

ARMOR Office Printing becomes ARMOR Print Solutions **ARMOR asserts its forward-facing and customer-focused strategy**

ARMOR Office Printing, the European leader in remanufactured cartridges, is strengthening its core business sector and incorporating semi-industrial inks into its range of products. In doing so, the company aims to sustain its growth and invest in high value-added activities for professional customers by capitalising on the OWA circular economy brand.

A new strategic organisation

From October 2020, ARMOR Office Printing will become ARMOR Print Solutions, which will now be made up of 3 main divisions:

- ARMOR Office Products includes the remanufacturing and retail of printing consumables. This concerns in particular Laser, Business Inkjet and Photocopier printing technologies. This business division will strengthen the circular economy strategy while expanding existing product lines and creating new solutions. All of these developments will be accompanied by value-added logistics services such as drop shipping, real-time stock visibility and EDI deployment.
- DYALOG, a new brand in the Managed Print Services (MPS) division, provides companies with printing solutions and software to free users from everyday constraints. Printing needs are changing: DYALOG simplifies and optimises professional printing equipment and flows. Services that provide MPS solutions for all businesses including small and medium enterprises.
- ARMOR Industrial Inks focuses on the development and distribution of semi-industrial inks, sharing its 100 years of expertise in ink formulation with new markets.
"The inks that we design are based on the group's core values: formulation know-how, innovation and respect for the environment." states Gerwald van der Gijp, VP & Managing Director of ARMOR Print Solutions.

"Armor Print Solutions' new dynamic combines our know-how of the circular economy with our expertise in ink formulation. This will provide new value-added opportunities for customers involved in printing. We build strong relationships with our customers by developing new specialised distribution channels, while continuing to invest in our usual channels." concludes Hubert de Boisredon, Chairman and CEO of the ARMOR Group.

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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 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