



THE WORLD'S  
STRONGEST DENIM

# 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](mailto:contact@armalith.com) if not already received





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# Your Fabric Order Confirmation

We use it to:

- Verify that your fabric comes from an official Armalith® weaver
- Confirm the fabric reference is pre-qualified
- 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





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# 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®
- Ensures the Armalith® brand is always used in connection with its certified technology
- Frames how the brand and visuals can be used
- Defines a 5% royalty on the fabric purchase price, collected via the fabric supplier or directly

The contract is short, and protects your rights as much as the brand's integrity.





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## Ordering Marketing Materials

Once your fabric 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
- Option to use Armalith® hangtags or produce your own (subject to approval)

The form acts as a wish list, our team follows up.





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## 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 cost of materials applies :

Hangtags: €0.33

Certificate labels: €0.14

Digital activation (Blockchain):  
€0.06

Authenticity labels are optional, unless you produce your own hangtags





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# Production Batch Declaration

Each garment number 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.





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## 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

