from the manufacturer.

To get your private access to the Brand Lab: Send an email to Charlotte, our marketing manager: info@armalith.com and request your personal access.



HOME TECHNOLOGY RANGE MEDIA CONTACT **BRAND LAB**



Join the Community

FREE RESOURCES

- [Company Profile Royotec](#)
- [Armalith marketing material program](#)
- [2024 Press Release : ARMALITH® 90 km/h at the heart of the motorcycle jeans market](#)
- [2022 Press Release : Armalith Test Days](#)
- [2019 Press Release : ARMALITH VS Tarmac](#)
- [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

ARMALITH jeans: combining style, safety and comfort.

CONNECT TO THE BRAND LAB

E-mail address

Password

Sign in

Join now

[Forgot your password?](#)

Enter the Brand Lab and access all the resources ! To order your marketing materials, fill in the form...

Once the order is placed, our team will follow up to organize all the details.

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® regularly communicates in the press, and we can provide or adapt visuals if you wish to communicate in your own language or through local communication channels.

ARMALITH®
MY SECOND SKIN

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 your precious skin. Being soft and comfortable it protects made out of Armalith®!

Indigo pigments
High performance fiber (space technology)
Cotton covering
Comfort on skin side
Protection on far side

armalith.com
Armalith® only by Royotec

THE STRONGEST & COOLEST DENIM

FASHION NETWORK

CONNESSIONE

ARMILORE
SIFILATE
CREAZIONE
COMUNICAZIONE
INDUSTRY
INNOVAZIONE
COLLEZIONE
PEOPLE
EVENTI
NOMINE

Stella una grande collection sarà sul Lago di Como

MODA FASHION MI FASHION

con una storia a famiglia a Verona

È ufficiale. Mytheresa e YNAP da Richemont

Missoni: la direzione ad Alberto Caliri

Celine: Hedi Slimane direzione creativa

Hedi Slimane lascia

LVMH e la sorpresa Double R/Moncler paziente

Defy time

ARMALITH®
THE WORLD'S STRONGEST DENIM

del 7,2% nel 3° trimestre
rima 9 mesi

del lusso Salvatore Ferragamo
costanti nel 3° trimestre
della Chanel.com della

ARMALITH®
THE WORLD'S STRONGEST DENIM

Defy time

La Febea dresse le portrait des "indie bra hexagonales"

La Fédération des entreprises de la beauté (Febea), menée en France une vaste étude consacrée aux me

riches", jugo Matthieu Pigasse

Le Festival consacra l'

Jean Holtzman "La science désormais maquillage"

Directions e valse à la tête luce?

Richemont Mytheresa,

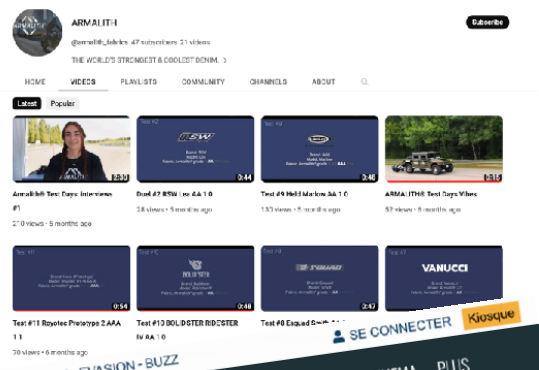
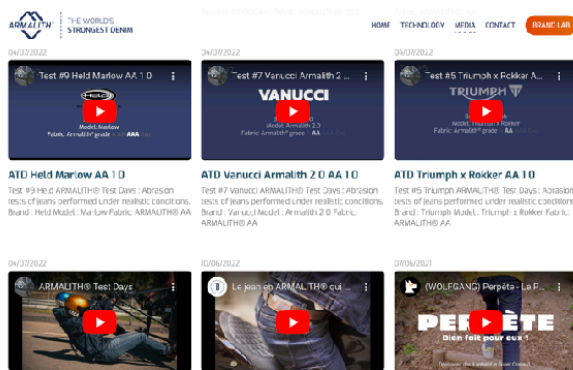
Grain de Ma



