

ARMOR GROUP SIGNS A SPONSORSHIP AGREEMENT WITH THE 60 000 REBONDS ASSOCIATION

On March 26, 2025, industrialist ARMOR GROUP announced the signature of a sponsorship agreement with 60 000 Rebonds. Recognized as an association of general interest, its vocation is to help entrepreneurs who have lost their business to bounce back professionally - there are around 60,000 business bankruptcies in France every year - and through its action it hopes to change the way people look at failure.

Aware of its corporate social responsibility, ARMOR GROUP has decided to support the 60 000 rebonds initiative by becoming a patron. At the same time, the Nantes-based industrial company has joined the Club des Entreprises du Rebond (CER), whose ambition is to unite, animate and develop the loyalty of companies committed to 60,000 Rebonds and the entrepreneurs it supports. ARMOR GROUP will provide financial support to the association for a period of three years, which corresponds to the support provided by the association to 2 entrepreneurs on the rebound. *“This initiative is in line with ARMOR GROUP’s commitment to promoting entrepreneurship and social, regional and community involvement,”* says Hubert de Boisredon, Chairman and CEO of ARMOR GROUP.

In 2024, in the Grand-Ouest region, the 60 000 Rebonds association supported 189 entrepreneurs in their post-liquidation rebound, thanks to the commitment of 374 volunteers, 4 employees and numerous partner networks. All united around a single objective: to offer entrepreneurs who have experienced the loss of their business a chance to bounce back, while transforming society’s perception of failure.

About ARMOR GROUP

ARMOR GROUP is a Mid-Cap company, committed to serving a dynamic industry, focused on the challenges of the future. This industrial group puts its expertise at the service of innovation and the production of essential components, in order to generate a positive social, environmental and economic contribution. ARMOR GROUP is 100% owned by the management team and 450 employees-shareholders. It is established worldwide and totals around 2,500 employees spread over some twenty countries across four continents. The Group recorded revenue of €436M in 2023 (proforma including THS acquisition). It invests €50M every year in industrial equipment and R&D. The Group is global leader in designing and producing thermal transfer ribbons for printing variable traceability data on labels and flexible packaging (ARMOR-IIMAK). ARMOR GROUP, a front-line European player for innovative, sustainable consumables and inks as well as print services (ALTKIN), is also a pioneer in developing and producing state-of-the-art materials like coated collectors for electric batteries (ARMOR BATTERY FILMS) and smart films and components (ARMOR SMART FILMS). Since 2023, ARMOR GROUP has developed the ARMOR GROUP Open Industry programme, which aims to develop a positive industrial ecosystem for the French economy and the environment by investing in and supporting high-impact technology start-ups. www.armor-group.com

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From left to right: Hubert de Boisredon, Chairman and CEO of ARMOR GROUP and Alain Marion, co-president of 60 000 Rebonds Grand Ouest.

Photo credit: ARMOR GROUP

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