



# The WHY explained

Armalith®: the denim with a hidden superpower


*Whether you're exploring Armalith for the first time or you've already taken the leap — this document opens the door to the invisible side of value...*



Your brand stays  
in the spotlight  
we discreetly  
handle the  
technical +  
ecological  
weight



# THE INGREDIENT BRAND CONCEPT

YOU®	
Tell the story, the style, the fit	Delivers mechanical performance without compromising on style
Own the customer relationship	Provides an independent channel for technical reassurance
Offer a “pure” experience	Seamlessly handles the invisible burdens



« CE compliance is standard. Armalith is your edge...»



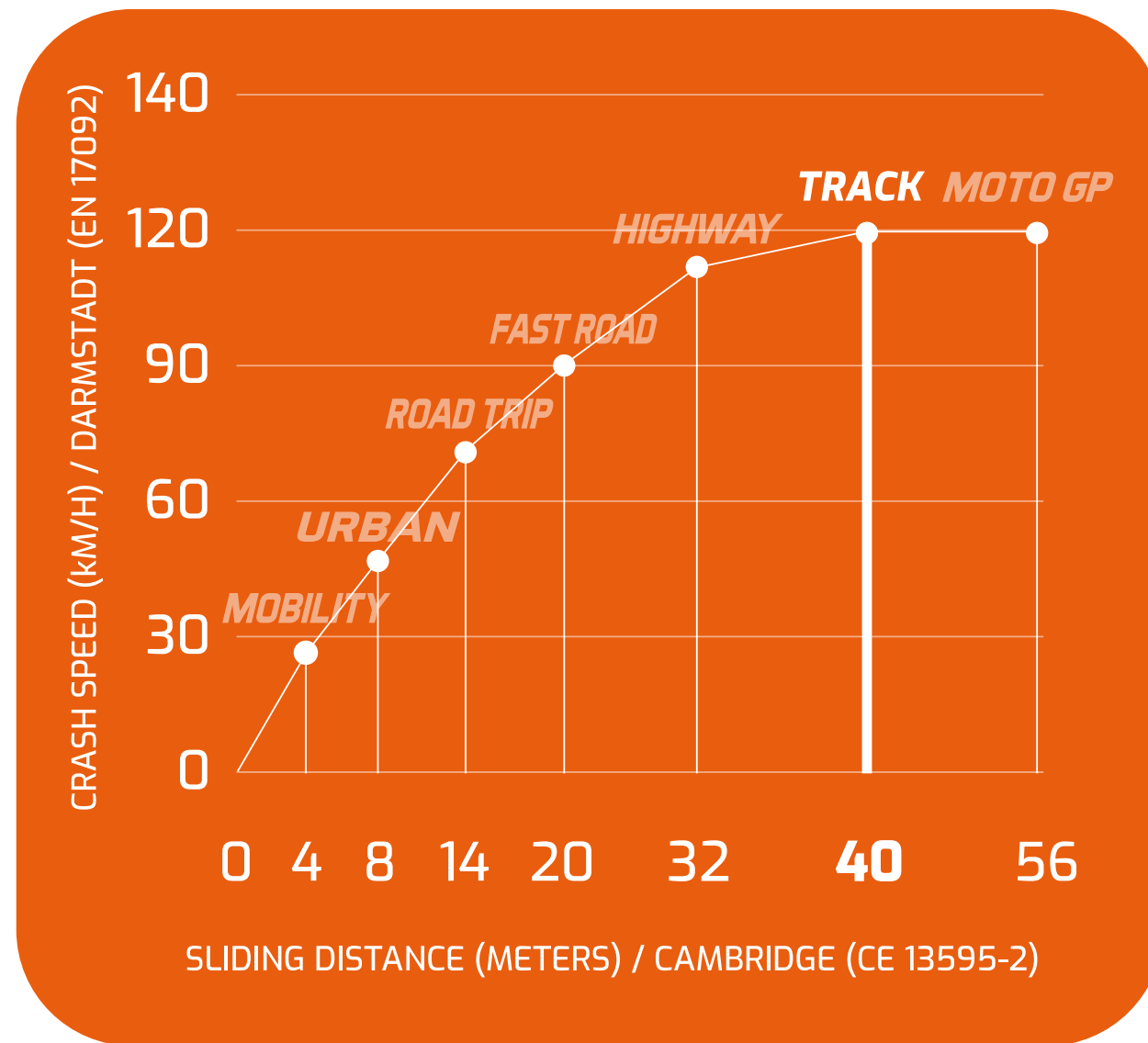
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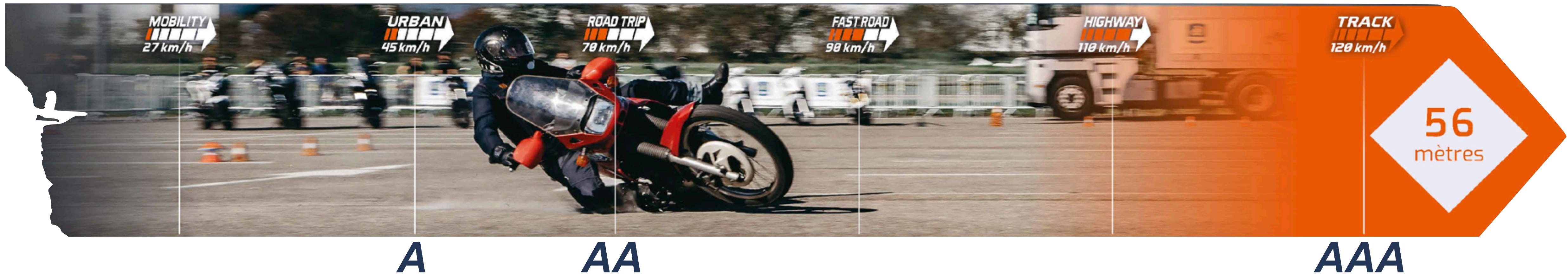
CHALLENGE	ARMALITH® SOLUTION	BRAND BENEFIT
Get the product CE certified	Armalith fabrics come with Darmstadt-report	Reduced CE costs and lead times
Ensuring eco and long lasting protection	Lining-free & Kevlar-free	A reliable, long-term promise
Turning lab data into consumer meaning	Indisputable speed/distance classification	Armalith carries the claim



