



16 August 2023

**HYBRID SOFTWARE ANNOUNCES THE APPOINTMENT OF
HEATH LUETKENS AS BUSINESS MANAGER FOR 3D GRAPHICS**



(Ghent, Belgium) HYBRID Software, developers of innovative productivity tools for the graphic arts industry and a subsidiary of Hybrid Software Group, is pleased to announce the appointment of Heath Luetkens as Business Manager for 3D Graphics. Luetkens was a key employee of iC3D Software for more than 10 years prior to their acquisition by HYBRID Software, making him the perfect candidate to champion further innovation in 3D graphics.

With the recent acquisitions of iC3D visualization software and Quadraaxis, HYBRID Software has increased its focus on 3D graphics software as a strategic growth opportunity. In his new role, Heath Luetkens will oversee the development of these products and their integration with HYBRID Software's PACKZ and STEPZ PDF editors and its CLOUDFLOW enterprise workflow software.

States Luetkens, "3D visualization and rendering have become important prepress functions for printers and converters of labels, flexible packaging, and folding cartons, but historically these tasks required specialized software and a lot of manual intervention. By integrating iC3D into PACKZ and CLOUDFLOW, we've provided professional 3D graphics tools as part of an automated workflow that can be operated by any printer. I look forward to working with the developers of our 3D graphics tools to accelerate innovation and increase productivity."



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About HYBRID Software

With offices in Belgium, Germany, US, UK, Spain, France, Italy, and China plus a global partner network, HYBRID Software is an enterprise software development company focused on innovative productivity tools for the graphic arts industry.

HYBRID Software's CLOUDFLOW workflow, PACKZ and STEPZ editors, and print quality solutions offer a unique set of advantages that include native PDF workflows, enterprise cloud solutions, scalable technology with low cost of ownership, and direct integration with leading MIS solutions and output devices. These products are used by thousands of customers worldwide in all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing. HYBRID Software is a subsidiary of Hybrid Software Group.

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