

# ThermoFlexX and Hybrid sign Cloudflow deal

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**ThermoFlexX and Hybrid Software have signed a worldwide agreement that will see the Xeikon Prepress brand sell Cloudflow, a new workspace concept for web-enabled production environments.**

Cloudflow is a compact, modern and modular system for running automated graphics production workflows in a private computing cloud. All Cloudflow interfaces are developed in HTML5, so workflows can be controlled from any web browser or computing tablet.

Cloudflow will be launched at Ipex in March, where both ThermoFlexX and Hybrid Software will be presented.

The deal between ThermoFlexX and Hybrid Software also includes

the recently released Packz application that makes high quality editing of packaging and labels accessible to small, medium and high production volume professionals.

Xeikon Prepress, a division of Xeikon International, offers digital platemaking systems for the flexo market under the ThermoFlexX brand name. The six imagers in the ThermoFlexX series allow efficient CtP plate production for applications ranging from labels and tags to flexible/corrugated packaging and folding cartons.

Christophe Lievens, director of sales and marketing for basysPrint and ThermoFlexX, said: 'ThermoFlexX imagers, with their ability to expose any leading flexo or letterpress plate, have become a popular option amongst printers and repro houses, which increasingly no longer wish to be locked into one consumable supplier.'

'To complete the range we needed to add software that would enable customers to edit and process their digital files prior to imaging the plate. The management at Hybrid Software are renowned for creating pioneering software that leads the industry in terms of versatility and productivity.'

'Cloudflow is certainly set to raise a few eyebrows. Combining this with ThermoFlexX imagers enables our customers to handle their pre-press requirements with a level of quality, flexibility and throughput that is unrivalled.'

Guido Van der Schueren, chairman of Hybrid Software, added: 'The ThermoFlexX team have more than 20 years of experience in CtP technology and this is very apparent in the innovations they have incorporated into their imagers. In recent years the graphic arts industry in general has lacked innovation. Cloudflow breaks this trend in the field of software and ThermoFlexX achieves this in the area of hardware.'

'The enormous changes taking place within the industry include the growing need for printers of all kinds to offer a greater range of services to their customers. The architecture behind Cloudflow lets companies of all sizes easily create local and private cloud-based

environments in which to operate with complete safety.

‘There are a great many synergies between Hybrid Software and the ThermoFlexX team, including the fact that we serve very similar markets such as flexible and corrugated packaging, labels and folding cartons. Bringing together the technologies of the two companies results in a really exciting opportunity for printers and trade houses seeking a fresh approach to overcoming some of the challenging issues they face today.’

**Pictured: Christophe Lievens, director of sales and marketing for basysPrint and ThermoFlexX, with Jan Ruyschaert, managing director of Hybrid Software**