THE WORLD'S STRONGEST DENIM

Digital Marketing

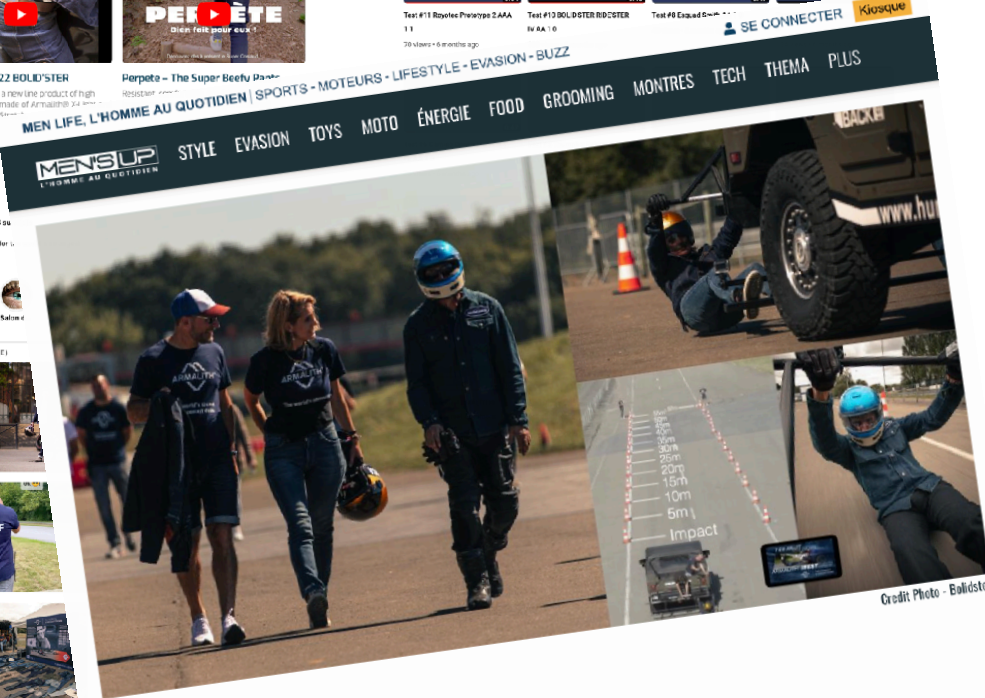
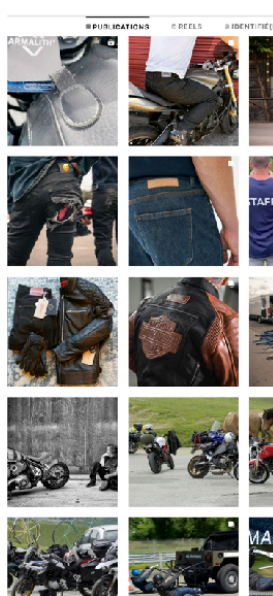
ARMALITH® is present on most social media platforms. Feel free to share and mention #armalith. You can also find some unique performance videos on our website or on YouTube.



ARMALITH® Test Days
Last July, journalists, influencers and brand owners were invited to the first edition of the Armalith® Test Days, on the Jean-Pierre Bellocq circuit in Trappes. Pierre-Henry Servadei, creator of Armalith® and initiator of the event, entrusted them with a mission: to test the ultimate

Kickstarter 2022 BOLD'STER
BOLD'STER présente à la fin de l'année un nouveau produit de haute performance à grain serré de Armalith® 2.0. Armalith® Power

Perpète - The Super Beehive
Résistant



MENS UP | TOYS | MOTOS
Le 24/02/2023
On a testé le jean le plus solide au monde
J'ADORE QUAND UN PLAN SE DÉROULE SANS ACCROC



THE WORLD'S STRONGEST DENIM

Press Relations

We encourage you to draft the press release for your ARMALITH® product. However, if needed, our team is available to assist you in crafting it to ensure a precise and aligned message with your communication strategy. Once finalized, we can also distribute it through our specialized press network

