



12 July 2022

**HYBRID SOFTWARE APPOINTS DAN PULLING  
AS PRODUCT MANAGER FOR FLEXO TECHNOLOGIES**



(Ghent, Belgium) HYBRID Software, developers of innovative productivity tools for the graphic arts industry and a subsidiary of Hybrid Software Group (Euronext: HYSG), has appointed industry veteran Dan Pulling as product manager for flexo technologies.

Mr. Pulling has a wealth of experience in flexography. Between 2000 and 2020 he worked in a variety of roles at Artwork Systems and Esko Graphics in Belgium including business development, product management, support, quality assurance, and applications. In 2020 he set up an independent consultancy to specialise in flexographic printing technologies.

Dan will become worldwide product manager for flexo technologies at HYBRID Software. In this role, Dan will work closely with the HYBRID engineering team, and the sales force and directly with HYBRID's printer/converter customers base to continue to drive flexo technology to new heights.

Dan says, "Joining the HYBRID Software team that just received back-to-back FTA Technical Innovation awards for flexography seems like the ideal next step in my career. Building powerful and open solutions is at the heart of HYBRID's DNA, and helping focus more of that effort and innovation on flexography is exciting. Flexo is the fastest growing packaging segment worldwide, and PACKZ and CLOUDFLOW are powerful products which allow our customers to control their flexo printing. The CLOUDFLOW RIP, with its extensive features to manage curves and screening, Intelligent Flexo to intelligently apply quality enhancement, and Tectonics to optimize plate use and reduce cost, are perfect examples of HYBRID's commitment to innovation on behalf of flexo printers."

Nick de Roeck, CTO of HYBRID Software, comments, "I'm delighted to have Dan on board. His expertise in flexo and screening, and his many years' experience in technical

sales support will help drive our customers' adoption of our products. With more innovations in our pipeline, Dan's appointment comes at the right time as we expand our offering to help customers improve their print quality from their existing equipment and increase their productivity. His technical background and communication skills will make him an important resource for our customers."

**END**

**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.

[www.hybridsoftware.com](http://www.hybridsoftware.com)

**Contact:** [marketing@hybridsoftware.com](mailto:marketing@hybridsoftware.com)

**Press Contacts:**

**Chief Marketing Officer**

Christopher Graf

Email: [christopherg@hybridsoftware.com](mailto:christopherg@hybridsoftware.com)

Tel: +49 761 70 776 710

**HYBRID Software NV**

Guldensporenpark 18 Block B 9820 Merelbeke, Belgium.

**HYBRID Software GmbH**

Uhlandstr. 9, 79102 Freiburg, Germany.

**HYBRID Software Inc.**

One South State Street, Newtown, PA 18940.