

Altkin appoints Othman Alami as managing director of its Moroccan industrial site

Altkin, a company belonging to the ARMOR GROUP and the European leader in alternative printing, announces the appointment of Othman Alami as managing director of its industrial site in Bir Jdid, Morocco. At the helm of the factory dedicated to refurbishing printing consumables for A4 and A3 laser printers, the new manager has three main ambitions: to improve performance management, strengthen competitiveness and support talent development.

Othman Alami, Managing Director of the Bir Jdid industrial site

Aged 44, Othman Alami has taken over as Managing Director of Altkin's industrial site in Bir Jdid, Morocco. An engineer by training, he graduated from École Centrale de Lille and went on to earn an MBA from Toulouse Business School. Othman Alami began his career in the 2000s in the metallurgy sector before moving into the agri-food industry. He spent fourteen years with the Danone group, an experience that shaped his leadership profile. During this period, he managed a factory with 400 employees, then took on a management position overseeing four production plants with a total workforce of around 1,000 employees. It is on the strength of this solid background in the industrial world that he has now joined Altkin.

"Altkin first attracted me because of the humanity of the employees I spoke with during the recruitment process. This alignment of values was decisive in my decision to join the company. I felt that this was where I needed to be. It is also a great opportunity to diversify my career while contributing to a circular and sustainable model," says Othman Alami.

"I am delighted to welcome Othman Alami to Altkin. With his wealth of industrial experience and strong ambitions for the Bir Jdid site, he will contribute to a new growth dynamic that will strengthen our European leadership," said Gerwald van der Gijp, Altkin's CEO.

Management, competitiveness and people at the heart of his ambitions

Othman Alami takes up his post with the ambition of contributing to the development of talent and industrial performance at the Bir Jdid site and at Altkin in general. He has therefore set himself three short- to medium-term priorities: strengthening governance and business management (performance management, process review, etc.), improving industrial competitiveness, and developing a talent support policy.

"Our industrial site has many strengths: proven expertise and highly professional teams who are masters of their craft. However, there is still room for improvement in terms of cost optimisation."

My role will be to create the conditions for everyone to continue to progress, share their ideas and contribute to collective success. True to the Group's DNA, I am convinced of the virtuous effects of management that focuses on people," he says.

The Bir Jdid industrial site

With nearly 400 employees, Altkin's Moroccan production site is located 40 km south of Casablanca. The largest employer in the local economic area, it is dedicated to the refurbishment of printing consumables, particularly toner cartridges for laser printers, using a highly advanced remanufacturing process, with a production capacity of 3 million cartridges per year. These products are sold in France and many European countries under the OWA brand, as well as under white label brands by certain reseller partners.

The Bir Jdid site also has a logistics platform covering more than 1 hectare (11,500 m²) dedicated to the storage of components and empty cartridges, as well as the customisation and storage of refurbished cartridges. The site is ISO 14001 certified.

Focus on remanufacturing

A lesser-known pillar of the circular economy than recycling and reconditioning, remanufacturing is defined by ADEME as a rigorous and standardised process that restores a used part or product to a state of performance and functionality equivalent to or even superior to its original state and for the same use. It differs from reconditioning or simple refilling in that it results in the refurbishment of used components or products to a uniform level of quality and performance.

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

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.



Photo credit: Altkin