

HP SecuReuse program: ALTKIN launches 1st inkjet cartridge reference

ALTKIN, an ARMOR GROUP company, has announced the launch of the first remanufactured inkjet cartridge reference (HP 963 XL) as a part of the HP SecuReuse program. The arrival of this first reference marks a new stage in the collaboration between the European leader in alternative printing and the American manufacturer, through the SecuReuse program, whose aim is to facilitate the remanufacturing of HP printing consumables.

A new stage in HP's SecuReuse program

ALTKIN opens a new chapter in HP's SecuReuse program, announced in May 2024 as a collaboration between three European remanufacturers and the American manufacturer HP. As part of this program, in which Peach 3T and KMP are also participating, ALTKIN is launching the exclusive marketing, under its OWA brand, of the first refurbished HP cartridge featuring a reset original HP chip. This chip now enables print consumables from the SecuReuse program to behave in the same way as new HP cartridges, and to work with the HP+ program and managed services software (MPS). *“OWA products are already recognized for their print quality, which is equivalent or even surpassed compared to their first life. With HP SecuReuse, we now offer a cartridge that combines this very high print quality with all the features of a new HP consumable, providing an ultra-smooth printing experience, including recognition during software updates”,* explains Gerwald van der Gijp, ALTKIN's CEO. *“This new OWA reference is the perfect combination of quality, durability and compatibility”,* he adds. ALTKIN's and HP's R&D teams have been working closely together over the last few months. *“This chip resetting solution is a genuine innovation based on the industrial know-how of our factory in Poland”,* confides Gerwald van der Gijp. The challenge was to ensure compliance with patents and manufacturer specifications.

A mark of confidence in ALTKIN's expertise

Developed as part of the European Ecodesign work plan, HP SecuReuse is a cooperative program that encourages the remanufacturing of HP printing consumables, for perfect compatibility between remanufactured cartridges and HP printers. This initiative validates the extended life cycle of printer consumables and marks a turning point in the remanufactured cartridge industry. *“Whereas until now, HP recommended the use of manufacturer-brand consumables, it is now promoting an environment conducive to the reuse of its cartridges in Europe with the SecuReuse program,”* says Gerwald van der Gijp.

A program that consolidates ALTKIN's position as a leader in responsible printing in Europe: *“By selecting us to take part in HP SecuReuse, HP has recognized the quality of our remanufactured consumables. It's a strong vote of confidence”,* says ALTKIN's CEO. Keen to offer sustainable, high-quality alternatives for all printing needs, ALTKIN is already working with HP on other future products. The two companies plan to release further inkjet and toner cartridge references in the OWA SecuReuse range during 2025.

About ALTKIN (www.altkin-group.com)

ALTKIN, the European leader in remanufactured printing solutions, offers flexible, 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 corporates. ALTKIN invests in R&D as well as in its industrial equipments 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 and committed player promoting 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 worldwide presence, ARMOR GROUP employs nearly 2,450 people in some twenty countries on four continents. The group's turn over was €435m in 2023 (proforma including THS acquisition).



Photo credit: ALTKIN