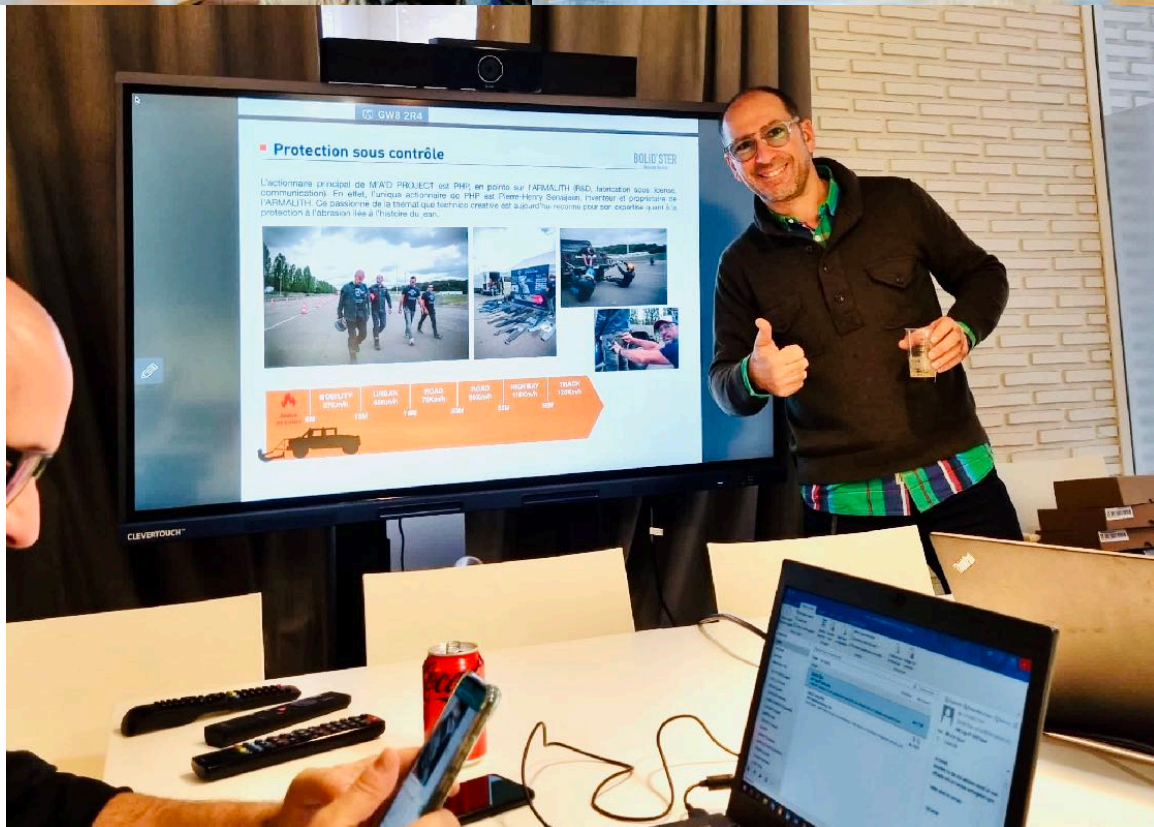




THE WORLD'S STRONGEST DENIM

Sales meeting

We can visit you and participate in your sales meetings to train your sales team directly with the inventor of ARMALITH®. It's possible!

