

CASE



STUDY

Discover why Hughes Decorr chose Hybrid Brandz to accelerate their digital transformation and streamline artwork and workflow management for increased speed-to-market through Artflow's intuitive software.

Hughes Decorr is an award-winning leader in Point Of Purchase (POP) displays and packaging solutions.



Hughes Decorr, part of Planet Group, has been delivering innovative packaging and print solutions for over 65 years, serving leading retailer and CPG brands with a strong focus on quality, speed, and customer service. As the business started to expand across multiple divisions, Hughes Decorr was looking to strengthen their digital infrastructure to create a more connected, efficient, and scalable operational workflow.

Specifically, Hughes Decorr needed a more integrated and scalable way to manage complex customer projects across sales, project management, design, prepress, production, and customer service.

The key challenge was improving visibility and coordination across their teams. Hughes Decorr was looking to reduce manual handoffs, eliminate duplicated communication, and create a more disciplined workflow from initial customer request through artwork, approvals, production readiness, and final execution.

The goal in searching for a software provider and technology partner was to implement a fully integrated project management platform that could connect their CRM, design workflows, and operational teams, all while creating a more seamless experience for their customers.

After reviewing multiple options, Hughes Decorr was able to determine that Hybrid Brandz' Artflow artwork management software could support better coordination within Hughes Decorr, across Planet Group, and with their customers.

Hughes Decorr's retailer and CPG customers operate in fast-paced environments where timing, accuracy, and execution quality are essential. To support increasingly complex customer demands and reduce delays across artwork, approvals, specifications, and production readiness, they needed a technology partner.

Hughes Decorr's retailer and CPG customers operate in fast-paced environments where timing, accuracy, and execution quality are non-negotiable. To meet those demands, they needed a technology partner with deep industry credibility. As part of Hybrid Software, Hybrid Brandz stood out for its reputation across brand, print, and packaging, and its widespread adoption by leading brand owners, retailers, and converters worldwide.

choosing Artflow

Artflow's powerful and flexible software, combined with Hybrid Brandz' hands-on approach to implementation, set the platform apart from the alternatives.

Rather than delivering a rigid, off-the-shelf solution, the team worked closely with Hughes Decorr to understand complex workflows, adapt functionality where needed, and refine the platform to better align with real-world business processes.

The responsiveness, implementation support, and commitment to continuous improvement made Hybrid Brandz' Artflow the right fit to support Hughes Decorr's long-term digital transformation strategy.

The implementation process was strengthened by the involvement of dedicated subject matter experts who invested time in understanding Hughes Decorr's business, workflows, and operational goals in detail. Joel Winer played a key role in guiding workflow design, platform configuration, and process alignment, working closely with the team to tailor the solution around the company's unique operational requirements rather than applying a standard implementation approach.

His collaborative and hands-on involvement enabled Hughes Decorr to approach the rollout with greater flexibility and creativity, helping bridge the gap between software capabilities and real-world business needs. This partnership-driven approach accelerated implementation, improved user adoption, and ensured the platform was configured to deliver long-term operational value across the organization.



Artflow empowers retailer and consumer packaged goods (CPG) brands with a **connected workflow** that streamlines artwork management, approvals, and collaboration, enabling faster execution, greater operational visibility, and improved quality control across the entire production lifecycle.

the results

Hughes Decorr's implementation of Artflow, deployed internally as OneView, has significantly streamlined how projects are initiated, managed, and tracked across Hughes Decorr's operations. The platform provides teams with real-time visibility into project status, task ownership, job progress, and approval workflows, making it easier to identify responsibilities, monitor progress, and proactively address potential bottlenecks.

From an artwork management perspective, OneView has introduced a more structured and transparent process for submitting, reviewing, approving, and tracking creative and production assets. By creating a shared view of project activity across teams, the platform improves accountability, supports faster decision-making, enhances collaboration, and helps Hughes Decorr consistently deliver on customer expectations.

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The platform provides real-time visibility into project status, task ownership, approvals, and workflow progress, enabling teams to monitor responsibilities, identify bottlenecks early, and keep projects moving efficiently.

By centralizing artwork, approvals, project details, and workflow steps within a single platform, Hughes Decorr has reduced reliance on manual tracking, fragmented communication, and repeated follow-ups. The solution has also introduced a more structured process for submitting, reviewing, approving, and tracking creative and production assets, ensuring consistency and improving cross-functional collaboration.

Combined with its investment in advanced digital print technology, including the Domino platform, the solution enhanced Hughes Decorr's speed-to-market by improving cross-team connectivity, streamlining approvals, increasing workflow visibility, and reinforcing quality control throughout the entire project lifecycle.

This connected workflow approach improves operational efficiency, reduces the risk of missed information, strengthens quality control, and creates a clear audit trail throughout the project lifecycle. With greater visibility and accountability across teams, Hughes Decorr is able to support faster decision-making and deliver a more seamless experience for its customers.

"For Hughes Decorr, the value extends far beyond faster administration; the platform delivers greater operational control, enhanced workflow visibility, and stronger execution discipline across the entire project lifecycle."





As Planet Group expands OneView, powered by Artflow, beyond Hughes Decorr across its broader portfolio of business units, the focus is on creating a more connected and standardized operating platform across the Planet organization. The integrated approach enables greater consistency in project intake, artwork management, approvals, workflow visibility, and customer communication across multiple business units, supporting Planet Group's broader packaging capabilities and long-term growth strategy.

By connecting workflows across subsidiaries, the platform is expected to improve collaboration, reduce duplicated work, standardize processes, and provide leadership with clearer visibility into project activity and operational bottlenecks. Over time, this connected digital infrastructure will support faster speed-to-market, stronger cross-selling opportunities, improved customer service, and a more seamless experience for customers engaging with multiple divisions within Planet Group.

Hybrid Brandz has established itself as more than a software provider, acting as a strategic implementation and development partner throughout the transformation process.

Eghosa Ogbeifun, General Manager of Business Operations at Planet Group reflects on the implementation:

"Hybrid Brandz' responsiveness, flexibility, and practical understanding of Hughes Decorr's operational requirements have helped support workflow design, platform configuration, problem-solving, and continuous improvement initiatives. By combining industry expertise with strong implementation support and platform adaptability, Hybrid Brandz continues to play an important role in helping Planet Group build a scalable and connected digital operating model for the future.

OneView, powered by Artflow, is only the beginning. Planet Group is undergoing a broader digital transformation designed to support growth, improve operational visibility, and enable a more automated future. We are proud of the foundation we have built with Hybrid Brandz.

Their team took the time to understand our business, support our implementation, and collaborate with us on practical workflow improvements. As Planet Group continues to expand its connected packaging capabilities, we are excited to keep developing integrated platforms that provide our customers with the same seamless digital experience that we aim to deliver through our single-source packaging solutions."