Welcome to the Brand Activation guide

Before you start, make sure you have:

1. Your fabric order confirmation
   → Received from one of our official weavers

2. Your Brand Lab access credentials
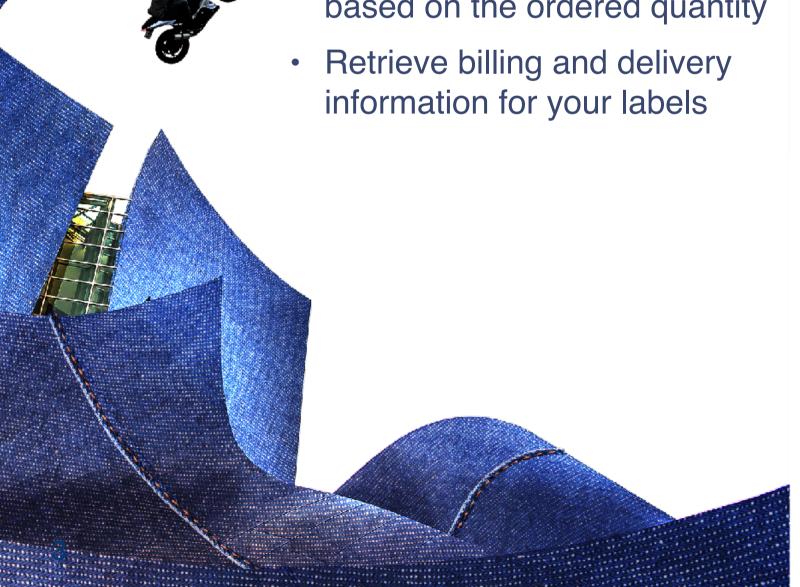   → Request them via contact@armalith.com if not already received

Your Fabric Order Confirmation

We use it to:

- Verify that your fabric comes from an official Armalith® weaver

- Confirm the fabric reference is pre-approved

- Determine the performance segment (e.g. 70 km/h, 90 km/h…)

- Estimate the number of labels based on the ordered quantity

- Retrieve billing and delivery information for your labels

Trademark License Agreement

Before using the Armalith® name or tags, a simple trademark license must be signed.

This agreement:

- Authorizes your brand to use Armalith® as an ingredient

- Ensures the Armalith® brand is always used in connection with its certified technology

- Frames how the brand and visuals can be used, with flexibility and approval

- Covers royalty mechanisms — usually collected via the fabric supplier, or directly if needed

The contract is short, and protects your rights as much as the brand's integrity.
You'll find it in the Brand Lab — ready to download and sign.

Ordering Marketing Materials

Once your order is confirmed you can submit your
marketing material request

The form lets you:

- Upload your fabric order confirmation

- Select hangtags

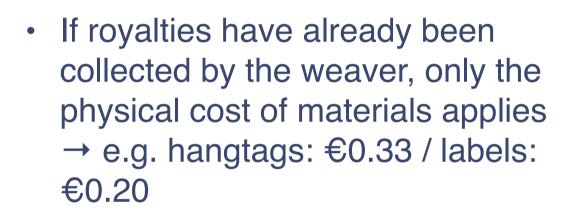- Order authenticity labels

- Order other MK material

The form acts as a wish list — our team follows up.
Please launch this step as soon as your fabric order
is confirmed, so we can schedule production and
delivery in time.

Label Payment & Invoicing

After submitting the form, you'll receive a tailored invoice based on your situation

- If royalties have already been collected by the weaver, only the physical cost of materials applies → e.g. hangtags: €0.33 / labels: €0.20

- If royalties were not collected with the fabric, they'll be added to the invoice → total cost per certificate label = €0.80

All label activations include free data entry and flashcode setup — handled by the Armalith® team.

Your invoice is directly linked to your fabric order confirmation.
This ensures traceability and protects the brand — and your product — against imitation.

Production Batch Declaration

Each labeled product must be declared via a simple batch form

This step allows us to:

- Link the labels to your product line

- Confirm that Armalith® technology has been properly preserved during production

This declaration allows us to enrich the **digital passport** with garment-specific information — the level that truly matters to the end customer.

Communicating with Armalith®

Once your brand is activated, you can integrate Armalith® into your communication strategy — as a key ingredient

We recommend:

- Presenting the performance level (e.g. 90 km/h) as a clear differentiator

- Including Armalith® in your product storytelling, where it brings value

- Using hangtags and QR codes to educate sales teams, retailers, journalists and consumers

- Leveraging visuals, crash-test footage or tech content from the Brand Lab

Your product has nothing to prove — just let Armalith® speak through the details