

# U'rSELF Ton Direct. Get it!

## PRESS RELEASE

### **U'RSELF acquires Ton Direct and Get it! and strengthens its print management offering**

2 February 2026 – U'RSELF, a print management agency with operations in Bordeaux and Rennes, announces the acquisition of Ton Direct and Get it!, two companies based in the Rennes region. This dual transaction forms part of the group's growth strategy and strengthens its positioning with retail brands and point-of-sale networks.

Ama Partners has once again supported Alexandre de Roumefort, Founder and CEO of U'RSELF, in the execution of these two acquisition transactions.

#### **A print management specialist working with retail brands**

As a specialist in print management, U'RSELF supports retail brands in the design, production and rollout of their communication materials, covering both digital and large-format printing. In an increasingly digital environment, print remains a key driver for local marketing and promotional campaigns.

U'RSELF addresses this need by providing operational solutions to several national retail brands, including Etam, Midas and Sushi Shop.

Founded in Bordeaux, the company has gradually expanded its geographical footprint, notably to Rennes following the acquisition of Beausoleil. Today, U'RSELF delivers its solutions nationwide from its two main hubs.

#### **Two complementary acquisitions**

Through the acquisition of Ton Direct, a specialist in print brokerage and print logistics, and Get it!, a B2B marketplace dedicated to customised communication materials, U'RSELF enhances its core offering and strengthens its ability to meet the needs of retail brands through a comprehensive and integrated approach.

The selling shareholder, Olivier Ganivet, has chosen to step back to focus on new projects, notably within On Group. He will nevertheless continue to support the U'RSELF team on commercial matters to ensure a smooth transition of client relationships and a structured handover.

This transaction forms part of U'RSELF's continued development in Rennes, initiated in October 2021 through the acquisition of Beausoleil, a transaction also advised by Ama Partners.

**Transaction participants:**

Buyer: U'RSELF (Alexandre de Roumefort)

Seller: On Group (Olivier Ganivet)

Buyer's M&A: Ama Partners (Brice Thébaud, Quentin Moreau)

Buyer's legal advisor: Aloy (Tiphaine Brissez)

**About U'RSELF**

Founded in Bordeaux, U'RSELF is a print management agency supporting retail brands and point-of-sale networks in the design, production and deployment of their print communication materials. With operations in Bordeaux and Rennes, the company serves clients across France.

More information: [www.urself.fr](http://www.urself.fr)

**About Ton Direct**

Based in Rennes, Ton Direct specialises in print brokerage and print logistics. The company supports its clients in optimising print purchasing and managing operational print flows, relying on a selected network of printing partners and recognised expertise in print project coordination.

More information: [www.tondirect.fr](http://www.tondirect.fr)

**About Get it!**

Get it! is a B2B marketplace dedicated to customised communication materials for retail brands and point-of-sale networks. The platform centralises ordering, personalisation and distribution of print materials, ensuring brand consistency and operational efficiency. Based in Rennes, Get it! complements print management services through a structured digital approach.

More information: [www.get-it-solutions.com](http://www.get-it-solutions.com)

**About Ama Partners**

Ama Partners is an independent advisory firm specialising in high-level financial transactions for SMEs and mid-sized companies. Founded in 2010, Ama Partners has successfully completed numerous sale, acquisition, fundraising and capital restructuring transactions. The firm offers French and international business leaders close support and strong commitment throughout each assignment. Ama Partners is a member of the CNCFA.

More information: [www.ama-partners.com](http://www.ama-partners.com)

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