



FOR IMMEDIATE RELEASE
15 October 2024

Hybrid Software BrandZ Expands in the Americas with Dedicated Team

October 15, 2024 – Merelbeke, Belgium – Hybrid BrandZ, a business unit of Hybrid Software, is pleased to announce the formation of a dedicated U.S. team to strengthen its coverage and drive growth across the United States. Jointly led by Heath Luetkens and Scott Pellicone, this team is set to streamline complex project management for brands and consumer packaged goods companies, ensuring ease and efficiency in execution nationwide.

Heath Luetkens brings a wealth of industry experience to the team, having been instrumental in expanding Hybrid Software's presence in 3D rendering and photorealistic rendering as Business Manager for iC3D. Heath is a seasoned technology and business leader with over 20 years of experience in strategic planning, product development, and business development for labels and packaging. His leadership includes active roles in key industry standards bodies, such as ISO, ICC, CGATS, and IDEAlliance, where he has contributed to advancing best practices and shaping industry standards.

The newest addition, Scott Pellicone, joins Hybrid BrandZ with a strong background in sales and business development from his many years in creative services and print production leadership roles at AGI-Shorewood, ASG/Spark!, RR Donnelley, and Quebecor as well as in his own manufacturing business. Scott's extensive experience in strategic marketing and client relations will complement the team's mission to provide innovative solutions and unparalleled client service. He will concentrate his efforts in the Eastern US and Canada, where his strategic insights and commitment to customer satisfaction will enhance Hybrid BrandZ's support and responsiveness.

"We're thrilled to welcome Scott to the Hybrid BrandZ team, as he brings invaluable experience to our U.S. operations," states Igor Vandromme, General Manager and Vice President of Hybrid BrandZ. "With Scott and Heath at the helm, our dedicated team is well-positioned to offer exceptional service and support to our clients across the Americas."

With the new U.S. team in place, Hybrid BrandZ is ready to expand its service offerings, reinforce client relationships, and deliver the innovation needed to help clients thrive in today's competitive landscape.

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About Hybrid BrandZ: Hybrid BrandZ, a dedicated business unit of Hybrid Software (Euronext: HYSG), is transforming the packaging industry with innovative solutions. Our core offerings, Artflow—a comprehensive artwork management solution—and iC3D, a 3D packaging design software, streamline concept generation and visualization. Our products are committed to managing complex projects with ease and efficiency for brands and consumer packaged goods companies.

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