



Christian Lefort is the new CEO of ARMOR Industrial Coding and Printing

Tuesday, August 31, 2021, Hubert de Boisredon, Chairman and CEO of ARMOR Group, introduces Christian Lefort as the new CEO of ARMOR Industrial Coding and Printing, the group's main activity. Highly dedicated to the development of traceability, the company is world leader in Thermal Transfer Technology, and it holds a market share of 30%.

Moving forward under a talented new leader

The new CEO, Christian Lefort, comes to ARMOR Group with a strong industrial and business background. His professional career, in both France and the United States, has led him to work with the Dover Group at Markem-Imaje and Datamax-O'Neil, as well as Dirickx and Evolis. Having worked in multiple international environments, he has impressive language, leadership and executive management skills.

"With his dual expertise in print and traceability, and international development, Christian Lefort is the perfect choice for CEO of ARMOR Industrial Coding and Printing." Hubert de Boisredon, Chairman and CEO, ARMOR Group

Strengthening its development strategy

ARMOR Industrial Coding and Printing designs, produces and markets print consumables dedicated to marking traceability data on labels and flexible packaging (batch numbers, barcodes, expiration dates, etc.). This business unit represents 80% of the group turnover.. For several decades, ARMOR Industrial Coding and Printing's seventeen subsidiaries have been supplying five continents, making it world leader in its field. Today, Christian Lefort's goal is to strengthen ARMOR Industrial Coding and Printing's development strategy, together with the management team.

"Under Christian's leadership, ARMOR Industrial Coding and Printing will accelerate its growth, through new business acquisitions and the development of new Thermal Transfer printing solutions." Hubert de Boisredon, Chairman and CEO, ARMOR Group

"In the world we live in, traceability plays a huge role in securing goods and people. Joining ARMOR Industrial Coding and Printing as CEO is a personal challenge for me. I aim to position the company as the indisputable world leader of Thermal Transfer Technology, both from a market share and technological point of view. To begin, in the short to medium term, the goal is to reach 40% market share. I am very much looking forward to working with the management team to create and lead new projects." Christian Lefort, CEO, ARMOR Industrial Coding and Printing

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About ARMOR

ARMOR specialises in the industrial formulation of inks and the coating of thin layers onto thin films. The Group is the global market leader in the design and manufacture of thermal transfer ribbons for printing variable traceability data on labels and flexible packaging. The European market leader in innovative and sustainable printing services and consumables, the Group is a pioneer in the development and production of industrial inks and innovative materials, such as organic solar films, coated collectors for electric batteries and bespoke filaments for additive manufacturing. With an international presence, ARMOR has nearly 2,000 employees in some 20 different countries. In 2020 it posted annual revenue of €274m. Each year the group invests nearly €30m in industrial equipment and R&D. ARMOR is a responsible company committed to stimulating innovation within society. www.armor-group.com