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## Maxon Welcomes Laubwerk to Their Expanding Family of Innovative Tools

*Laubwerk and Maxon join forces and provide hundreds of detailed and authentic 3D plant assets, materials, and tools to Maxon.*

**Bad Homburg, Germany – January 6, 2025** – Maxon, maker of powerful, approachable software solutions for content creators working in 2D and 3D design, motion graphics, visual effects, and more, is pleased to announce Laubwerk GmbH joining the creative Maxon community.

**David McGavran, CEO of Maxon, said:**

“With the Laubwerk team joining Maxon, they bring synergies that will result in even greater innovation in our products and enhanced creative possibilities for artists. Laubwerk’s vast library of plants and trees, some of which we already added to Maxon One as part of our long-standing partnership, is widely used by artists working in architectural visualization and visual effects. Their solutions and extensive experience will be instrumental in supporting our efforts to accelerate artist’s workflows by delivering ready-to-use, parametric assets to help kickstart their projects.”

**Philip Losch, Chief Technology and Product Officer at Maxon, commented:**

"The acquisition of Laubwerk is a natural and exciting extension of our long-standing partnership. Their expertise in high-quality 3D plant modeling complements our own technologies perfectly. Together, we can enhance the creative capabilities and workflows of our users around the world."

**Philip Paar, CEO and Founder of Laubwerk, remarked:**

"Laubwerk’s mission has always been to create the most authentic, versatile, easy to use digital plant models, grounded in the expertise of experienced landscape architects and botanical experts. Our previous collaboration with Maxon has been incredibly rewarding and our relationship has always been characterized by a shared passion for innovation and a commitment to enhancing the creative process for digital artists. Joining forces with Maxon allows us to leverage their extensive resources and reach, enabling us to elevate our offerings and continue pushing the envelope in 3D plant modeling and visualization. We look forward to the incredible new possibilities this union will bring to the industry."

Maxon One subscribers already have access to a selection of Laubwerk’s Redshift-ready trees and plants directly within the Cinema 4D Asset Browser. This initiative is part of Maxon's ongoing Capsules project, which aims to provide artists with essential assets to jumpstart creativity and more efficiently realize their visions. Following our integration with Laubwerk, a broader range of assets will become available to subscribers in the future.

[Existing Laubwerk customers for other products should keep watching this space for future developments.](#)

**About Laubwerk GmbH**

Founded in 2010, Laubwerk is a Berlin-based CG software company that offers fast and fluent solutions for architects, CG artists, and VFX experts

requiring 3D plant models while working with popular 3D software platforms. Laubwerk sets new technical and quality standards with authentic-looking plants that require minimal time and effort while offering maximum detail and control. Laubwerk has customers in more than 100 countries, including small businesses, universities, and VFX and architecture corporations such as Audi AG, OBI, Robert Bosch GmbH, VW AG, Foster+Partners, Perkins Eastman, David Chipperfield Architects, The Boundary, Ronen Bekerman, Double Negative, National University of Singapore, Aalto University, Leibniz University Hannover, TU Munich, and ETH Zurich.

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## **About the Nemetschek Group**

The Nemetschek Group is a globally leading provider of software for digital transformation in the AEC/O and media industries. Its intelligent software solutions cover the entire life cycle of construction and infrastructure projects and allow creatives to optimize their workflows. Customers can plan, construct, and manage buildings and infrastructure more efficiently and sustainably, and develop digital content such as visualizations, films, and computer games in a creative way. The software company drives new technologies and approaches such as artificial intelligence, digital twins, and open standards (OPEN BIM) in the AEC/O industries to increase productivity and sustainability. We are continuously expanding our portfolio, including through investments in disruptive start-ups. More than 7 million users are currently designing the world with the customer-focused solutions of our four segments. Founded by Professor Georg Nemetschek in 1963, the Nemetschek Group today employs around 4,000 experts.

The company, which has been listed in the MDAX and TecDAX since 1999, achieved a revenue of EUR 851.6 million and an EBITDA of EUR 257.7 million in 2023.

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