For immediate release

# maconcept. joins swatchbook reseller program

*Serving the German speaking market providing sales, support and services for the footwear and apparel industry*

*Irvine, CA, September 5      , 2019 -* swatchbook, inc., the designers and makers of the cloud-based material lifecycle management platform swatchbook announced today that maconcept. has joined the swatchbook reseller network to serve customers in footwear and apparel industry located in the German speaking area of Central Europe aka as "DACH".

"When I saw swatchbook for the first time I knew that is will change the industry," said Tom Schlander, managing director and founder of maconcept. "I am happy to be part of this journey. Helping companies to take the next step is what I have been doing for more than 20 years, and this will be a huge one!"



maconcept. has close to 20 years of experience in selling and supporting software and hardware solutions, as well as expertise consulting and support for both 2D and 3D projects.

maconcept. is centrally located in the middle of Germany with easy access to many local apparel and footwear brands. With all the solutions and services the company provides, maconcept. is uniquely positioned as a technology partner in an industry that is for the most part still at the beginning of digital product development.

"With their expertise in digital content creation and workflow implementations maconcept. is the perfect partner for any client in the apparel and footwear industry", said Thomas Teger, CPO and co-founder of swatchbook. "As we are growing as an organization, swatchbook is transitioning from a traditional software vendor to a technology partner for organizations. The team at maconcept. fits exactly that philosophy. We are very excited to have them on board to help us broaden our presence in the German speaking market, and serve our customers right from the beginning".

**Learn more**
To learn more about maconcepts. offerings and swatchbook's latest capabilities please visit www.maconcept.rocks and www.swatchbook.us.

**About swatchbook, inc**

swatchbook is a design & software company that develops applications that make you smile. Founded in 2017, the company focuses on the development of cloud, desktop & mobile software applications that help integrate the creative community within an organization into the product development process.

swatchbook is located in sunny Irvine, CA. Its founders share a deep passion for good design & workflow, as well as a deep understanding of the challenges in the digital product development process & the future needs of companies in many industries.

**About maconcept.**

Since its founding in 2001 maconcept. established itself as a leading distributor and system integrator for products and solutions in the 2D/3D world. The company, located close to Frankfurt am Main in Germany, offers complete tailored solutions for the the entire creative industry.

Customers include well-known creative mills in the graphic, TV and film industry. Yet also a number of organizations in the area of 3D animation, digital art, industrial design, gaming as well as science and education trust maconcept.'s competence and their broad solution offerings. At the core of maconcept.'s entire solution concept are hard- and software product from leading brands like Apple, Foundry, Wacom, Drobo, Lightmap and Chaosgroup.

The longstanding expertise in the Apple world and the 3D industry make maconcept. a competent and reliable partner, including planning, deployment and support of Apple environments, as well support for 2D/3D projects.

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