# FACTS, PROOFS AND TRACEABILITY

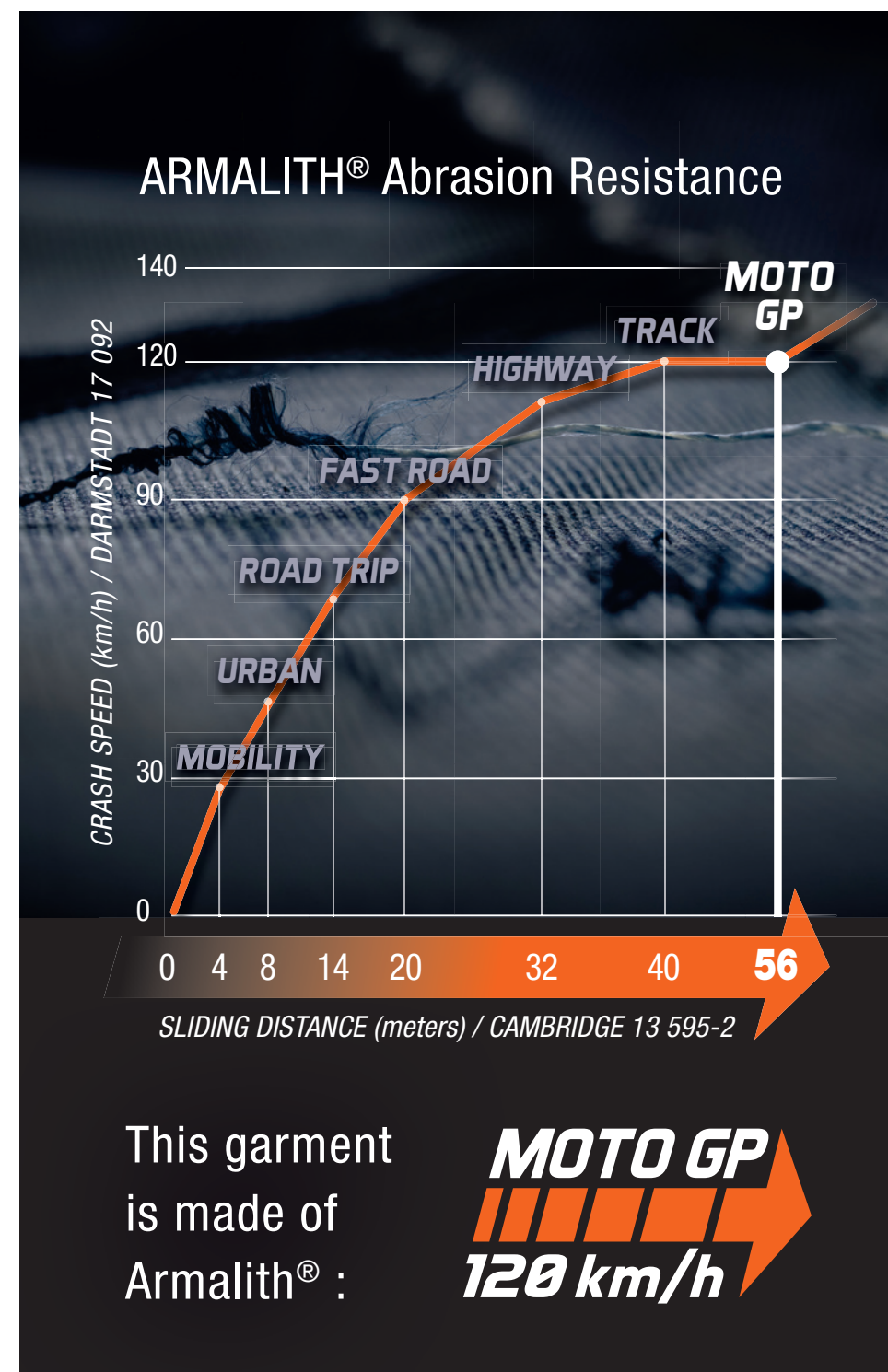


Each fabric production is certified by Armalith across 7 performance levels, based on independent lab tests, then secured by blockchain and instantly accessible via the jacquard sewing label





# TAGGED & SEWN



Hangtags :  
Premium foil-finish tags by  
performance level, with QR  
codes for instant  
performance specs at a  
glance.

Authenticity Labels  
Numbered  
blockchain-backed. Jacquard  
labels sewn into every  
garment—instant proof of  
authenticity and  
performance





# ONLINE

## ◆ Audience & Recognition

- 1M+ end-users by end of 2025, based on fabric sales
- 80,000+ pages indexed on Google referencing “Armalith®”
- Viral TikTok crash-test video: 409,000+ views (@talons\_et\_guidon\_bike)

## ◆ Trust-Driven Tools

- QR-coded labels & swing tags link to official authenticity certificates
- End-users access a clear interface showing the resistance range
- Reinforces trust and supports the buying decision

## ◆ Conversion-Focused Website

- Public content balances technical facts with strong storytelling
- Crash visuals & CE data support your brand narrative
- Designed to help convert your product story into sales





# REAL LIFE



- ◆ Retail Impact
- TEARME: in-store demo swatch  
“Try tearing it” – dramatic proof of strength



- ◆ Live Testing
- Armalith Test Days  
Partner brands send riders to crash-test their own products



- ◆ Media & Culture
- Regular coverage (2019–2025)
- High fashion exposure (e.g. EMERGENCE show)



# NEXT STEPS



✱ REQUEST  
A FREE SAMPLE

- Ask for a fabric sample or book a meeting with our team
- Get access to the private Brand Lab as a licensed partner
- Receive your official labels and start communicating performance
- Contact :  
Charlotte – Marketing Manager | [contact@armalith.com](mailto:contact@armalith.com)  
Pierre-Henry – CEO | [ph.servajeau@armalith.com](mailto:ph.servajeau@armalith.com)