

RougeGorge switches to the circular economy for in-store printing

Between 5,000 and 6,000 printouts (invoices, delivery notes, etc.) are made each year by a printer in each of the 260 RougeGorge Lingerie shops. As part of its commitment to prolonging the life of its IT equipment as far as possible, the lingerie brand now uses OWA refurbished cartridges for all printing. With these products from the circular economy via a remanufacturing process carried out by Altkin, an ARMOR GROUP company, RougeGorge is making a further commitment to the planet, in line with its DNA.

Reducing the impact of digital technology through the circular economy

Aware of its environmental impact and its role in society, RougeGorge has a highly structured CSR policy with actions on the environment, inclusion, health and governance, validated by certifications such as Oeko-Tex Standard 100 and demanding labels such as Positive Company®. For several years now, the French brand has been committed to a number of sustainability initiatives, including those relating to digital technology. IT equipment is replaced only at the end of its useful life, not at the end of its depreciation period, which is generally 4 years, with PCs now lasting around 6 to 7 years. Peripheral consumables are partly made from refurbished products. And all the cartridges used for printing in shops are now part of the circular economy.

"RougeGorge is a brand committed to respecting the planet. One of our concrete initiatives is to encourage the circular economy. In particular, we have launched initiatives to encourage the second life of the clothes we sell (upcycling). So it's only natural that this approach should permeate all areas of our business, including the digital side of things — even printer cartridges!" says Pierre Trepagne, Head of Support and Infrastructure.

Refurbished cartridges in all RougeGorge shops

The Dyalog Manage service, offered by French company Altkin in conjunction with its partner Calestor, a French distributor of IT solutions and hardware, is a comprehensive service. Without having to change its existing fleet of HP printers, RougeGorge is now automatically supplied with refurbished cartridges that are compatible with its machines, and which, once empty, are collected and then refurbished again. This is done at a pre-defined cost per page, enabling RougeGorge to control its budget. What's more, Altkin's service also includes printer support and maintenance.

"OWA cartridges and Dyalog's Manage service have brought us a number of benefits. Firstly economic, since we have made savings, to date of around 5%, compared with buying new cartridges. Secondly, it's environmentally friendly, as the cartridges come from the circular

economy. Lastly, the level of product quality has been matched by Altkin's dedicated R&D department. We're delighted with this partnership and hope it will continue for many years to come," says Pierre Trepagne.

'Remanufacturing, the most complete value retention process' according to ADEME

A pillar of the circular economy in the same way as recycling and reconditioning, remanufacturing is defined by ADEME as a rigorous and standardised process enabling a used part or product to be returned to a state of performance and functionality equivalent to or even superior to that of its original state and for the same use¹. It differs from reconditioning or simple refilling operations in that used components or products are refurbished to the same or better quality and performance.

"The printing sector opens up a field of easy and immediate actions that can reduce its environmental impact without requiring heavy investment. Whether they are private companies, like RougeGorge, or public bodies, by opting for refurbished cartridges, these organisations are reducing the amount of waste they produce and extending the life of the equipment they use. It's also, in very practical terms, a way of reconciling digital sobriety and economic performance," concludes Gerwald van der Gijp, CEO of Altkin.

Some figures**Worldwide**

- Around 1.1 billion cartridges are produced and sold each year (source - Planetoscope).
- 80% of them are neither remanufactured nor recycled (source - European Toner & Inkjet Remanufacturers Association).

In France, according to the Ministry of Ecological Transition and Solidarity (2018)

- 75 million print cartridges are placed on the French market every year, i.e. 6,650 tonnes of cartridges for professional use and 1,850 tonnes for household users.
- 24% of printer cartridges placed on the market were collected in France under a voluntary agreement that brought together some of the industry's players and the Ministry of Ecological Transition and Solidarity.

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, which employs more than 700 people, generates annual sales of several tens of millions of euros and is aiming for €90m by 2025. 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 turnover was €446m in 2024.

¹ <https://bibliothèque.ademe.fr/economie-circulaire-et-dechets/6249-etude-sur-la-remanufacture.html#product-presentation>

About RougeGorge

RougeGorge is a French lingerie brand, founded in 1992, that celebrates all women with beautiful, long-lasting lingerie.

Designed for all body types and styles, RougeGorge offers lingerie that is inclusive, accessible and desirable. From A to G cups, each creation combines couture expertise, French style and everyday comfort.

Daywear, nightwear, swimwear, seduction, sportswear or post-operative lingerie: each line is designed to support women at every stage of their lives.

A network of 252 shops throughout France and 7 in Belgium.

www.rougegorge.com



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