

Nantes-based artist Docteur Paper creates a unique work to celebrate ALTKIN's 1st birthday

A year ago, ARMOR PRINT SOLUTIONS became ALTKIN. To mark the occasion, the ARMOR GROUP subsidiary dedicated to alternative printing collaborated with Nantes-based artist Docteur Paper and the Musée Atelier de l'imprimerie de Nantes to create a unique illustration. The work was unveiled a few days ago to mark the first anniversary of the company's change of identity.

Celebrating a new identity

In January 2024, ARMOR PRINT SOLUTIONS made a significant change by becoming ALTKIN. To mark the first anniversary of this transformation, the European leader in alternative printing unveiled to its customers and partners a poster created in collaboration with Nantes-based artist Docteur Paper and the Musée Atelier de l'imprimerie de Nantes. Printed in 100 unique and numbered copies, the work depicts a city with multiple references to the printing industry, the history of ARMOR GROUP and ALTKIN. *'This work was born out of our change of identity,'* explains Angélique Gohard, Computer Graphics & Communications Project Manager at ALTKIN. *'To mark this event, we wanted to offer our customers and partners something symbolic that echoed the history of the printing company'*. A reproduction of the poster was given to ALTKIN employees to celebrate the anniversary. The 100 original copies were sent to the company's customers and partners.

A 100% Nantes collaboration

For this project, ALTKIN first approached the Musée Atelier de l'imprimerie in Nantes, which quickly suggested the name of the artist Docteur Paper, with whom it regularly collaborates. 'We really liked his work and it corresponded to the messages we wanted to convey. And we liked the idea of having a 100% Nantes-based collaboration', reveals Angélique Gohard. For his part, the artist confides: 'I was immediately taken by ALTKIN's project. I have a particular affection for printing, and the historical aspect of this work also appealed to me.' This historical aspect is visible in the image, but also in the printing process itself. 'The poster was printed in letterpress on one of our machines, a FAG letterpress from the 1950s,' explains Pascal Fondin of the Musée Atelier de l'imprimerie in Nantes. 'We are delighted to have been able to add an extra historical touch to this project,' he concludes.

About Docteur Paper

Docteur Paper is a French illustrator based in Nantes with a passion for drawing, architecture and travel. He is best known for his hand-drawn ink illustrations of architectural, urban and city-inspired scenes. His work is characterised by a meticulous attention to detail, capturing the architectural essence and soul of each subject he depicts. Since moving to Nantes in 2010, he has worked with a number of institutions and brands including Le Voyage à Nantes, Galeries Lafayette, Quo Vadis, Nintendo, Sushi Shop and Courir.





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Press release - Tuesday 11th February 2025

To find out more about his career and discover his creations, visit his website: https://www.docteur-paper.com/

About the Musée Atelier de l'Imprimerie de Nantes

The Musée Atelier de l'Imprimerie de Nantes is a unique institution in Europe dedicated to the preservation and dissemination of old printing techniques. Founded by Sylvain Chiffoleau, a master printer, and Robert Colombeau, a typesetter, the museum houses an impressive collection of fully functional machines and offers a lively immersion in the history of printing. The museum offers a range of activities, including interactive guided tours where the machines are put into action, allowing visitors to understand the printing processes as they were practised in the past. The museum also organises workshops for schools and groups, offering hands-on experience of typography and engraving. To find out more about their activities, visit their website: https://musee-imprimerie.com/musee/infos/

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. ALKTIN 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 worldwild 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: Docteur Paper



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