

New momentum: ARMOR Print Solutions becomes Altkin!

At the start of the 2024, ARMOR Print Solutions, an ARMOR GROUP company, is showing its dynamism by changing its name to Altkin. This change of name expresses the coherence and relevance of the company's offerings and services; it underlines the company's commitment to providing alternative solutions - fair solutions that provide freedom from technological and financial constraints, whilst providing a resolute response to environmental concerns. The ambition of Europe's leader in alternative printing (€90m turnover, +700 employees) is to extend its fairer, greener "fair printing" model to the entire printing sector, whilst clarifying the four pillars of its offering: Products, Care, Tech and Tailored.

At the end of January, ARMOR Print Solutions, the European leader in alternative printing, announces that it is changing its name to Altkin. With a turnover of €90m, more than 700 employees and 2 million cartridges reused each year, Altkin, an ARMOR GROUP subsidiary, boasts century-old industrial know-how and industrial and logistics centres in Morocco and Europe, coupled with a state-of-the-art R&D laboratory in Germany.

"The name 'Altkin' and its slogan 'Fair Printing' embody our collective mission to provide alternative pathways to impactful change. It is a sign of our commitment to provide alternative and fair solutions in the digital printing market, freeing our customers from technological and financial constraints, whilst resolutely addressing their environmental concerns," says Gerwald van der Gijp, Managing Director of Altkin.

"This change of name is a major event, the fruit of a strategic reflection on the circular economy. Altkin is now positioned as the leader in responsible printing in Europe, Africa and the Middle East. Coupled with the recent acquisition of THS, this new brand will help to consolidate this activity as one of the pillars of ARMOR GROUP." says Hubert de Boisredon, Chairman and CEO of ARMOR GROUP.

A clearer offering based on 4 pillars

"Whilst our ambition is to confirm our leadership in the EMEA region as a real and fair alternative in a rapidly evolving market, we are clarifying our product and service offering by creating four pillars - Products, Care, Tech, Tailored - which represent our different activities and brands, making them easier to understand." says Gerwald van der Gijp.

Through its Products offering, Altkin offers, alternative printing consumables, with its OWA brand guarantee cartridges from re-used empties, and certified quality. Altkin's strategic development plans for the coming years are strongly focused on A3 multifunction printers and professional ink printing solutions. *"Our objective is to continue to grow by gaining market share while maintaining a consolidation approach with new acquisitions."* says Gerwald van der Gijp.

Secondly, Altkin is continuing to promote **its Care offering**, a suite of services and software solutions designed to free companies from the constraints associated with managing their printing fleets. *"Over the next few years, we will be expanding our services with new functionalities to offer the best possible management tools."* comments Gerwald van der Gijp.

The third pillar, Tech, supported by the A2i (Altkin Industrial Inks Lab) brand, focuses on the creation and custom design of water-based inks. There are many applications, including DTF printing, sublimation, printing on porous surfaces (cardboard, paper towels, tissues, etc.) and printing on flexible packaging. *"We see great potential in this market, with a 10-fold increase over the next 10 years."* adds Gerwald van der Gijp.

The final pillar, Tailored, covers white-label activities such as the production of alternative consumables, ink refilling and the collection of empty cartridges. *"From development to production, from packaging to the delivery of consumables, we take care of everything, allowing our customers to concentrate on their core business, retailing."* explains Gerwald van der Gijp.

"We're proud to offer an alternative range of products and services that guarantees not only the people who use them, but also our partners, the freedom to have real control over their identity, their uniqueness and their performance!" concludes Gerwald van der Gijp.

To find out more about the name Altkin

ALT: Meaning 'alternative', like the 'alt' key on the keyboard, which allows the user to change functions and offers several combinations.

KIN: Family or clan. A close-knit group of people. It's also an anagram of 'ink', a nod to its history and profession. The name Altkin echoes its shared mission: to find different ways of creating impact, together.

The curve of the K also evokes a possible fork in the road, the choice of a different route.

About Altkin

Altkin, the European leader in remanufactured printing solutions, offers flexible and alternative solutions and extensive services for all printing needs. Its expertise and businesses are structured around four pillars: Products, Care, Tech and Tailored. Its customers are distributors and reseller partners, manufacturers and businesses. Altkin invests in R&D as well as in its industrial facilities to guarantee, certify and prove the performance of its printing solutions. Altkin has a turnover of €90M in 2023 and employs more than 700 people. Altkin is an ARMOR GROUP company, a responsible player committed to social innovation. The group is world leader in the design and manufacture of thermal transfer ribbons for printing variable traceability data on labels and flexible packaging. With an international presence, ARMOR GROUP employs nearly 2,500 people in some twenty countries on four continents. The group achieved sales of €447m in 2022.

ARMOR Print Solutions is now **ALTKIN**



More than ever, dedicated
to alternative solutions
that liberate digital printing.

Discover how at
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