

## The OWA SCORE: ARMOR is firmly committed to green consumption and circularity

**OWA, the brand of remanufactured printing consumables by French manufacturer ARMOR, is taking inspiration from the practices of the food industry and anticipating legislators to improve its customer experience of the circular economy. The OWA SCORE allows customers to select cartridges in relation to their circular credentials, and heralds a green revolution in the printing consumables sector.**

### Another step towards a market for reusable consumables

French manufacturer ARMOR – the European leader in remanufactured cartridges thanks to its OWA range – continues to innovate for enhanced customer service. *“At ARMOR, we produce remanufactured printing consumables with an ecological footprint that is, by definition, much lower than that of standard cartridges. Since the beginning of the year, we have been making lots of progress in our efforts to further reduce their environmental impact by redesigning all our packaging. Using the OWA SCORE means giving customers all of this information clearly so that they can make informed purchasing decisions,”* explains Gerwald van der Gijp, VP & Managing Director of ARMOR Office Printing.

### The OWA SCORE: an intuitive visual scale for customers

Inspired by practices in the food industry, the OWA SCORE is being implemented on the full laser (end of June), inkjet and copier ranges to evaluate the environmental impact of OWA printing consumables in relation to the circular economy, using questions such as:

- Can the cartridge be reused?
- When the cartridge is reconditioned, how many parts are replaced?
- Is the cartridge collected by the manufacturer after use?
- Does the manufacturer offer a cartridge recycling programme?
- Is the packaging plastic-free?
- Does the printer cartridge have an eco-label?



This process is in line with EU ambitions, particularly the ‘Green Deal’<sup>1</sup>.

### The ‘Green Deal’: Europe trains its eye on printing consumables

The European Union is extending its policy in favour of the circular economy. Preparatory work for the EU Action Plan for the Circular Economy (a key element of the European Green Deal) now includes printing consumables, as work continues on an ambitious plan for manufacturers, due for release within the next six months.

Actively involved in this initiative, ARMOR is sharing its experience with various stakeholders committed to the circular economy in an effort to anticipate the requirements of the Commission, which hopes to secure a reusability rate of 65% for certain products – including ink cartridges – by 2023. Over the coming months, a certain proportion of green consumables or consumables from the circular economy will be imposed on these same institutions.

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**ARMOR** is an industrial specialist in ink formulation and thin film coating. The ARMOR group is the world leader in designing and manufacturing thermal transfer ribbons for printing variable data used for tracking on labels and flexible packaging. As the European leader for 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 current collectors for electric batteries and custom-made additive manufacturing filaments. ARMOR operates internationally with nearly 1,900 employees in approximately twenty countries. In 2019, the company reported a turnover of €280 million. Each year, it invests around €30 million in industrial equipment and research and development. ARMOR is a responsible and committed player dedicated to societal innovation. [www.armor-group.com](http://www.armor-group.com)

<sup>1</sup> [https://ec.europa.eu/commission/presscorner/detail/en/IP\\_20\\_420](https://ec.europa.eu/commission/presscorner/detail/en/IP_20_420)