

## Manfred Heckt becomes new Chief Strategy Officer at print Group | WERK II



*Manfred Heckt, CSO print Group | WERK II*

*Beginning on August 1, 2022, Manfred Heckt will begin his role as Chief Strategy Officer APAC at print Group / WERK II, Duisburg.*

(Duisburg, 1<sup>st</sup> August, 2022) On August 1, 2022, Manfred Heckt will join the print Group | WERK II GmbH management team as the new Chief Strategy Officer. As CSO, he will be responsible for market development and strategic growth with a focus on the APAC region.

As the former Managing Director of Stibo Systems Pty. Ltd., Mr. Heckt resided in Australia for more than 3 years and worked to expand the company and successfully position it with a motivated team and notable partners at well-known large companies from the retail and finance sectors. Additionally, in recent years, he took over the expansion of the South Asian and Oceanian market, including New Zealand as Vice President of the organization.

Mr. Heckt understands how to transform customer requirements into measurable solutions. With an extensive knowledge and understanding of the market requirements around product communication, he excels in advising and supporting customers in the successful implementation of software projects. He now brings his extensive expertise and in-depth knowledge of product information management and publishing to the print Group | WERK II GmbH.

Mr. Heckt's knowledge of the print industry goes back several decades to the early 1990s. After graduating with a degree in Economics, he worked in sales for VHV (very high volume) printing systems, and later held the position of Managing Director at a print shop. Manfred Heckt and Horst Huber, CEO of print Group | WERK II, have known each other since this time. Mr. Huber and Mr.



Heckt are two industry giants who notably rank among the pioneers of data-driven product communication.

### **About priint Group / WERK II**

Founded in 2003, priint Group / WERK II is one of the world's leading software providers of solutions for bringing product data to life. We believe there are two primary factors of successful marketing communication: 1.) the availability of information "on demand" and 2.) the "relevance" of the content. In terms of channel selection, the priint Group views the combination of digital and offline measures as a key factor for a truly successful customer experience. The priint:suite brings digital transformation and automation to the creative lifecycle: whether as a scheduled or on-demand publication, standardized or personalized, in one or fifty languages.

To put it into perspective: companies that rely on the priint:suite achieve an increase in publishing efficiency of up to 80%.

The priint:suite can be operated in both the company's own data center and in a private cloud environment operated by the priint Group / WERK II.

### **About the priint:suite**

*...the comprehensive solution for today's publishing challenges.*

Today, more than ever, the combination of digital and print publications is crucial to telling a consistent story across all channels. To date, more than 500 customers and 100 partners rely on the priint:suite to convey these stories across their publishing channels with the same consistent quality. With the priint:suite, it is possible to automate publishing processes to be ready for any and all modern needs or requirements. By utilizing the various components of the priint:suite, companies can integrate a wide variety of data sources (such as ERP, PIM, MDM, DAM, CRM, CMS web stores or MRM systems) to make data usable for any type of publishing project with our plug-ins for Adobe® InDesign®, InDesign Server and Illustrator®, among others.

Thanks to this integration and the flexibility of the priint:suite, the same possibilities that are indispensable in digital communication today are also available for classic publications. The modular structure and full scalability of the priint:suite enable cost-effective and successful automation of publishing processes for companies of all sizes. The priint:suite allows for the creation of automated publications, such as data sheets, catalogs or packaging, for industrial customers, mail order companies, manufacturers and many more.

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