



THE WORLD'S STRONGEST DENIM

Message from the Armalith team

Dear Partner,

We're thrilled to have connected with you at EICMA Milan, where ARMALITH® showcased remarkable progress. With our cutting-edge technology, increasingly competitive pricing, and growing brand recognition, we're experiencing a significant acceleration in activity—both in fabric production volumes and in the adoption of ARMALITH® as the go-to ingredient brand for trust and performance.

This momentum inspires us to take proactive steps to protect the integrity of our innovation. Starting in 2025, certified numbered labels will be introduced as a powerful tool to enhance your products' positioning. These labels:

- Secure authenticity through blockchain technology.
- Communicate clear performance levels for consumer confidence.
- Provide unmatched differentiation for your brand.

While highly recommended, these labels will remain optional in 2025 to allow partners to adopt them at their own pace.

For detailed information on this program, including label pricing and benefits, visit our Brand Lab on the ARMALITH® website:

armalith.com > Brand Lab > Free Resources > MK Program 2025

Thank you for your trust and collaboration. Together, we're setting new standards in performance apparel.

The Armalith team