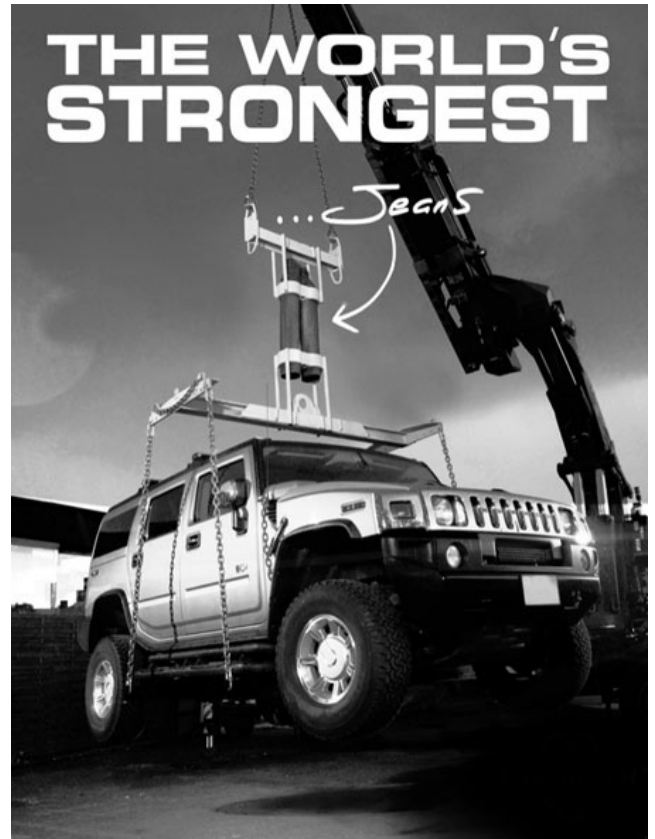




THE WORLD'S STRONGEST DENIM

Events

Showing that ARMALITH® jeans are extraordinary and turning them into a legend is what we love...

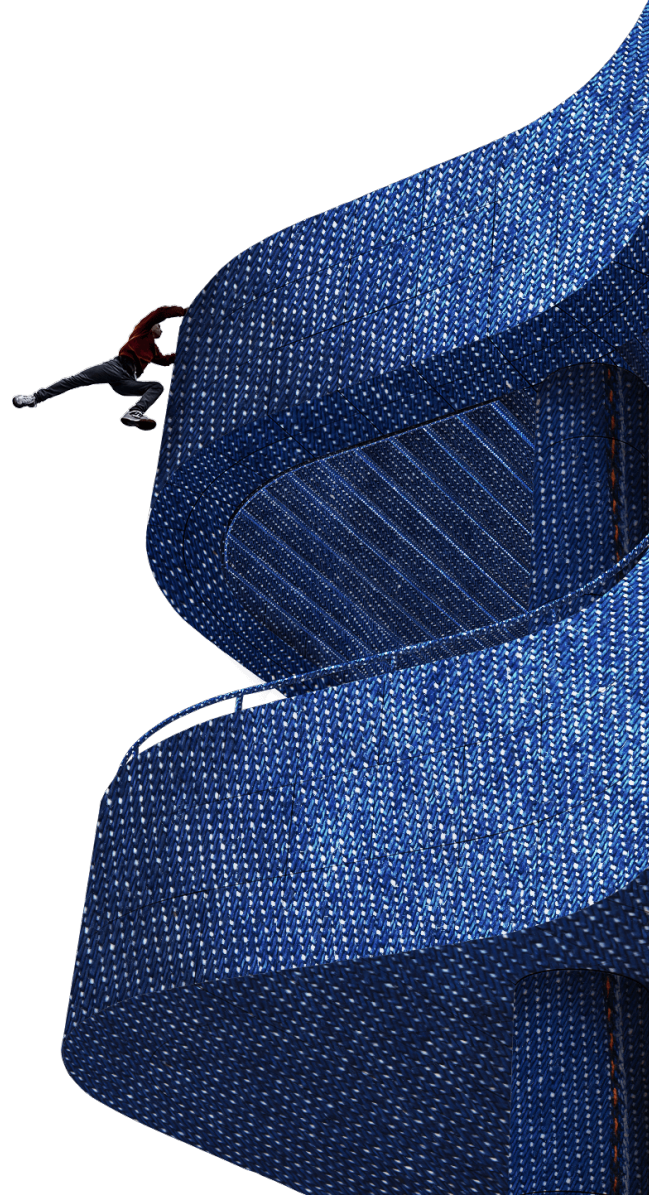




THE WORLD'S STRONGEST DENIM

Conclusion: ARMALITH®, The Technology that Frees Your Style

By adopting ARMALITH®, brands offer their customers differentiated and high-performance products. By handling the technical aspects, ARMALITH® frees brands to focus on what truly matters: telling a captivating lifestyle story and delivering a unique customer experience.





THE WORLD'S STRONGEST DENIM

Appendix 1 : MK Material Price list

Picture	Item	Description	Cost Price	Cost Inc Royalties*	Comment
	Certificate Label	Numbered woven label to sew in the garment	0,20 €	0,80 €	0,80€ if royalties were not already collected
	Hang Tags	To affix outside of the garment	0,33 €		Outsourced production allowed if royalties are paid

MK material is sold at cost price.

Certificates are strongly recommended but optional in 2025, offering flexibility for brands to adapt their strategy.

Outsourced Hg Tg production is allowed as it can reduce both costs and environmental footprint. Prior authorization and artwork validation by PHP are required before proceeding.