



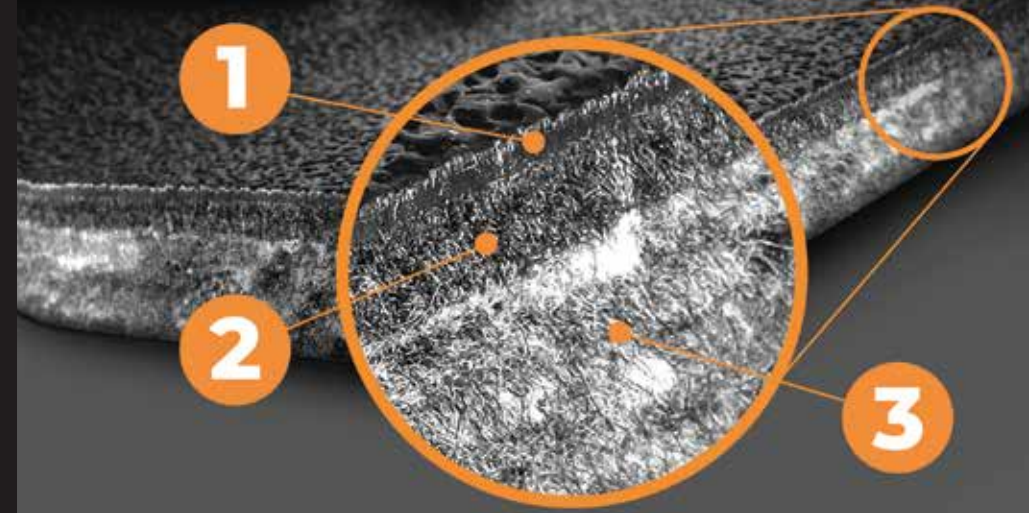
THE TOUGHEST FLOOR ON THE TRAIL

COMPLETE REPLACEMENT FLOORING SYSTEM

WE KNOW OFF-ROAD

Through an ongoing partnership with Jeep® Jamboree USA that began in 2018, the product design and development team worked with trail guides and automotive engineers to test Armorlite flooring on every type of terrain, from the deserts of southern California, to the forests of Michigan, Tennessee and North Carolina.

After every excursion, the flooring system was refined and enhanced for fit, finish and performance. The team worked for nearly two years to bring Armorlite to market.



ARMORLITE COMPOSITION

1 PROTECTIVE LAYER

Designed to take on anything the trail has to offer. Prevents scratching and marring, offers excellent grip and water protection.

2 STRUCTURAL LAYER

This layer bonds the topcoat to the dense thermal insulator and provides the stiffness to achieve exact vehicle fit.

3 HEAT AND NOISE INSULATOR

Unrivaled thermal protection for the entire floor surface, with the added benefit of sound management.



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PRODUCT FEATURES

All weather floor system that replaces your factory carpet.



WATER DRAINAGE

Our built-in channeling and drainage system provides water with a path way out

- Unlike any other flooring products, Armorlite features a tapered design moving water from the outboard and inboard sides toward the drain location of each flooring section, which is at the lowest point of the footwell

OPTIMAL TRACTION

Ensures a firm footing when stepping in and out of the vehicle

- Marine-grade surface provides limited slip under any dusty, sandy, freezing or wet driving conditions
- Integrated all weather drainage, raised chevrons & traction surface means no need for nasty-looking throw-in mats or coverings to go over Armorlite

MAXIMUM DURABILITY

Hands-down, the toughest floor on the trail

- 4x better wear resistance than any factory flooring
- Armorlite completes more than 20,000 cycles on the Tabor wear industry test standard before showing signs of wear, as opposed to the 3,500-cycle standard used for OEM flooring
- Our proprietary topcoat outperforms OEM UV fade testing by 4x, providing 10 years of resistance to direct UV exposure before showing signs of fading
 - OEM standard - 225 kj/m2
 - Armorlite - 904 kj/m2
- Proprietary topcoat is scratch & mar resistant

UNIQUE STYLE

Add style and enhance the rugged look of your vehicle

- Clean, crisp appearance eliminating the need for additional throw-in mats
- Mesa Smoke and Desert Khaki colors options complement interior color available



FACTORY FIT

Superior fit that far exceeds the fit of the factory carpet

- The structural rigidity is engineered for a perfect fit that far exceeds the fit of the factory carpet and/or competitive floor coverings
- To achieve the level of material performance required for off-road, our replacement flooring system is approximately 2x as heavy (34 lbs.) as the factory floor it replaces



THERMAL & SOUND INSULATION

The only full-coverage flooring system built to keep heat and noise out of the cabin

Our products endure extensive thermal and acoustical dynamometer testing:

- After only 30 minutes under normal driving conditions, Armorlite keeps the vehicle interior 12° cooler than the factory floor
- After three hours, the temperature between the sheet metal and the Armorlite flooring reached 240°F. Armorlite's dense insulator reduced the temperature of the area where occupants rest their feet by 140° to 100°
- Reduces road noise for a quieter more enjoyable ride

EASY TO CLEAN

With a protective layer, Armorlite cleans easily with soap and water

- Armorlite's proprietary topcoat shell prevents staining and discoloration from the fine particle dust, mud, grease, salt and other corrosive elements