

## ARMOR Print Solutions: a new disruptive communication campaign for OWA

On 14 January, ARMOR Print Solutions (ARMOR Group) announced the launch of a new communication campaign for OWA (Our Way to Act), its eco-responsible remanufactured ink cartridge brand. It illustrates the commitment and desire of the printing consumables expert to take action for a more responsible future.

### A disruptive communication campaign...

The OWA remanufactured cartridge brand has chosen to use an empowering, exemplifying communication campaign that juxtaposes environmentally-aware individuals and their contradictory behaviour. It portrays men and women who show an environmentally responsible attitude in some of their daily activities (cycling to work, eating organic food, etc.), but still use original cartridges - even though solutions with a much smaller ecological footprint exist.

Structured around five visuals, the campaign is being broadcast throughout January in both digital media and the press, and also in the OWA brand's reseller network.

*"This campaign is intended to be both powerful and disruptive. It was designed to encourage users of print consumables to make an environmental commitment by choosing remanufactured consumables, an innovative solution within everyone's reach,"* explains Emmanuelle Travailleur, Trade, Marketing and Communication Manager at ARMOR Printing Solutions.

### ... symbol of a turning point for the OWA brand

Illustrating OWA's promise "Nothing is lost, everything is transformed", this campaign reaffirms the positioning of the ARMOR group's business model based on societal innovation, combining industrial and economic performance with respect for people and the environment. This new advertising chapter thus represents a key step in the development of the brand and confirms ARMOR Print Solutions' desire to consolidate its position as a key player in the printing market.

*"We are very proud of the brand's progress in this ultra-competitive market through our committed and pioneering positioning. The circular economy is at the core of OWA's DNA, because we are convinced that innovation must be responsible and anticipate its environmental impact on society,"* concludes Gerwald van der Gijp, VP & Managing Director of ARMOR Printing Solutions.

Press contact:  
Olivia Franciosi (Ohwood)  
+33 (0)6 82 78 16 40 / o.franciosi@ohwood.fr

### About ARMOR

ARMOR specializes 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 2019 it posted annual revenue of €280m. 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](http://www.armor-group.com)