

## Armor has appointed a former HP director to accelerate the growth of its laser and inkjet cartridge business



**Gerwald Van der Gijp has joined Armor as Business Unit Director of Armor Office Printing Corporate, dedicated to laser and inkjet printer cartridges for businesses.**

*"This appointment demonstrates Armor's continued commitment to its growth strategy with the launch of the new OWA offer, the first French printing solution that is part of the circular economy,"* comments Hubert de Boisredon, Armor's Chairman & Chief Executive Officer.

Coming from a family of Dutch entrepreneurs, Gerwald Van der Gijp spent fifteen years working for the Hewlett Packard International Group, particularly within the Personal Systems Group. After beginning his career in finance, he rapidly moved on to marketing and sales management positions, before holding various general management functions. In 2011, he was appointed Director of the PC Business Unit for the European, Middle-East and African division (EMEA).

Gerwald Van der Gijp decided to join Armor to support the development of the laser and inkjet cartridge business. *"After an enriching experience spanning 20 years within a large group, I wanted to dedicate myself to a smaller company with high-growth potential. At Armor, there is a strong entrepreneurial spirit: a real capacity to innovate, a customer focussed mind-set and a desire to invest !"* explains Gerwald Van der Gijp.

With Gerwald Van der Gijp's recognised experience and expertise in IT sales and distribution channels, further impetus is added to Armor's strategy in terms of access to new markets and distribution channels, with the objective of developing the group's presence in Germany, the United Kingdom, and Northern Europe as well as Africa and the Middle East.

### ARMOR

Armor is a world specialist in printing consumables and thin-film coating technology. Social innovation is positioned at the heart of its industrial system in order to provide concrete solutions to challenges society is facing today: safeguarding assets and people by product traceability, contributing to the circular economy by proposing environmentally responsible printing solutions, increasing the safety, performance and lifespan of batteries and bringing energy to as many as possible with its 3<sup>rd</sup> generation photovoltaic film.

Today, Armor is the world leader in thermal transfer ribbons, European leader in the production of inkjet cartridges and N°1 in the sale of remanufactured laser cartridges in France, an area in which OWA goes even further by proposing a total recycling system.

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